

Office Hours – October 19, 2015

Stacey: Hello! And welcome everyone, this is Stacey Morgenstern here, and I'm going to be running the call solo today, as Carey went into labor! For those of you who may have not known, Carey is pregnant with her first child, and uh, this morning she started feeling some contractions, so let's all wish her well, and a smooth, easy delivery. And as many of you who are parents yourselves, or have given birth, or seen someone give birth, or know someone who's given birth what a profound journey it is. I gave birth to my first daughter in 2010 at home, on the floor... it was a crazy experience! Um, amazing that people don't talk about that more! So, let's all send her a beautiful um, showering of light, and easeful delivery, and labor, and surrender, and imagining the profound smile on her face when she meets her daughter for the first time. And knowing that life will never be the same!

So welcome, welcome to the Office Hours Call, go ahead and take a moment to write down something that is going well for you, something that is going well. And then something that you need to know, feel, or understand today. What is something you need to know, feel, or understand in order to move forward on your journey of becoming an outstanding health coach? So, we'll take a minute for those two questions, if you're just joining, we're answering the two questions, what is going well for you, and something you'd like to know, feel, or understand to move forward in your incredible journey of becoming a health coach. So, let's go ahead and open up to the live callers first, and then we'll switch to the webcast, and there are a couple questions we've got that I've received, so we will get to all of those as well, but I'd love to start with some live callers. You can press *2 to raise your hand. If you're on the webcast, you can go ahead and type your question into the dashboard. Okay, let's go to last four digits -8735, and I'll ask you to say your name, where you're from and what's going well. So, last four digits -8735.

Xiomara: Hi Stacey, this is Xiomara.

Stacey: Hi Xiomara!

Xiomara: How are you?

Stacey: Good, how are you?

Xiomara: I'm doing very well, thank you. Um, well I'm so glad that I came today, this is my third call actually that I've been attending and I've never gotten a chance to actually ask my questions so I'm very, very glad. Um—

Stacey: Tell us where you're from and something that is going well.

Xiomara: I'm calling from Bayonne, New Jersey. And um, actually what's going well is I am enjoying the courses and I have implemented a lot of the steps into my own routine, and it seems that I've been managing my time better, and I'm eating better, and I'm feeling more energized, and I feel fitter, I feel in my clothes better, so it's making me very, very happy!

Stacey: That's great, I'm glad to hear that, it's one of the excellent side benefits when your livelihood actually benefits you. Like, creating a career as a health coach contributes to your own life vs. working Monday-Friday and you get to yourself on Saturday or something.

Xiomara: Yes, it's been an amazing journey so far. Just for me, I wanted to focus on me and see how I can bring the changes in my life, and then once I understand it better and it applies to me, I can better explain it to someone else, and I can help someone else. So when it makes sense to me is when I can help someone else. And it's been great, and I'm so grateful for the program, and for you, and Carey, and I wish her the best today.

Stacey: Thank you! And can you remind me, what class are you in?

Xiomara: I am in the June program, and today I start uh, Pillar 2 Week 12.

Stacey: Okay.

Xiomara: And I have two questions, so, whenever you want me to—

Stacey: Go ahead.

Xiomara: Okay, question number one, uh, was um, where do I find clients? It's something I've been totally stuck with, and I don't know, so if you could just like, kind of guide me through I'd really appreciate that.

Stacey: You're in exactly the right place, this is what's coming in Pillar 4, um, and for now you do have the Closing the Deal Conversation training, so this is a place to start with announcing to your own network, your own circle of people that you know to see if uh, people would be interested and benefit from a Closing the Deal Conversation, and that Closing the Deal Conversation should have a name—and that's, I believe that's in Pillar 1 or in the very beginning of Pillar 2 where Carey is talking about that. And then in Pillar 4, it's all about the business and marketing, and how do you find clients? So, that's coming. It's all part of the training, but for right now, use the tools that you've gotten and have already been trained on.

Xiomara: Okay, so I just stick with my close network and my family and friends, and try to um, I guess practice with them.

