

Office Hours – November 16, 2015

Stacey: Hello and welcome everyone to the BHC Office Hours Call, its Stacey Morgenstern here, and Carey Peters is still out on Maternity Leave—she will be coming back on November 30th, so Wahoo! We're going to get some Carey Peters back in this joint! And I'm thrilled to be here with you, thank you so much for your understanding for uh, I had a personal emergency at our last Office Hours Call—we will be rescheduling that call for when Carey comes back, probably after the holidays, because we have several back to back Office Hours Calls coming up, so we want to space that out and give you uh, you know, make sure you get everything you came for. So don't worry about that we will be rescheduling that, we're just waiting for Carey to come back so that we could uh, work with her schedule. So thank you, thank you for that understanding.

And thank you for the way you've been showing up! I was just in awe of these cohorts! Each one of you on the Facebook group, the way you're offering support to one another, the way you're adjusting and assimilating the content, the way you're out in the world taking action and getting scholarship clients, or beta testing clients, or even some of you with your first paying clients. You're really working with putting together the program, personalizing it to you, uh, and trying things that might be out of your comfort zone. Some of you have never had experience with coaching before, and you're really embracing this whole-heartedly. So, well done! Congratulations, you are doing amazing.

I wanted to point something out for all of the groups, is that some of you are just entering into Pillar 2 Week 3 when you're learning the 90 Day Total Transformation Program. And that's the beginning of 12 session outlines for the next 12 weeks, you'll be learning session by session, exactly what to do with a client. For those of you in the March and June group, you might want to be aware that we have updated some of those session outlines, made them a little more streamlined and easier for you to have that scripting, and we've also are adding coaching demos for each of the weeks going forward. So if you're in the September group, you don't have to worry about what I'm saying now, but for the other groups you may want to go back and listen to those coaching demos, and hear me actually coaching a client week by week. So that's pretty amazing. We are always open to your feedback and constantly innovating the content and the lessons to be more accessible, even easier for you to use, and we'll continue to build those libraries.

So let's all take a moment and write down something that is going well. Something that is going well on your journey to become a health coach. Let's take about 30 seconds for that. Something that is going well on your journey to become a health coach. And as you know from the content, we always start that way with clients in sessions, what's going well? Because people have a tendency to focus on what's not going well. What you appreciate, appreciates. We want to start steering our clients towards noticing what is working so that they can gather evidence of their progress—not matter how small. When you start to put your attention on that progress, it is happening even when it's micro steps.

When you're putting your attention on what is working and the progress you're making is motivating. It encourages you to uh, take even bigger steps, or feel like you are moving forward, and you are victorious, and you are triumphant, and it's motivating, it's energizing. On the other hand, if you focus on what's not working you start noticing even more of what's not working? And it becomes a sort of currency. Then you tend to back into a corner and get stuck in a rut. That's demotivating. Focusing on what's going well, steering our attention to what is working, attracts more of that, it is motivating, and then focusing our attention on what's not working and how everything is a crap sandwich will give us more of that. And that's demotivating. So, write down what is working. And then the second question I want you to answer is what do you need to know, feel or understand to move forward? Let's take another 15 seconds.

Now, the way this call will be run is that you can raise your hand to ask any question, or to report—I'm going to be asking you what is going well, and then what is it you need to know, feel or understand, and then you can ask your question, so I'm going to be asking you those things. But, this is the place to connect with, for today it's just me, uh but to connect with me and Carey and your mentors, as the creators of this incredible program, this is a chance to be witnessed, to be seen and heard by your community, by your cohorts, which, believe it or not actually is what enhances your experience here. Community is so huge. This is fostering an eco-system, a soil that propels you to be your best self. So this is a great place to take advantage to be seen and heard, to be witnessed, to ask a question and know that there are no silly questions. When you're asking a question, most likely you are also asking it on behalf of someone else. So everyone benefits from all of your questions, and uh, um, it often raises or inspires another question that the person hadn't even thought of. So it's every question that adds to the soup, we're making stone soup here. This is the place to get all your questions answered. And the questions can be whatever Pillar you're on, we've got people at different places, so I will ask you what group you're in so I know where you're at. But whatever Pillar you're on you can ask questions about that, you can ask questions about previous Pillars, you can ask questions about client challenges, you can also ask questions about yourself, and whether it's about coaching, or the coaching methodology, or your own blocks you might be experiencing, your own emotions, or anxiousness, or fears, um, anything like that is totally fair game. And my intention is to um, is to work with whatever is happening in the moment.

And, there may be occasions when I don't know the exact answer, like if you ask me, "Where can I find this handout?" I will probably not have that answer handy of going "Oh, it's in Pillar 3 Week 2" or something. That won't be useful, it would be a good question for an HCI Helper. The HCI Helper—we have a couple of people on our team who play that role, and they're there to make sure that you have an outstanding experience, they're kind of little enhancers, they're groove enhancers of the Become A Health Coach training.

So, to raise your hand, you go ahead and press *2 on your phone and I'd like also if you're on the webcast, you can type in the question at any time. And I'll move back and forth. There was a few people who did email questions in, so I will move to those in a little bit, but I'd love to hear first from a couple of live callers. So let's do that, going to last four digits 2450, and please tell us your name, where you're from and something that's going well.

Wendy: Um, hi that's me, I'm Wendy, I'm from North Carolina. Um, well a lot of things are going well, I've got a real good creative spark going right now. So that's good.

Stacey: Can you say that again? I didn't get that.

Wendy: Ya, I feel, I'm feeling very creative right now. I'm feeling content creation, and I'm feeling good about it. Um, so my question is, I just started, I already have a health coach certification from another certification, but I've just started your program. And my question is um, how to respond or deal with clients who are sort of dogmatic about their dietary beliefs? So in Week 1 we talked about, or Carey talked about on the videos the idea of holding diet as more of a playful, experimental type thing. And trying to find what's right for us. Um, I find a lot of people who are pretty like, tied into this idea of you know, that sugar is poison, or they can't have gluten you know—

Stacey: Okay.

Wendy: So it seems that they wanna start out already with all these restrictions in place instead of being more open to experimentation, and playfulness and finding what's right with their body. So if you encounter someone like this, let's say in a Closing the Deal Conversation, or a discovery session or something like that, how do you respond to this person?

Stacey: So, can you give a specific example you're dealing with like, what was—is there a specific diet that they were—is it sugar and gluten like you were saying?

Wendy: Ya um, so the person I'm thinking of in particular insisted that she could never eat sugar. And I'm not gonna argue with someone on that, but you know, personally I can't imagine life, going through my entire life never eating sugar again. And it seemed sort of to me in my mind unnecessarily dogmatic and restrictive, and um, and she was overweight, um, and this was just a conversation I was having with someone. So I didn't quite know how to respond to them, you know?

Stacey: Mmm-hmm.

Wendy: So, I know that before there has been so much information and propaganda out there about diet in general, and a lot of people have been convinced if they've chosen to follow a particular guru or something online, they're sort of like, really in that mindset of like, I have to eat this way, or I can't have that, you know what I mean?

Stacey: Ya, I do, I do. So let me see if I can address this. When people go online and they start searching, they often do a bit of a self-diagnosis. Right? They look and they see “Oh my gosh I have this set of symptoms, I must have...” candida, or not eat sugar, or I must be gluten intolerant or something. And all of those things might be true, it might be, maybe she can't eat sugar, maybe she has an (UNINTELLIGABLE) problem, like, who knows. So, what, but what that partly does is that person, one is that they've probably invested themselves, not necessarily with money, but they've invested themselves in a certain way of being that they've become attached to. We want to accept and honor that, that the person is like, “Wow, you're really intelligent, it sounds like you do know what's best for your body, and it sounds like you've noticed if you eat any sugar there will be consequences, and that you'd like to focus on a way to not have sugar in your life. Now, given that, let's—would it be okay if we explore a little moment, because sometimes when we go into extreme elimination or deprivation, without like, what is sugar a symbolic of, it's a symbol of sweetness, so let's fine that we can include sweetness or maybe sweet flavor into your diet because this is what sweet flavor does.” For example, sweet flavor can help people curb sweet cravings—otherwise if they're constantly preoccupied by sugar but not giving it to themselves then that message gets louder and louder and louder. So my point is that there is a way in which she has already invested into an “I know” frame. And it doesn't really do a whole lot to be in opposition to that.

So we wanna get off our map and onto the client's map and just say like, “Congratulations, it sounds like you found a way that is really important to you, and I'm curious what is important about being off sugar?” and they might tell you a whole bunch of information about that. It'd be great. And now sugar is detrimental to your health, you might not be able to imagine being off sugar in that way, but this is where we have to leave our maps behind and honor what's right for the client, and honor that they do have a body intelligence that might be right for them. Now, if we're finding that that body intelligence or that way of thinking is dogmatic and limiting, then we can always propose an invitation, but not assert it as an agenda—it's more an invitation to the client like, “Hey, I noticed that you're really attached to not eating sugar this way, and I'm curious if during these 90 days, would you be willing to be doing a very short term, maybe even one week, would you be willing to do a one week research frame with me where we're going to depart from that particular way of thinking, but only temporarily? And we'll assess at the end of it if we've gathered any newer information that might inform a change in that way of thinking. So we're honoring that this has maybe worked for you, and leaving some openness for experimentation. Because experimentation can be very therapeutic. If we get attached to our old ways of being, we'll get in a rut because we won't evolve for what our body's evolving needs are. What worked for me at 30 doesn't necessarily work for me at 40.”

So we can't assume that what was healthy for me at 30 is healthy at 40, it doesn't mean that those things are unhealthy, it just means that those are not healthy at this time. So we do need flexibility in there, but if we assert it as somebody is wrong, or that can't work, or there is judgement in it, then the person will resist. So we want to make them right about whatever they're clinging to that feels so important.

Wendy: Okay. I would never actually tell someone that they were wrong—

Stacey: I didn't think that you would, but the sentiment behind that is dogmatic, I could never do that, so I don't understand how someone else could, is we have to let go of our own preconceived notions, right? Like she came into that and she already had a way, so like doctors—if the least intervention is possible, I mean, sometimes more intervention is required, but something like sugar, is that a necessary intervention what we want to tell someone, “you should loosen up and eat some sugar!” Um, if that works for her, not eating sugar, and she feels better, then that's great. But we should notice like, “Wow, it sounds like you must have experimented with sugar, eating it and not eating it. I'm so curious what happens to you when you eat it so much that you came to a conclusion that you can't have any at all, and use that information.

Wendy: Ya, that's a good question to ask.

Stacey: Ya. This is how we learn from our clients.

Wendy: It always makes me wonder how people do come to this conclusion, that they can't—you know especially when it's something so ultra-restrictive, you know that they absolutely cannot. I mean, I understand if you have Celiac Disease and can't have gluten, but for people who in the absence of a major allergy or disease or something, for people to just basically restrict themselves so much, it's kind of like—

Stacey: And I wanna reframe that for you, because she might actually not relate to it as a restriction. So when you say no to one thing, you're always saying yes to something else. So find out when she says no to sugar, in a very committed way like that, what is she saying yes to? And maybe she's saying yes to—maybe there is something else she has that fulfills that sweetness, but I also mean that as a when I don't have sugar, what I get to have is I get to have vibrant energy, I get to feel clear headed, I sleep better, I feel happy, I feel enlivened, I feel patient, expansive, taller in my spine...Vs. When I eat sugar I feel tight, foggy, and bloated. Pains in my stomach, more slouchy, more anxious.

Wendy: Okay. Thank you.

Stacey: So we want to find out, there is a no and a yes always happening, and I love the yes frame because it goes with our eating philosophy, which is, don't just focus on what you don't get to have, focus on what you do get to have. I get to have foods that make me feel nourished, vibrant and sparkly. Vs. “I don't get to have gluten, I don't get to have sugar. I don't get to have...” Right? We can experience abundance vs. deprivation in this way.

Wendy: Okay, that helps a lot. Thank you.

Stacey: You're so welcome. Great question. Okay, last four digits, 2115, again share your name, where you're from, and something that's going well.

Holly: Hello?

Stacey: Hi.

Holly: Hi, this is Holly Toronto, calling from New York—

Stacey: Great.

Holly: I'm super excited actually because I've never actually been able to get through on these calls before because I work like a corporate job 9-5, so it's good to be talking to you.

Stacey: Aaaw, welcome!

Holly: So I'm tapping into my naughty menu today and I'm playing hooky from work. Um, so I'm really excited. So what's going well for me right now in terms of health coaching is, opportunities are kind of presenting themselves, um, that I didn't think would actually be possible at this point in my training. So I've been just kinda embracing them instead of allowing old, limiting beliefs to creep in. Um, so that's going really well.

Stacey: Great, well I'm so glad to have you here.

Holly: Thank you.

Stacey: Um, my question is in regards to an opportunity that has presented itself. So I've developed a relationship with a palates instructor in my neighborhood. Um, and she knows I'm doing the health coaching thing, and she's super excited about it and she wants to like, be partners and work together which is amazing and so exciting, and I can't wait to get started.

Stacey: Okay.

Holly: So she came up with the idea of running a health coach cleanse/palates challenge in January, to start the new year off for everybody, um, and have me kinda run the cleanse and she'll run the palates sessions. So my question is, is there going to be any um, guidance on how to group sessions?

Stacey: Um, more so in Pillar 4, that's the pillar where we talk about that kind of stuff, um, and we focus on one on one to start with because it's easier to enroll one client than it is to enroll an entire group because you only need to have one conversation to enroll one client.

Holly: Right.

Stacey: So, we start with that, and then for those who are ready to do groups to collaborate, I did the same thing, I collaborated at the time with a yoga teacher, and would do a yoga/nutrition women's group program. And my very first group, what I'd say is that your first group, just do it no matter how few people—you need to have a group, so at least three people, but I think I had four in my first group, and there was this question of do I run it because I rented a space—it was a cheap space, but I wasn't really going to make money on the program. And um, but I changed my reason for what I was doing it for, and I went forward, did the program and decided like, I wanna test this out, so I wanna learn, I wanna get testimonials, success stories, and potentially some referrals. Maybe they'll do it again. Let's gather information and not make it about making a certain amount of money. So, I did it with my four people, and it was the best business decision I ever did to run it, even though I wasn't really making money, because I got all of those things. And not only did I get testimonials and feedback, and improved the program, the next time I launched it three out of the four people reenrolled and brought someone else. So my second group, I had eight people. And by my third I had fourteen, and it just started to grow from there. So just to in terms of—especially if you're working in partnership, to have some agreement about what is the intention here as we're running this first time? So that would be one thing I would say. But the 90 Day Program, same thing, it's easily translatable for a group, you can have people do a partner share, meaning that when they're doing an exercise, like chewing or something they can do it together. You can have—if you have a small group you can have everyone share in the group, just be watching your time. If you have a large group, then just call on people and have a few people share, not everyone share for every exercise.

Holly: Right.

Stacey: Um, and as far as um, incorporating palates, that's what you said, it was palates?

Holly: Yes.

Stacey: So, the way I did it with a group was that sessions were two hours, the first 45 minutes was yoga, or palates, we did that first, and then the second 75 minutes was the session stuff.

Holly: Got it.

Stacey: Is that helpful?

Holly: Yes it is. The way we're actually thinking about running it is like a 2 week challenge, so it would be palates every day, and then I was thinking on the weekends, like on Saturdays I would do like, a 2 week thing, do two group coaching sessions—does that make sense?