- Stacey: It's great to practice with them, but there is no reason why you couldn't also enroll them into a paid program unless that's making you uncomfortable—in which that's a different conversation.
- Xiomara: Um, ya, it's more, I can talk about what I've learned and they can hear a difference in me, because a lot of my family and friends are like, "Oh, what are you doing? You look great!" You know, so I just—
- Stacey: And where do you take that conversation? So they say that, "You look great! What are you doing? It's amazing!"
- Xiomara: Ya, I usually say, "Oh, I started this program as a health coach, and I've been implementing many of the steps I've been learning as far as what I eat, and how I manage my time, and how I go about my day from the beginning to the end, so it's helping me a lot. And they all are like, "That's great!" and that's where usually it stops.
- Stacey: Right, okay well because they don't know where to take it from there. So you can say, "Before the end of 2015, or between now and the end of the year I'm offering 10 free sample sessions, or initial consultations, or whatever you wanna call your consultations, here is what you're gonna get out of it." The exact things that you just said, "learning how to manage my time, and learning which foods are right for my body, which foods give me energy and which foods take away, and I'm so surprised that it's different than what I initially thought it was, and how much my eating has changed from when I was—from 10 years ago to now, even foods commonly deemed as "healthy" are not necessarily healthy for each person, so we're going to find out what slows down your metabolism, what gives you more energy and what next logical steps would make sense for you," depending on what it was you were specifically working with, "to drop 10 pounds, feel more energized, get off sugar..." You know you're filling in the blank of what was the spark that they were most excited about. So "I'm giving away these 10 sessions, if I could help you with those things, would that be a resource to you? Would that be a benefit to you?" And they're like, "Oh ya, definitely!"
- Xiomara: Actually I ran into a couple of friends, and the one thing that was challenging for me was that I held off on the whole thing because I wanted to ask how do the Closing the Deal Conversation with somebody who is underweight.
- Stacey: It's the same thing, it's not different, although it's challenging with people who are really underweight, and it's actually in some ways more challenging than people who want to use weight.
- Xiomara: Exactly, and that's what I've been running into because mostly the family and friends I have they deal with that, they're underweight, and they want to find a way to put on some weight so that they can feel strong rather than—you know?

Stacey: Ya.

Xiomara: And it's been something like, okay, sure, but I keep thinking to myself, "How do I go about this?" and so it's been a challenge to just get around it and find something that will get them to start coming to the session or start something. And it's more with me because I don't know how to confidently say how I'm going to do it.

Stacey: Ya, and this is just like everyone else, you gotta start at where are they at? What has worked? What hasn't worked? What do they already know, so that we're building on the building blocks that they've already got instead of trying to rebuild the wheel from scratch? Because if they've been working on that for some time, they probably have at least eliminated some things that don't work. Right? So that gets us a little bit closer to what does. So we're starting with gathering information and less attached to "I need to know everything and be the expert, and have the perfect plan in place and guarantee them the result. That is a little bit of us getting caught up in the insecurity of, "Do I know enough? Am I a fraud?"

Xiomara: Okay, exactly, that's exactly it...

Stacey: Ya, and it's perfect to attract somebody that has a challenge that you feel uncomfortable with. This is exactly why this is, being a health coach is actually one of your greatest personal growth journeys for you, not just for everyone you help, but for you, because it's going to hold up a mirror and show you where you feel insecure. Where you are buying into some myth that you don't know enough. But actually losing weight, gaining weight, in some ways are the same. First we're going to gather information about the client, about what is their Desired State and their big motivating factor, what has them want to gain this weight? What is it that they might lose that they value if they did? What has it been like up until now? And so in the beginning, less about doing some kind of, coming up with some kind of protocol, and it's more about gathering information. So then we're saying, "Great so here is a whole..." You're in the Closing the Deal Conversation, you've gathered this information about what is important to them having this now, and on a scale of 1-10, how stressed are they? Because all of these factors and variables are going to give us information about what the focus about that program should be. But even the 12 sessions you've got will work for that. Because part of what has someone keep weight on is the same as what has someone keep weight off, is deeper than just what they're eating.

Xiomara: Okay, that makes lots of sense.

Stacey: Ya, there's a, this comes back down to the critter brain of love, safety and belonging.

Xiomara: Yep.