- Stacey: Yep.
- Holly: So if I were to do that, what material would you suggest I would focus on since it would only be two sessions?
- Stacey: Um, if it's only going to be two sessions, what would I focus on...well, what's the outcome you want the clients to have?
- Holly: So I would assume it would be a reset from the holidays, partying, and eating, and drinking, the mindset of a New Year Cleanse, to increase energy levels, and um weight loss.
- Stacey: Okay. Um, so it depends, there are a couple things you could do, you could actually do the 14 day cleanse, if you don't want that quite like, this is a reset vs. a cleanse, then tell me—which group are you in?
- Holly: I'm in the June group.
- Stacey: June group, okay great. What I'd do is probably Session 2 of the 90 Day Program, which is the high energy vs. low energy. I'd probably do that, and then as a second one maybe the Wheel of Life.
- Holly: Okay.
- Stacey: Because then you can Segway into give each person a consultation at the end so that they can continue working with you, and you can use the Wheel of Life as an "Okay, where do you want to focus more in your life now?"
- Holly: Ya, that's great, that's awesome.
- Stacey: You can use any of the sessions, but those are the two that came to mind as a like, "Okay that makes sense.
- Holly: Ya, great thank you so much.
- Stacey: Did you have another question?
- Holly: No, that was it. Thank you.
- Stacey: Okay great questions, um, let me answer a couple I have here. Um, Tanya asking, "I'm curious what your thoughts or recommendations maybe are in regards to an internship. I'm thinking about helping people in the health field, have that opportunity to work directly with doctors, councilors, upon graduating." Um, that sounds amazing, I think that would be fantastic.

Actually we have talked a lot about that internally, how would we partner with allied health professionals and help you with that connection. We don't have that in place yet, but it is something we're talking about at HCI, so come back around and keep asking about it. but, if you have a way to do that or you want to explore that on the Facebook group I'm sure a lot of people would have input, and maybe even have some physicians in the program, so maybe that could be a whole excellent topic of conversation. And as far as expressing the validity of the program without being able to present it as a medical or health degree... Um, I haven't had that be a problem. You are getting certified, so the whole point is that you're not a registered dietitian, you're offering something that is different than the standard American diet and food pyramid. You're offering the right support and accountability so clients follow through on their action steps and you'd be working in tandem with the doctors, chiropractors or councilors. You'd probably be working in tandem. You can always give them a sample session and let them get a feel or a felt sense of your work, um, and what you're actually doing. So that's fine too. I used to work with a naturopathic doctor in this way and it was great. It wasn't an internship, just working with their clients. We were in a partnership.

Now, there are some doctors that may already be doing this kind of thing where they're looking to uh, have apprentices in their practice, and each one might have different requirements for what they're looking for, but as far as the validity of this field, uh, this is a growing field, and what's going to show that for you more than the letters after your name, because letters after your name don't actually mean that you know what you're doing, um, so what's going to show that more is you demonstrate by doing it, by sharing it and by giving them a sample session.

Okay...Audra is asking, "In the Closing the Deal Conversation, I know some clients laughing about the cost or the investment of the program. I'm already a certified Holistic Nutritionist, so I do have a set price I charge for my current package, but I'm, what I'm learning here I know might change my pricing, etc. Do I have to offer it for free since I already have a practice going?" Um, Audra great question. That's fine you can charge clients now, it's useful to—you might do two clients at a beta type, beta test fee, because you're testing out a new program, or not. You might be that you already have an existing practice, so this is just going to incorporate seamlessly into the work you're already doing. So I don't actually see a problem with that. Um, ya. I think that you're right on and you can move forward.

Okay. Katarina Chapman, "I saw (UNINTELLIGABLE) how to deal with a client that does not have weight issues, they actually want more energy, and stress is their issue." Um, I'm not sure Katarina, if you're on the phone raise your hand because I'm not sure where you're felling challenged. Uh, you can easily talk about energy and stress as the main issue. You said that you're in Pillar 2 but I don't know which session you're on. Um, but all of this is easily translatable, you just substitute where it says "Weight" you can substitute "energy" or "stress" because largely this program is all about energy and how you cope with stress.

It's about changing your habits around that. So whether your outcome is losing weight, gaining weight, whatever it is, we do believe that a lot of those things are related to energy and stress. So um, this program should be easily translatable for that.

Okay, Tony asking questions about Omega 3—“I’ve lost over 60 pounds,” congratulations, that’s amazing! “And I know that the food I’m eating has Omega 3 in them, isn’t the plant based more natural for the body to assimilate? My “aha” moment was the balance, source, and timing. I never thought of those when looking at a diet plan.” Tony, it sounds like you have some experience with Omega-3s, so I would trust your experience and your instinct, uh, and also be open to the possibility that maybe not everybody absorbs Omega 3s the same. So just be open to that possibility, but certainly if you have an experience, and you may end up leaning toward that as a core of your health coaching approach. So just consider that.

Okay let's go back to a live caller. Last for digits is 8679.

Ellen: Hello! Can you hear me?

Stacey: Hello! Yes.

Ellen: Hey, this is Ellen Simple, I am in the San Diego, California area, and I'm in the June class.

Stacey: Great.

Ellen: And, um, I'm so excited to be on. Okay, um what's going well is um, everything. I'm loving the program. I'm coming off being a stay at home, homeschooling mom for 18 years, I have no prior experience but I've been with many or almost all of the lab partners I've had um, a lot of us have battled through our own battle to health, so I'm in that category. I'm just a—it's a hobby, and I have a lot of success at regaining my own health. But, I don't have any professional experience ever asking for money at all. Um, so that's not what my question is about—um, what's going well is that I'm surprised um, being on the receiving end of the way you instruct us, I feel what it's like to be on the receiving end of dealing with the critter brain, and seeding, and the way you take us through so seamlessly, I'm not afraid, I'm not nervous, I feel so confident. And I think that's just amazing to me personally, but I feel like I can do this!

Stacey: Aaaw, that's awesome. Yay, one more intention, check!

Ellen: Ya. Totally amazing. Okay, so I have two practice clients. Um, well, three actually—but two I'm taking through as (INAUDIBLE)...

Stacey: I'm sorry, you cut out for a second, so that's two practice clients you're taking through—

Ellen: Right, I'm taking them through the scripted 90 Day Program, which I'm loving, and it's just the right amount of challenge every week for me. So I'm anticipating that they will renew and I'll be taking them through a second time starting in January or there about. So my mind is already going to, "Okay when I do this a second time through, I get the sessions 1, 2, 3 and the others in the middle that are content driven, sort of you're teaching them something new, you're stretching them into the—what they need for greater health. I get that, um, but the repeating the TCM weeks, I have a big question mark in my mind. So do we actually repeat the Wheel of Life and the—I can see repeating the Mental Rehearsal, I see repeating um, the What Wants to Be Nourished? But like, do you use the Wheel of Life over, and over again?

Stacey: You totally could, and this is where you—you have a couple of options. In this training, we have given you the 90 day, you've also got the 14 day cleanse which you can take that content, and even if you didn't want to lead them through the cleanse, you can take that content to do something a bit different with them and call it a uh, "We're going to do an experimental phase" and then you can incorporate that into the 90 day instead and then take out a couple of sessions. Um, you could also—so there are a couple of options there because those are different experiences. But, you also have to realize that even if you did exactly the same 90 Day Program, you're working with a different person because they're different than who they were when they signed up for the first time.

Ellen: Okay.

Stacey: So there's that—so just consider that. Now, then what happens at the end if you did all of that again, it's like, "Now what?" if they still want to keep working with you. This is why we have graduate trainings because ya, you're going to keep developing yourself forever, if you become a coach, you're a lifelong student. I don't mean that as a, you can't get everything out of BHC that you need to run a professional practice, it's that I find coaches are hungry learners. We have a passion for this stuff, and if you think about your learning in layers where um, we're depending, we're broadening, and we keep doing that, deepening and broadening. It's like different hues of how to hold someone through a coaching process. So you're going to keep developing, and that's going to color your program or style a little differently. But with what you've got right now, you do have a couple options, you can have them repeat exactly the same, session by session, you could have them do the 14 day cleanse. You can take the 14 day cleanse and embed it, or integrate it into the 90 Day Program, and modify it in any way you'd like. And that would feel like a whole different thing for them to get that big booklet.

Ellen: Totally. So the, the—I get that, and I love that idea of incorporating the 14 day cleanse, I love that. But my question isn't so much the weeks where you are stretching them into better habits, it's like, at the beginning of the 90 days, you're sort of stretching, stretching, and then you hold them steady for a few sessions, and then you stretch them a little bit, hold them steady sort of.

Um, and so it's those hold them steady weeks that I have a question mark. So, do you, the embedded TCM weeks—you're not saying that I would do the cleanse material—

Stacey: That's where you're assuming that they wouldn't need that somehow...