- Stacey: And how we strategize to keep those from feeling threatened. Does that make sense?
- Xiomara: Ya it does, thank you so much. I was so like, confused over this, and it just becomes clear that yes, it should be just me asking them questions, and that will clarify everything instead of me feeling like, "Oh my gosh, I'm dealing with someone who is underweight, I don't know!" And then from there we can fill in the gaps because we know like, "Oh, okay here's the things she's done, here is the reason why it's so important to stay underweight," for example. What are the variables? What in terms of love, safety and belonging? What might she lose? "If I gain any weight then I won't be like so in so, if I gain weight then it's like I won't be attractive." What is the underlying motivation that keeps them from putting on weight? And this may be a gorgeous strategy, we're not making somebody wrong or anything like that, or having them feel bad or feel ashamed or guilty of the way that they've done it, we're just being really curious, what are the factors that make this keeping this state so important? And which one of those do we actually want to preserve going forward?
- Stacey: So, great question, thank you. Let's go to last four digits -5967.
- Guita: Hi.
- Stacey: Hello.
- Guita: I guess I'm like her, I'm surprised I got in.
- Stacey: Well tell me your name and where you're from.
- Guita: So my name is Guita, and I'm from all over, but I'm currently living in Central Florida, I'm not from where I'm at, but I'm currently living in Central Florida.
- Stacey: Okay, and Guita, what class are you in?
- Guita: I am in the September class, so we're just going into Week 5 right now. So fresh...
- Stacey: Brand new, but soon you'll be one of the veterans!
- Guita: Right? And what's going well for me is um, the first three weeks was hard to kinda balance everything, and I feel like I'm finally caught up and I feel like I'm getting somewhat of a system down so that's going well. And um, I already had a lot of foundation on health and wellness, and nutrition. My grandfather was like, he healed and cured people through nutrition, and my mom always practiced natural medicine, so it's all been refreshers, but I really, really liked that it's honed into like, specific tools and like, really easy to use, practical, easy to understand things. Because sometimes if you have too much information, you want to give all the information. So that's really what's been going well. I can't say like, "Oh!" the only thing that I was like "Wow, I didn't know

that,” was like, the fat deficiency, what the symptoms of like, an extreme fat deficiency was. Um, and that was interesting because I was like, “Oh wow, that was totally me before!” But other than that it's all been refreshers, but really well-put so that's been going really well for me and I'm really excited about that and it's proving I'm on the right path, so I'm really happy about that, like, “Okay, I'm doing the right thing, I fit in here.” So that's good.

And then, what I'd like to know is, so um, I guess a couple things, one, I have, I got sick—I have had a lot of injuries, I've gone through a lot of traumas physical with car accidents, surgeries, and whatnot, and a lot of like, psychological and emotional traumas. I was in a domestic abuse in a past relationship, there have been multiple traumatic things that have happened to me, and I got really sick a few years ago which really led me to dig in deeper to what was good for my body and what wasn't, and I found out that I had a neurological autoimmune condition, like an autoimmune disorder which really made me dive deep. So I can't work, so my insecurity was like, “I'm not 100% whole, and how can I help somebody else?” Um, but I helped my husband so much to get back on his feet and get healthy and stuff, and he told me, “You can do this.” He is the one who put this on his credit card, and is just like, “You can do this.” So I was very, very pleased that I have had somebody to back me up. But the problem I'm having is, where I live is a really, really depressed, like economically depressed place. Like, everybody around here, the majority of people around here are like, below poverty level. And most of them are completely unaware um, of like, the harm that they're doing to themselves in eating wrong, and just, they're very just generally unhealthy. And, I have like this heart of like, I'm like an empath right? I feel their pain and I'm like, “I wanna help you!” so people often ask me, and even before I started this course they jokingly were like, “Dr. Guita!” You know, “What can I put on this?” Because they knew that I practice natural medicine, it worked for me, and you know I don't take medications and stuff and I am actually managing something that's quite difficult to manage, and I'm managing it in a healthy way. So people are interested. I don't know how to go about charging people, you know, or like, I know that in Pillar 4 we're going to get to all of that but it's really my concern of what I'd like to know and feel, how do you, aside from just moving out of a depressed place, how do you go about you know, um, not just giving your services away for free. She sort of typed that into the 10 things for free, but it's, is there like, gosh, the only thing you could do here is have a non-profit because nobody wants to pay for anything! So that's really my concern. My concern is that I don't know how to...ya.