Ellen: No, I want them to need it, I'm expecting them to need it. So do I repeat those scripts on the embedded TCM Weeks? That's my question. You wouldn't want me to do the cleanse material on the TCM weeks...

Stacey: Oh got it, I see what you're saying. And I think that this is where you step back and look at the 12 sessions—one way I'd do this is lay out the 12 sessions on little pieces of paper, or note cards on the floor, and then use your body to do this. This is such an awesome method for developing your program, and especially when you have a specific client in mind and you're working with them and trying to figure out what would be best, you as the leader. So I'd lay out the 12 sessions, and I'd go, after Session 12, just kinda stand at the end. Imagine them through a 90 days. And like, what's the intention, what's the outcome I that they wanna have? So let's just make up one, can you make up one with me? Like if they went through the 90 Day Program again, what do you think their outcome would be this time?

Ellen: I think um, both of mine are—they have a lot of work to do, a lot of change that needs to happen, that's not coming from my perspective, that's coming from their perspective, like they have a long way to go.

Stacey: A change in what regards?

Ellen: To regain their health. They haven't—they have a lot of health problems and they haven't been able to consistently make any changes sort of. So, they're doing great, but I have, lie you said, small hinges swing big doors, and I have made their changes very small. So the second time around I'm imagining that they're going to feel confident that they're actually going to follow through and bite off a little more in particular weight loss. I think right now that they're very reluctant to want that. They just wanna feel better. But then I think, I bet the second time through it's gonna be about weight loss.

Stacey: Great. So what I would probably do, is what if they started off with the cleanse—of course you're gonna, you might get into it and see if it's something you're wanting to do. But if they don't like the idea of a cleanse, I'd do it with them anyway, I just wouldn't call it a "cleanse". Like, "We're going to do a research frame for two weeks." Call it a "research frame" so you do an experimental research frame. Because some people might have trigger around the word "Cleanse" or "Detox" like, "I can't do that!" So you'd start off with that, and you'd still do Session 1 as a prep for the cleanse we wanna set their intentions, there are some journal pages in the cleanse manual so you want them to look through that and get the foods they need, and you're setting them up for success. So you still clear the clutter, you still do those things from Session 1.

Ellen: Okay.

Stacey: Well I wanna back track somewhere before you're laying out, like, let's lay out the 12 Sessions, on pieces of paper. Knowing that you're going to do Session 1, but it's attached to the cleanse. Right? So then what needs to happen in Sessions 2 and 3? You can listen to the Cleanse audios to find out what I talk about there in terms of sessions, and uh, then you're looking at the rest of the sessions going, "Okay what makes sense here?" Like, stand at sessions—put the outcomes at—after Session 12, put that as the big result they want. So you know specifically with this client there are health changes, habits that they want to adopt by the end of this next 90 days. So you put that there, then go back to Session 1. And you're going to walk through each step. So you stand on the paper that says "Session 1 and what happens in Session 1, clear the clutter, prep for the cleanse." Then step forward to Session 2, what that is, and then Session 3. Walk through the program and just imagine the client going through the process. Do these things link together/ does that feel right? And then we can change the order, we can look through the Master Client handout checklist, and see if there are any new handouts I might want to incorporate as possibilities?" Like sometimes I plan to share a handout with a client and they come in that day and that's just not what's up. So tis like, they didn't need that handout. That wasn't relevant. So what haven't you done with them that might be useful to incorporate? And then walk through the 12 steps. Get a felt sense of each one, and then I'd go back and make adjustments, modify any sessions that feel like, "You know, I think we would do instead of the "Be naughty menu" we would do this instead. Right? Looking through the master, what has to be done? Then go back to the beginning, walk through couple of times and get a sense in your body, and in your intuition, making a future picture in your mind of working with a client doing these steps, will it be effective and useful?

Ellen: Okay.

Stacey: And there is something about physically walking through those steps that makes a difference vs. just writing it on a piece of paper.

Ellen: I totally get it, I use this exactly process when—in another area in my life. I totally get it.

Stacey: Ya, this is useful, you can do that same technique with a client, even over the phone who is trying to work out for themselves how they're going to go through their buy week and still cook for themselves, or exercise, or something. Like, well, let's trim it down into the small steps. Like, first you're going to clear the clutter, then you're going to put this in your schedule, then when it approaches and you see it in your calendar, you're going to uh, get excited because you're already imagining the rewards of having done it, and how proud you are, and then you're going to put on your shoes, and then you're going to put on your music, and then you're going to do it!

And you actually put those on pieces of paper and have them walk through that process and get it ingrained in their body. It's kind of a physical embodiment of the mental rehearsal.

Ellen: Got it.

Stacey: So that can be a new way of approaching for example, you said the Mental Rehearsal would be good for them, but that might be a good way of approaching it, like, "You know what? Let's put this on pieces of paper." And they can walk through it, they feel it in their body.

Ellen: Great question. I do have one other question if that's okay.

Stacey: Sure.

Ellen: Okay so because both of these clients like I said, small hinges swing big doors, I have already had times where I felt like, "all they really need to do is hold steady—to stretch them more—I'm not even sure that's a good idea." Um, it's like they're doing so well, if they already kept what they would be doing right now, they'd see huge changes in their health in the moving forward of their lives, does that make sense?

Stacey: Ya.

Ellen: So, I think, I thought I'd be struggling with wanting them to do more and wanting to change more, but I'm not. I'm actually struggling with well, how do I fill a session when I'm actually not wanting them to do something new in terms of changing a habit—does that make sense?

Stacey: It does, ya. That's great, so um, first of all, I wanna just appreciate you, because the tendency for most people is to throw in the kitchen sink and everything else and overload with content so it feels valuable. And I really admire you're paying attention to less is more. So that's really awesome and unusual. Um, and as far as what to do in a session, um, you know people don't have a lot of places to go to be truly listened to, or to be acknowledged. And it's amazing how um, healing acknowledgement is. So you could shorten sessions, and when you're working with clients, instead of saying, "Sessions are 1 hour", it's like, "Sessions are up to 1 hour," or up to 30 or 45 minutes—so you have some room, and I'd explain that in the beginning, like "Some sessions are going to be—I want you to reserve X amount of time for our sessions, sometimes we may not use the whole time, and sometimes we may need a few extra minutes. So I want you to have some flexibility in your schedule and know we're not trying to fill time here, we're trying to do what is most useful because I know you have a busy schedule, and I wanna honor that. So what I'm trying to give you is the highest amount of value in the shortest amount of time that is effective for you."

But what I've found is most times you have room in case, like, there is no reason to drag on a session if you both are feeling complete, this is not to shortcut the session or cut corners, or anything like that. It's just that sometimes there is a natural stopping place, and otherwise you're just dragging it out. And you are both done, so why not call it when it's done. Um, so there is that.

Now, as far as what to do to fill the time, is I would um, expand the sensory representations of the experience they're having that they want to be having. So for example if a client is uh, this week they're holding steady, help them notice what is effective and successful about that that is different than what they've done previously.

Ellen: I'm doing the Snoopy dance over here, because that's exactly what I did. Yay! That's so affirming. I mean, I naturally did that but I didn't know that I did that, but that's exactly—

Stacey: Ya, the way you extend the conversation is—because that can be a one minute conversation, but the way you expand that is, “Okay, I wanna even anchor this in more, so tell me, what were the thoughts you were thinking that had you follow through differently than you had in the past?” And then they'll have a series of thoughts. And then you'd say, “What were the feelings you were feeling in your body if you had to put emotions to that, what that would be? If you were telling yourself something, what was the conversation going on in your head? What were the words?”

Ellen: So good.

Stacey: And so now you're creating, and then another way to spring that whole chunk is to say, “You've been doing so well, I'd love to learn how you're doing that. If I wanted to do that just like you, how would you teach me how to...” and then insert the thing. “How would you teach me how to follow through? How would you teach me to get out the door with my running shoes?” Again, it goes back to “What are the thoughts you're thinking, what are the feelings you're having, the things you're telling yourself?”

Ellen: Cool.

Stacey: And then repeat it back to them, “Oh, I get it, so if I wanted to go running, I would think these set of thoughts, I would feel these feelings, I'd tell myself these things.” The person would confirm or embellish, and then you'd say, “Is there anything you'd add to this?” So now we have a recipe for how we get them to follow through that they came up with on their own.

Ellen: Awesome, I'm taking notes and writing them down.

Stacey: Ya. They've done their own induction. It's so powerful. And we can do that for every session because every session is a progression of the last. So how are they making these progressions? And then they're going to feel so excited that they reflected it back to you, and it makes them feel almost a proud and they're sort of excited as they're telling you about it.

Ellen: Ya, that whole aspect of this coaching seems to be the secret sauce. I'm amazed at what is actually the thing that's bringing transformation. Like you said, is not necessarily the information, but it's this listening and acknowledging, and I want to learn how to do it better. So I so, so appreciate your answer.

Stacey: Awesome. Great, great question. I'm so glad you asked that. Okay let's go to over to a webcast, let's see—Suzanne asking, “What is the recommended price for the 14 day detox? I know the 90 Day Program is \$4000.”

Ellen: Okay wait—hold on right there... the 90 Day Program is not \$4000, it can be, \$4000, but there is no uh, preset fee for these. And this is always a tricky question for BHC students, is how much to charge, and here's the first thing. Um, we do talk about it in Pillar 4 about how to price your programs and all of that. But what, what a lot of people tend to want to do so badly is to look at what are other people charging, and then that is somehow the standard. The challenge with that is that we're then basing our fees on someone else's money mindset. Which can stretch us and inspire us to actually charge more than we thought it might have been worth. But it would also diminish our sense of value about it. So Carey and I really had a stance around money that this is all about your relationship to money, which I talk about in Pillar 3 more so, so this is really about—pricing is about your relationship to your own worth and your own value. So you can look at what other people charge, and this is a good thing to ask on the Facebook page—we have had BHC students that for the 14 Day Detox Program I've seen people charge \$100 for it, I've seen people charge \$400 for it. So just to give you, it's quite a wide range. And one way is to ask yourself, “How much do I want to make?” Is the first question. And the second question is, “What is the value I need to install in order to warrant that fee?” Really different stance than “What is everyone charging and what do you charge?” And then me being an authority on that for you. So first question, “How much do I wanna make for this?” Look at the amount of time you're spending, what is the energetic container you're holding, is it customized for this person? These are all different variables. So ask yourself again, “What's the outcome the client wants to have? What's do I need to put in there to create that experience? How much do I really wanna make? And what do I need to put in there to warrant that value?” So it's kind of a constellation of things that kinda determine pricing. So again, for the 14 day I've seen people charge \$100-400 dollars, I've seen for the 90 day people charge \$800 or \$900, all the way to \$4000, that's um, again, I've seen such a wide range. And those are some good ways to think about it.

Um, okay, “Is there a 90 Day Program created yet for relationships? That seems to be working for me already, but I’d love your guidance as well.” Awesome I love that. That is a particular topic that is very close to my heart. And this is more, Suzanne, in the uh, Transformational Coaching Method Certification program, uh, this is where you’d continue your studies after this specific health coach training. This is—health coaching is more about health, habits and energy, of course you can apply anything you’re learning here to relationships, but as far as holding a wider frame for relationship work, um you’ll get that in TCM.

Okay. And then uh, someone was asking about the client contract, “Where do we get the program agreement?” Um, that comes in Pillar 4 Week 5. Great. Okay let's go to Claudia in Woodbridge saying, “First call, I'm very intrigued!” Yay. Thank you Claudia! Okay we’ll go back to a live caller. Last four digits 1296.

Brenda: Hello?

Stacey: Hi.

Brenda: Hi how are you?

Stacey: I’m great.

Brenda: Good. My name is Brenda Rodriguez, I'm calling from El Paso, Texas, and I’m in the September class.

Stacey: Welcome!

Brenda: Thank you.

Stacey: So tell me something that’s going well.

Brenda: Um, everything is going well, I feel at peace, always energetic, my life is where it should be, I love it, I’m in the program, learning everything, it's great, it’s awesome.

Stacey: What a fabulous report!

Brenda: Thank you.

Stacey: You’re welcome.

Brenda: But, I do have some questions, just a couple, I’ve been going through the program, I'm like, “Oh, I’ve been wondering this...” One of my questions is very simple, I have a practice client who I happen to know very well because she’s my daughter, but she doesn’t have a weight issue—she has an acne issue. And of course since I know her it's not anything that needs medicine.

I know what it is, but I can't tell her, it's more emotional. And um, how do you start working with those clients who come to us who don't wanna lose weight, they don't need it.

Stacey: Ya, this is not a weight loss program. It happens to be that weight loss is a very big part of the diet and nutrition industry, so there—we do put attention on that because inevitably a lot of people will come to you wanting to lose weight. So we do put some attention on that specific niche, because it's such a huge niche. Um, but skin is probably the second largest niche, certainly a huge one. What's tricky about your situation is working with your daughter. Where there is already going to be quite a bit of charge on receiving advice or feedback from you. Now, what was her willingness in terms of doing this program that she wanted to be working on her skin and how does she feel about working with that?

Brenda: Well what happened was that I was having a conversation with her and my other daughter about one of the other lessons, I can't remember what it was and how powerful it was, and you know, how some of the things as we're going through the lessons, I try to apply them to myself and there still is always room for improvement, something to that effect. And I'm also a registered nurse, so once in a while she will be like, "Hey mom, what do I do for this?" I try not to be preachy, or do this or that until she asks. So after this conversation when my other daughter had left, she said, "Mom if I was your client, like, what would you tell me? What would you ask me?" And that's what prompted the whole thing, it was her desire. It was her—she was definitely at a point where she just wants help.

Stacey: Ya, and how is she talking about the emotional stuff with you?

Brenda: She's great, she always has been. She doesn't like, hold back.

Stacey: She doesn't, okay great. You know for some people that could be a very sensitive relationship, working mother/daughter on something she might have fear or shame around, it could be very sensitive, so that's why I was asking for you. It sounds like you're very close and there is something that you can channel there and you can calibrate for that. Um, so, then as far as going through, um, the emotional stuff, is um, you can use any of the question sequences, even in the Closing the Deal Conversation, there is a ton of questions there that can prompt for emotion. And this is—which group are you in? Oh, you said the September group, oh, so you're just starting the 90 day.

Brenda: Ya, and I didn't have the Closing the Deal Conversation lesson when I talked to her, I was like, when I got to that lesson I was like, "I wish I heard this one before I talked to her!"

Stacey: Ya, you're in exactly the right place, and you're just starting and you just haven't gotten those lessons yet. That's all, I'd go back now and do that Closing the Deal Conversation, obviously at the end of it you're not going to be like, "Would you like to sign up for my program?"

Because you're already in it with her and she's agreed to that. So I'd use that as if it's a session itself, but you're gathering, it's an intake basically. So use that, because it's going to ask questions of like, "How will it make a difference, what's your stress level on a scale to 1-10? And what are those stressors?" You know basically like, "How would this make a difference for you? How would that feel? What has stopped you in the past from getting the changes you want? What might you lose that you value if you were to get this change?" You know in some ways every ailment that we have, and especially you know, you can look at one's skin that skin is a protective layer.

Brenda: Mmm-hmm. Exactly.

Stacey: And in some ways it helps us hide. So what is it—"what are we protecting against? What are we hiding from? What might be seen if we were to have clear skin?"

Brenda: So we would go that route, we would just keep—

Stacey: Ya, go that route ya, and then you'll get the sessions, you've only gotten one session of the 90 Day Program so far, so you'll just apply it to working with her acne. She is going to an emotional component, but there probably is some things, food and habit related that would be useful for her to look at.

Brenda: Exactly. So those action steps are just like, completely different from somebody that comes and says, "I need to lose this weight", and those action steps are a little clearer. So these action steps are taken basically from her words.

Stacey: Ya, we can have them taken from her words, but there is also—you'll see when you listen to the demo sessions, did you listen to that with Danielle? So if you go to Pillar 2 Week 3, there is a coaching demo and while the client that I was working with did want to lose weight, you'll see it's not just focused on this like, you know, "Go count some calories and do this weight loss thing." It's more focused about how she is going to care for herself in ways that she hadn't previously.