Stacey: And, what lets you know that you're supposed to know about that yet?

Guita: Um, I don't know, there are so many people who ask me already for advice, and I always find myself giving advice for free, because I really like to help people. And um, I don't know if there is something I can start doing now, and kinda prepare myself to not give everything away for free.

Stacey: Um, and what lets you know that you should be giving it away for free?

Guita: Um, well, I don't know—

Stacey: Or that you shouldn't be paid for it. Is there some reason why you would give things away for free and not have people pay for it?

Guita: Um, I guess I just feel if, you know, if I was in a really bad financial state and I really needed the help because it was an obvious need that I, and I couldn't afford it, I would hate to not be able to afford something that I really needed. And I guess I feel like I would want to help somebody in the same way...

Stacey: Okay so here's the thing. There are two things, there is beautiful intention, there's uh, there's creating a business, and then there is doing charity work. And it's okay if you want a portion of your business to be about being in service to those who are in need and can't afford it. but that's—you can't go and serve a community of people who can't afford it and expect that you're going to build a business and have that sustain you or your family. So there is the sort of front burner and back burner, so on the front burner, you're building a business, and that maybe you have a certain percentage of those profits that go towards scholarship funds for people who are in need. And then you either just do a certain amount of those in need as you want to, or you have an application process, or a certain criteria, and then at the same time I wanna challenge you, because people can't afford everything, they don't have the money for everything, but they do have money for the most important things. And when—investing in one's self is actually where the breakthrough begins.

Guita: Okay.

Stacey: There is a saying, "Yes that I am worth it." People buy health insurance for their cars before they buy health insurance for themselves. We need to change that. There is a way in which people consider self-care indulgent vs. a necessity. And there are a lot of pressures in life! We've got environmental toxins, we've got electromagnetic you know, force fields going on all over the place, we've got the stress of making enough money, not being able to keep up, gotta drive the kids to school, and empty the dishwasher, and do the laundry, have a relationship, try to have sex once in a while, right? Like, we have high pressure lives. And what—it's so distorted that we'll buy the, you know, the health insurance for our car, we'll buy \$200 shoes, we'll um, you know the \$9 cheese, and I'm not saying that—everyone should make those choices as they wish, but not at the expense of our own health and self-care and wellness. And we've got, part of our job is to reframe that for people, because people do bump themselves down to the bottom of the priority list. They put everything else more important, like, I promised myself that I would go to yoga after work today, brought all my clothes and you know what, now it's just in that window where I should get home to make dinner. Or, it's the weekend and then I said that I wouldn't do any work, but here I am, and my boss called me—right? It's like that there are so many ways where we cast ourselves aside, and put everything else

as more important. And unfortunately it's a pathway to exhaustion, and adrenal burnout. We are suffering so much from adrenal burnout, and we just let it go, and go, and go until we can't anymore. Right? It's like marathon, marathon, marathon, hit the wall and then we just fall apart, either we get physically ill, and if you're lucky it's just something like a cold or a flu, and if you're not so lucky or you need a bigger rupture to make the change—because we don't—this is one of the problems, people wait until there is big rupture before they make a change.

Guita: Oh, I'm guilty that was me.

Stacey: Ya, because then we have to.

Guita: Ya, I had a super high stressed job, I always put myself to the side, I was always sacrificing so that everyone else could—so that I could do the work, or I could do whatever I was doing at home, and I ran myself to the ground, and I finally got an autoimmune disorder, my body was like, screw you, I'm shutting down. And that happened.

Stacey: And that's an incredible story—you actually have the story to tell to show that. And how, this is where you get to say like, "How I've learned, how I would have done it differently..." or how you want to inspire others so they don't have to go through what you went through, because it nearly tore apart your life right?

Guita: Yes, absolutely.

Stacey: And you came back! So now it's that people don't have enough money necessarily for everything, but they do have enough money for the most important things, and what is it that they're making important? And if it's not themselves and their own health, then they're going to end up with a problem.