So try to broaden the perspective, just take out the weight loss element and go, "How can this translate, how can I make a lateral shift from this to weight loss—like what is it that's going on here?" Well, it all comes back to self-love and self-care.

Brenda: Mmm-hmm.

Stacey: "How can it be applied to my client who's dealing with skin?"

Brenda: Great. Okay. That makes sense. That really answers my other question because I have somebody else who wants to stop smoking.

Stacey: Yes, same thing.

Brenda: It's the same way.

- Stacey: Ya, what is, smoking is a coping mechanism, what is it a coping mechanism for? What is it we don't want to look at? What is it we don't want to feel or confront? Same thing, coping mechanism. Okay let's go to last four digits, 1056.
- Lisa: First time caller here, this is Lisa from Ventura, California.
- Stacey: Hi Lisa. Congratulations, you did it, you did it right!
- Lisa: Um, and um, you actually answered my—I had a question on pricing, but I will go back to something that is going well, first of all, I'm just in the November class so I'm a complete newbie. Something that's going well on the journey is my own health recovery. So just about a year ago I was suffering from adrenal burnout and just a really hardened and dark time for me, lots of loss going on in my life. And I engaged a health coach um, back in about November of last year, and it's completely turned my life around. I'm following my own protocols and taking my own supplements, and um, every day I'm just so grateful for the energy I've gained back and the healing that's happened in my life because I'm able to do so much more and my life is so full and beautiful now because of it. So I just want to acknowledge that and all the health coaches out there.
- Stacey: Well I, it sounds to me, first of all congratulations, it sounds like you've been on quite a journey that was emotional for you.
- Lisa: Well ya, that loss came with a divorce and just a moving from one part of the state to another, and loss of income, and just a lot, loss of my health on top of it so I really put health as my number one priority because without that I couldn't regain the rest of it.
- Stacey: I'm so with you.
- Lisa: It was an intense journey.
- Stacey: Yes.
- Lisa: Ya.
- Stacey: And it makes such a difference I imagine that this will be a part of your own great work as a health coach is that statement what you just said, if you're lost and down and out you gotta get back to health because you can't make good decisions from a totally low-resourced place. You've got to get that back in surplus, get that energy and then from there, clarity, and back on your feet, and ability and grounded, and center point is back on line.
- Lisa: Ya, absolutely number one and I put the sign on my wall, number one: health.

Stacey: What did you put on your wall?

Lisa: A sign, just for the year that my number one priority is health. And I can remember last year where there were days where I just had, “Okay where can I get like, 3% better today?” and I took it very slow, and now I have more energy than I have had in 10 years. It's amazing. I've fallen in love again, I'm working again, um, and my life is just getting better and better every day at accelerated speeds. It's amazing.

Stacey: Thank you so much for sharing that. I wanna just repeat something you said, because I think it's an excellent tip for someone, like one, putting a sign on your wall, like health is your number one priority, but the second was “how can I get 3% better today?” What a great tip. I mean, I just want to draw that out for anyone who didn't write that down. I think I had a writer downer of “small hinges swing big doors.” And encouraging clients, not like you're saying 100%, it's like, “If I could just get 3%, because that 3% today and then 3% tomorrow, and the next day 3%...” then you're at a totally different place in not too long.

Lisa: Right. Really doable, and the most important thing is to feel successful so as you mentioned in the very beginning, that's what's motivating. So that is what personally worked for me. Um, you already answered my uh—I had a question about pricing because—although I have not been through a coaching certification, I have a Masters in Spiritual Psychology, so I have taken my trainings for the last several years and just began coaching. And I have one client, and I have had two sessions.

Stacey: That's great.

Lisa: It's gone really great and um, I'm noticing how much I love it. so I listened to what you said about how much money I want to make, and what value am I placing on my services instead of it be hourly based, or fee based, make it value based and check in with my own intelligence about that.

Stacey: Ya, and also what I realized because one time Carey and I were sitting with uh, we saw other coaches who charge like, \$100,000 literally, for their program, \$100,000! And I was sitting with the question, this is one of the things I love about Carey who you'll meet soon, but it's we're really like, we're both student and teachers for each other, and coaches for each other, and just to sit with, “What would have to be true?” And what I found in that is that there were things that I wasn't actually willing to do that I thought I would have to do in order to warrant that kind of fee. So to notice for yourself what is the best work you feel aligned with? Just because you can charge \$5000, or \$100,000, that doesn't necessarily mean that you want to. So there is, a second, another part that I hadn't said before of that question is yes, what needs to go in this program and then the decision, the evaluation of, “Is that something that I wanna do? Does that feel energizing?”

- Lisa: It feels energizing to me.
- Stacey: Great, exactly, but finding that in terms of creating your pricing, your value of what you want to be doing, just a constant check in of, “Is this aligning? Is it energizing?” and trust that.
- Lisa: Ya okay I get what you’re saying. It's interesting that you're mentioning the high fee coaches because I’ve actually been studying that and wondering the same thing. What are they doing that “warrants” that kind of value?
- Stacey: I’ll tell you, I can tell you because we have um, probably the most extensive coaching program that Carey and I have ever done, I don’t mean offered, I mean that we bought, we paid for, because we had that same question. Like, “What are they doing?” It was \$65,000, and you actually do this, we did this for two years in a row, and um, it’s a certainly an ability to laser in on someone, but it's also a certain precision quality of attention. And that takes practice. And even more, it's the kind of practice that turns knowledge into understanding into wisdom. And that comes in time, it comes with working with different people, and a cultivation of your range of what you can hold. A world view you can hold without judgement, with curiosity, combined with a layering in, a precision of coaching.
- Lisa: Got it.
- Stacey: And that’s partly what we hope to infuse here and through the graduate trainings, to keep cultivating that precision.
- Lisa: Mmm-hmm. Ya that’s why I was so interested in taking the TCM Part of it. I'm starting here with Become a Health Coach because I don’t have the previous certification, but um, thank you so much for sharing that.
- Stacey: You’re welcome.
- Lisa: Ya, I feel really, really energized by that and um, um—
- Stacey: I’m excited to see for you um, how you, how it will all incorporate for you with your spiritual psychology training.
- Lisa: Me too, I think it's a pretty magical combination. I’ve also just finished working with women in recovery with sober living, and that’s been some really intense practice so I just had these—ya, it can be brutal, intense work, but everything you said about sharpening those instincts, and wisdom, and being really present in that moment with them um, has been happening. So I'm very grateful and um, um, I guess just to ask a question, um, because I'm just beginning here, I wanna hear back from you as this as a “What would you do if you were me?”

How to engage fully in this work, and me being at the beginning of this journey, how to take full advantage of the resources that are—without really understanding of what I am getting into yet, and with the community. I'm really, for me to reach out on a phone call and even to post on Facebook is outside my comfort zone. I'm private, private, I'm introverted, a one on one person. I can do those things, I'm on Facebook, but not really—so those are stretches for me. So I'd like to hear from you about what you'd offer as guidance.

Stacey: Great, great question. Have you listened to the orientation materials?

Lisa: Um, I have listened to a couple of different videos, I'm not sure what they were called.

Stacey: Okay so this is great, I'm so glad you're highlighting this because the first place to point you is the Welcome Email which will tell you all the things in terms of getting started and making sure you're getting the right things. Um, the second resource is going to be Leo, who is your success coach, and he's there to help you facilitate exactly the answer to that question and make sure you got it all. And the third thing I'd say is um, something you're already going, engaging on the Facebook, engaging in the community, showing up to live calls when you can, partnering with someone to do coaching sessions, either in the Skills Lab—we'll set you up with a partner when you come to the live Skills Lab, if you can't make the live times, then make sure you're proactive about finding someone on the Facebook group. Uh, it's useful to work with a variety of people, but some people like to work with one person for a time. Um, and uh, the other thing would be to come to the live event, which will—I believe it's April 1 in Las Vegas, and I believe we'll be sending out details on that in the next couple weeks. So I'd come to that, because it's a 3 day live event, you'll meet me and Carey and all of the other people who are coming who are in the Become A Health Coach program, it's networking, it's working on your business, it's putting specific pieces together, so this will be a great chance for you to combine your other certification with this, and start laying out your program, and your pricing, and there is a Skills Lab practice there—it's just an incredible inspiring, motivating, connecting event. So those would be ways to make sure. And certainly if any time you're worried like, "I'm lost!" Leo will help you with that.