Guita: Right.

Stacey: So deciding that actually people can afford it, they choose not to. That is our areas of the country or the world where there is a larger depression or the economy, whatever, all of that yes, and at the same time there are people who really can afford it, even though they have a—this is when we say that when you're a health coach, you become a money coach too. Because this is where people are confronted. I know somebody who has millions of dollars, and is so stingy when it comes to himself. Right? People have a distorted relationship to money. And so the "I can't afford it" is to dig deeper, because you're also in a way a money coach. And you'll learn this, because you're just in the beginning of this training, but you'll learn because we will talk a lot about money. So this is where you get to also have somebody's relationship to money start to shift, that "I am worth it. This is important." And you'll find that people come up with it. They do come up with the money when they've decided that it's important.

- Guita: Right. When is the earliest—I think you mentioned this in another call I think I heard, where it's like at some point in Pillar 2 you can start taking—when do you suggest doing like, what you were suggesting in the last call kind of like a free block of—
- Stacey: Ya, you'll learn that it's called the Closing the Deal Conversation, we don't call it that to the outside world, but internally we call it Closing the Deal, and you'll come up with a name for it, and don't worry, we'll teach you how to do that. But you'll have a specific results-oriented name that is intriguing for people to say yes to. So when you invite them, that's what you're saying like, "Uh, I wanna find out about that." They could be like a "Kick Sugar Strategy Session", or a "Curb your Cravings Strategy Session", or "Double your Energy Strategy Session". Something like that, that you're inviting them into um, so you'll be getting that starting in Pillar 2 and you can start using that.
- Guita: Okay. Could you start charging at that point, or would you start charging after Pillar 4?
- Stacey: Um, you could start charging, um, or it depends, it kind of depends on your confidence level, because we realize that people come into this training from all different walks of life and readiness. So I would say that you go at the pace that feels good for you. If you feel good charging for it at that point, then yes, you can. You should let people know that you are still in school, so you can say, "Hey, when I graduate my rate is going to be X. Right now I'm taking beta clients for a new program I'm launching." And start with that. Make it a number that feels comfortable to you. This is more about building your confidence, not about making money at this point. And then when you graduate you're going to have a whole different skill set, and knowledge and come from as a professional. That's the whole point. Ya.
- Guita: Right, well I've had, I've had a few people who are like, "Are you already a life coach?" I'm like, "I don't get paid for it...I just help people in general, I don't get paid for it..."
- Stacey: So change your answer you say, "Yes I am."
- Guita: Yes I am. Okay.
- Stacey: It's a claiming it now. It's not a—like if I was going to write a book, instead, notice the difference in the power of when I say, "I'm going to write a book." Vs. "I'm writing a book." There is a difference in the energetic. So if you wanna say that I'm uh, a health coach, you can say that I'm on my way to completing my certification as a health coach, which feels authentic, because you're still in school, right? So, "I'm on my way to completing my professional certification." But that's in it, not like "I'm going to be" it's like, I'm in it.
- Guita: Ya.
- Stacey: There is a claiming that happens when it's like "I am this."

Guita: Right, the power of the “I am” statement.

Stacey: Yes.

Guita: That’s funny that you said the self-care because one of my like, well, “Guita always says...” people quote me... “Self-care is not the same thing as selfishness.” Because I thought that, I thought that self-care was, I always felt guilty for doing something for myself. And then when that shifted in me, a lot of things shifted. And I constantly, that’s the biggest thing I taught, “Self-care is not the same as selfishness!” So that’s funny you said that, that’s great, that’s really good, you answered my question.

And then the last little thing that I had was, um, because I deal with health issues in obviously autoimmune disorders and injuries, like I was in a really bad car accident last year, so I’m still injured and all that. I can still—I feel like I can still confidently give advice even though I’m not 100% whole, but sometimes, my insecurity is like, I guess I’m hard on myself where I’m like, “I wish I could be 100% whole, I wish I could be 100% better.” But I’m injured and there are some things that I just can’t control.

Stacey: I think that’s really about—because nobody is perfect or 100%, it’s more of your relationship to what is. So are you doing the best you can with what you have?