Lisa: Leo.

Stacey: Ya, and you'll see him on the Facebook page and he'll probably also be reaching out to you. He's our success coach to make sure you're having an outstanding student experience.

Lisa: Okay.

Stacey: Okay let me see, okay—Claudia, a November student staring Pillar 1, “Hearing other students is encouraging, but making me anxious.” Claudia, you’re in exactly the right place, I totally understand and I promise you’ll get the hang of it as you’re going forward. Everyone has that uh, experience at first. There is a lot to get used to and I promise you will.

Okay, Lisa in Indiana, “What is the best way to choose your practice clients? I’m concerned about using family members and close friends, are they harder because of the relationship?” Um, Lisa it could be harder absolutely, and at the same time it could be easier because they are receptive, excited about what you’re doing, and the way I’d chose a practice client is someone who wants to be doing this, so it’s not framed as them doing you a favor, it’s someone grateful to have this opportunity, and that they’re eager. Otherwise they might not show up to sessions, it’s going to be a chore to them—it’s not a great set up. You want it to be someone like, “I can’t wait to be your practice client!” that’s how I like to think of someone ideal. Somebody who wants to get a specific result where health coaching might be useful for them, but even more so it’s that desirability. A willingness and a desirability to show up.

Okay. Christine, “How you ever had couples or best friends of clients work together where they can possibly reinforce each other’s goals in between sessions?” I think that would be outstanding, that would be excellent, great idea Christine! Yes, I think this dynamic would work, I have done it that way and it’s kind of the same thing in working with a group program, it’s just with two. You can have both people be sharing, you can find ways where they’d help keep each other accountable, we do often say in um the first session with a client is that they share that they’re doing this with someone else in their life, not that they have to enroll the other person in doing it but that someone else in their life knows that “Hey, in the next 90 days I’m taking this on. I’m focusing on my health and I’d love it if I could enlist you to be a support person once in a while so if we’re out to dinner and I told myself I’d just have one glass of wine and you see me having four—then you might give me a nudge and say, ‘Hey, is that in alignment with your 90 Day Program?’ Not with judgement, or make wrong, but just to be supportive and loving and to help me.” Especially with spouses, or kids, I had a client who had a bunch of teenage kids, and she told her kids, “Hey, I’m on this 90 Day Program, can you help mom feel great over the next 90 days? These are the things I wanna be putting attention on, I want to get off bread,” for example, “I wanna stop eating bread, I know you all like to have bread in the house, but I’m going to put it out of sight so I’m not seeing it. Here is where it’s located, and if I’m having a bread attack craving, that I can come to you and say, ‘Hey, I’m wanting to eat bread!’ ns you’ll remind me that I’m on this 90 Day Program and it’s not forever and ever, but in these 90 days, I’m trying to reclaim my health in this way.” So it’s a great idea to enlist other people, and that can work if you wanted to work with them both in the sessions too.

Okay, going to last four digits, 1553. Hang on a sec and I’ll unmute you. Sorry, I’m (UNINTELLIGIBLE) 1553.

Charley: Hello?

Stacey: Hello.

Charley: It's Charley Reed, how are you?

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

Charley: I'm really good, thank you. Um—

Stacey: Charley Reed sounds like a famous name or something. You need to have a talk show or something!

Charley: I know! People have been telling me that but I don't have time right now! So, this is what's going well, is um, I have a few questions actually—but what's going well is that I am enough. I realize that I'm enough around the work I'm doing with my clients, I did Core—um, HMBA Core, and I also did the TCM Jump Start, I didn't do the full program. And so I've been using the 90 Day Program and incorporating the TCM Techniques to build my practice and so um I've been building my practice and I've gotten quite a bit of momentum. Uh, I work with private—um, I work with executive women in my private practice, and I do corporate wellness also with small to midsize companies, helping them to establish a corporate wellness practice, um, a corporate wellness program on a shoestring, and introducing healthy, mindful awareness into the corporation.

Stacey: Excellent!

Charley: Ya well my questions are this, these are kinda basic questions, but how much of the three brains information should—I re-listened to some of the orientation videos, and um, I wanna know how much of that information to share with clients, especially someone who could benefit from the insight. Someone who's really stuck and if I've been using some of the techniques with her and she's not really moving forward. So I'm not sure if this is the way I'm doing the technique, although I've been doing them for a while and they've been working with most of my clients. Um, and ya, how much of that information should one share?

Stacey: I think it's super useful to share. To a lot of people, it depends on the way that someone learns. Some people learn by hands on doing the experience, and some people need to have an intellectual understanding of something before they can do the embodiment understanding. So for someone who has—I am someone who likes to intellectually understand it before I do it so I can sort of wrap my brain around it. And then I feel like when I do it I know what I'm doing and thinking about the—it just works better for me in terms of integrating a learning. So I think for somebody especially who likes to have that intellectual thing, like, "Oh ya..." but then they go to do it and there is so much more like,

“My critter brain is going off!” and they love having the language, and put words to what the experience is. So it really can move someone forward. I think it's excellent, and I think it works great as a presentation.

Charley: Oh great. Ya, I know, I think it's a great presentation for my corporate clients, and I've been thinking about using it at the start of a stress management program I'm developing next year, I'm working in partnership with (UNINTELLIGIBLE) and I think it would be excellent as foundation.

Stacey: Ya, fantastic. I love what you're up to.

Charley: Okay. So the second question is, there is a technique form TCM called “Yessing your Desires” which I want to use with a client who could really use it, but I've never done it on the phone—I've done it live, but never on the phone. And it just feels like it might be a little cumbersome on the phone, and I wanted to know what's the best way to use that technique? Is it better to use it live? Or how would I make it easier on the phone if wanted to use it?

Stacey: Uh, let me just first for everyone, because you've got the experience of having done some graduate trainings, and now you're coming back to the Become A Health Coach program, so for other people because they have no idea what you're talking about—

Charley: I'm sorry—

Stacey: So, this is an exercise called, “Yessing your Heart's Desire,” and um, for those of you coming to the live event you'll actually get to experience this exercise in April in Las Vegas—so if you're doing that over the phone, first of all what I'd do, and give you have TCM experience and you have been actively working this for a while what I'd say is go grab a TCM person and just test it over the phone and see what you wanna modify. Because you might find that it is cumbersome, but if you have somebody, say “Hey can you call me from a cordless phone, or can you be wearing headphones put your iPhone in your pocket,” or whatever so you can kind of be unencumbered by the telephone. And then have them you know, make the placement on the floor and step forward or step back and literally walk them through it.

Charley: Okay alright. That's very good advice. I'm sorry I brought it up, I was thinking “Oh, should I ask the question? We're just starting...”

Stacey: No, I find it's fabulous because it gives people things to look forward to, so what a fantastic testament that you were in the graduate trainings and decided to come all the way back to the beginning, whereas most people are starting here and they're like, “What is that? What is that?” So its good news that you liked it somewhat that you came back to do the beginning training.

Charley: Well actually I ran into Blu Russ, I don't know if you remember Blu—

Stacey: Of course I do!

Charley: Ya, I love her, we've been having a great time together. I ran into her at a Kendall Summerhawk event in Arizona, and she said to me, "Oh I did the training." And she had already been through the graduate programs, and I was like "Wow, that's a great idea" and we talked about how it shifted her practice. So I thought, "Wow, maybe I should do that too." So we have been talking and sharing experiences and best practices for our clients so, I thought, why not?

Stacey: That's awesome. Yes, Blu Russ is one of our um, wonderful graduates, she really has done every program we have ever offered and she still has come back to us going, "what's next guys?" And we're like, "Sorry-you've reached the end!"

Charley: Okay. So, my final question is uh, spacing of sessions. So I've been juggling this over the last couple of years, with the 90 Day Program, I've tried every week, and sometimes it works and sometimes it doesn't because sometimes clients don't have enough time in between to actually process enough space to do the work, and then I tried every other week which I ran into the problem after maybe four or five sessions, clients—my clients are very busy so they might have scheduling challenges. So I had one client who actually went four weeks without having a session with me, and that really made me nervous. So what's your best advice about spacing?

Stacey: Yes, I have very specific advice for this, thank you for bringing this challenge, one that I find that students don't even remember to ask about or something because they sort of think that is how it is. But here is what—the change I made to my health coaching practice that made that different was that I uh, either—let me say two things, um, the first issue you said is that in the beginning it's like, it was every two weeks was good because it gave them more time to integrate. So maybe it's that you might make an adjustment that the first three sessions are two weeks apart, and then after that you go to weekly. You might make some adjustment like that, when you decide creatively what might be optimal in that. But when it comes to where they start to fade out and disengage, the way I took care of that was to create a policy around showing up. "There is one emergency session you can cancel and reschedule no problem. But otherwise this is a uh, a 12 week container, or whatever—this is a certain number of months container, and if you miss a session, then uh, then it would be \$50 to come back and regain that session. So you're actually going to get charged more, even if you call and say, 'Hey, I've got to go to my daughter's thing' or whatever, you've already used your one freebie, then I actually charged the client."

And the reason is that because I want you to make this a sacred appointment. You are the priority for the next 90 days, and there is nothing that could get in the way of that, I'm going to hold you to that. I'm going to preframe that for you when you sign up for the program. I'm holding you to that. Now here's the deal if you miss a session I'm going to charge you \$50. It's more than that, it's like, I don't actually want to do that, and I want you to just show up for the session. Let's agree that we're not going to move around and cancel. Let's say that every Tuesday at 2:00 is your session. Put this in there for the next 90 days—do you see any problem right now for that?" And they say, "Well, on November 21st, I'm going to be on a flight." Then it's "Okay you're going to be on a flight, we can move that one. But right now this is in your calendar, it's sacred, and nothing gets in the way of it.

Charley: Okay.

Stacey: And you know if it's like somebody's boss or something, they wouldn't miss it.

Charley: True. Thank you.

Stacey: They make the choices all the time. Now, granted I know that things do happen for some people, that's why I give the one time emergency session, now, if that's happening week after week, and that's an emergency, it's like, what's going on there?

Charley: Mmm-hmm.

Stacey: And that's probably critter brain talking because it's a convent way to not get the change. To start craving emergencies for yourself. So you're gonna use your TCM skills to address the ecology, what would prevent them from wanting that change? Something they're protecting that's highly valuable.

Charley: Right okay. I do preframe sessions—I do preframe, after they sign everything is digital, so they go through sign up and in the first session, I actually take time to preframe what the requirements are. And so um, I haven't had a lot of people falling way after four sessions or five sessions, just a few, and then of course they come back and say, "This program is not working." Because they haven't been doing the work, they haven't been in touch and they haven't had the accountability that the program is designed to help them with. Uh, and so um, okay that sounds really great. Thank you very much.

Stacey: You are welcome, thanks for those questions, I'm glad to have you here.

Charley: Thank you.

Stacey: Okay. Let's go to—okay this might be a skype caller, Carly in Canada? You are live—

Carly: Hello?

Stacey: Hi!

Carly: My mic shows mute, so I'm not sure if I'm working this properly.

Stacey: Well, you are because we seem to be connected.

Carly: Wahoo! I'm so excited, I'm just shaking right now with excitement. Every time I've looked in the video I just want to scream, I am a huge believer in the power of intentions, and my documentary of choice is *The Secret*, I love it 100%. Um, I'm currently on Maternity Leave, I have a son and a daughter, my daughter is 3 months, so I have taken this time to try and expand my knowledge. Um, my question is referring to gut instincts and the critter brain. How are you to distinguish um, if you're following the right one? I know that we're formatted to have that critter brain to say, "Oh well, we're going out of our comfort zone right now." But at the same time, I'm a huge believer in my gut instinct. So how would you suggest you differentiate between the two of them?

Stacey: Let me see if I understand you, so differentiating between critter brain instinct and what was the second one?

Carly: No, how do you differentiate between your gut instinct and the critter brain? How do you know which one is which?

Stacey: How come you're asking that question? Let me see if I—I wanna have a better understanding of—what if they're the same? What makes you think that they're different?

Carly: Um, I don't know, okay so an incident I had, I was coming home from my aunt's house, and we had a person talking us, and it was just myself, my newborn and my son in the car, and my gut instinct set off these alarms, "This is wrong, something's wrong, I need help." Right? So I followed my gut instinct and it ended up being someone who'd done this before there was a culprit and they did do this, and then there is a critter brain, which starting this program you know I talked to Katie and she was phenomenal, I had my skepticisms if this was the right choice and I am realizing now that was probably the critter brain. Moving forward, how you distinguish between the two, like how do you know—

Stacey: Okay, thank you for the extra explanation that really helps. And by the way—

Carly: I'm rocking my daughter too so my voice might be cutting out...

Stacey: No problem, no you're perfect, and congratulations on your daughter!

Carly: Thank you!

- Stacey: Carey will really relate as she is—she has a one month old now, a daughter, and I have a five and a half year old, ya so we're all girls—okay. So what I would always ask, both of critter brain or gut instinct, however you wanna categorize them is, um, what is the message here? To respect that if you're having some alarm bells go off, whether that's old patterning from critter brain going like, "In the past this was something to be concerned about." Even though now there is nothing to be concerned about. Um, with gut instinct it's the same thing, there is the same kind of alarm bell going off, based on previous experience that tells you to be worried about this. So what we want to uncover is, what is the concern, and is that something that we actually need to be worried about right now?
- Carly: So the circumstance, it's where the placement is, it's the atmosphere at that point? Is that what I understand?
- Stacey: Ya, because that kind of—there is like the gut instinct of, "Oh there is something lurking in the shadows there that I should be aware of." Right? We do have that sort of animal instinct, or there is something there. Right? But that can also be based on uh, a previous event that is no longer occurring, so we have a raised fear response that is inappropriate to this context here now.
- Carly: Right, okay.
- Stacey: Does that make sense?
- Carly: Ya it does, it's just moving forward if I get into a situation with a client where you know, I don't know if they ask that question how am I going to answer it and I want to let them know that it's all about the circumstances. I don't want to go into history—because I have to say on Pillar 1 on Lesson 1, I'm a newbie to this, so it's all new to me, but if you were to work with a client I want to direct them in the right way possible and you don't really want to divulge into history, as I've learned thus far. So a way around that would be to strictly say, "Look at your circumstances and what's going on." Or--?
- Stacey: Ya, and also you realize you just are in the beginning so you're going to learn a lot more context—
- Carly: Ya, I'm so excited!
- Stacey: So you know it's kind of above the pay grade right now, but to honor that there is an intelligence in that fear response, it's not something weak or bad, just like, just say, "What's the message here? What is it that my gut, or my critter brain—what is it that's wanting to be paid attention to or to be noticed? What is it looking out for? It's looking out for something and to say that as a positive. "You're really looking out for something here, what is it you're looking out for?"

And it's like, "Oh, okay, is that something you need to be concerned about right now? What's the worst that can happen, is that likely to happen? No? Okay." And then go forward. "What is the decision you want to make based on this insight? Is that a more empowering frame or disempowering frame? And let's use the most empowering one and go forward with that."

Carly: Great. You're awesome thank you so much I look forward to the next five months, this is amazing.

Stacey: Sure thing. Ya, thank you for that question. And for everyone on the call, for every scenario, we have worst case interpretation, or best interpretation. And when you or your client is going into a fear/worry/anxious response to something, what is the worst interpretation that is catalyzing that response? And what might be the best interpretation? And from that, we expand the menu of choice of how they relate to their circumstance, right? Because the feeling is based on the meaning we make of something. Our experience is determined by the way things feel. And what determines how things feel is the way things mean. So it's not what happens to us that matters it's what happens to us means to us, what meaning we make of it that matters.

What a great, provocative thought to leave you all with! An excellent Office Hours Call! Please go on the Facebook page, post your "Aha!" From this Office Hours, what is something you're taking away that was really useful for you? And I look forward to the next one, see you next time everyone.