Guita: Ya.

Stacey: When we negate, or judge it, or start criticizing parts of ourselves for not being “whole” is where we are still at war with ourselves and part of this process is to stop the war against ourselves and our bodies for not being something other than what it is. That’s where the healing and relaxation happens. Because the healing happens in a parasympathetic nervous state which is, right—the relaxation—the sympathetic is more the stressful. And parasympathetic is more the relaxed—and healing happens in a parasympathetic state. And guess what happens, which one gets activated when we are criticizing, or judging, or saying, “Were not whole” or “This part doesn’t work, I wish it worked differently...”

Guita: Very stressful state.

Stacey: Ya, its stress! And then the sympathetic is activated and then we cannot heal.

Guita: Mmm-hmm.

Stacey: So part of it is relaxing into a “Wow. What a great job my body is doing. Thank you body for being so extraordinary.”

Guita: Ya, that's good. There are so many things I know in my head, and somehow I don't—you know what I mean like, those who can't coach, you know you do it so well! I help so many other people and then I'm like, "God, why can't I help myself like this?"

Stacey: Because, this is why we all need coaches. It doesn't matter how much you know, you still need a coach. You need someone to hold up that mirror. If you put your finger on your nose and you try to look down, you cannot see the tip of your finger. You can't see it because it's too close to you. Even me and Carey, who are health coaches, I have never stopped having a coach. Well, there was that one period like, 8 years ago when I stopped having a coach, but I noticed the difference. Like I immediately started to just fall into the—it doesn't mean that you have to have a coach, but I notice that I am better off when I do have one.

Guita: Is it more accountability or just having a second set of eyes, or a different perspective?

Stacey: Um, it's having a different perspective, it's having a mirror, someone to reflect back to you what you're not seeing yourself. Like what you were saying, "I wish that this part worked better!" or something, sometimes we are really hard on ourselves. So it is really useful to have somebody just remind you um, of these little pieces that we tend to forget. So it's not like I'm telling you something that you don't already know, but we do need reminders.

Guita: Ya, absolutely.

Stacey: Ya, so let's pause with that. Thank you so much. Okay, so I wanted to answer a few questions I'm seeing, let's see um, okay, somebody asking about, "I had a practice Closing the Deal Conversation with a friend, and there is nothing that she wanted to change. I tried the line, 'What's not perfect yet?' and she said that she thinks that she could probably do strength training, but is totally uninterested and unmotivated to start. Was there something I was missing?" Um, great, this is from Anne in the June class asking this question, wonderful, wonderful question, and yes that counts as a practice closing the Deal Conversation. That's fine. Here is the thing about people who don't want to change or there is nothing they want to change. We can't want it more for them than what they want. The prerequisite for change and transformation is that you have to want something. So in terms of uh, ideal clients that probably would not be an ideal client, but what a great practice, because you got to identify that very thing. So if somebody doesn't want to change anything, then there is nothing to change. We cannot want change more for them. Even if you say, "Oh you can use more strength training!" or, "This could be improved," or, "Haven't you thought about this?" We can't create those kinds of things for them. They have to want something. So excellent question!

Um, Dinah is asking, "Can you offer the sugar talk as a webinar or teleseminar? How would you suggest handling handouts in these formats?" Dinah, great question. Um, as far as a teleseminar, you could use the talk very, very similarly. I wouldn't change a whole

lot of the content, um, you could send people the action guide the same way that we do for our teleseminar or webinars—I know that you have been on many of those because you’ve been on our client for a long time. So, um, Dinah, you could uh, create an action guide where those handouts would be included. So when somebody registered for the webinar or the teleseminar, they would automatically get those. And for those of you who are not there in the content—don’t worry about that!

Okay um, okay here is Abina asking, “I’d like to be a weight loss coach, specifically I’d like to incorporate the information from Pillar 1, can you give me an idea of how to do this?” Um, great question, so there is a master client checklist that will be really useful for you, and start to go through that and realize, what would be useful in a weight loss program? Um that would be great, you can also ask one of the more advanced students from the March class how they have done that, because there are people who focus on weight loss. So that’s really useful. As far as food focus, like, what foods, well, you certainly have access to the 14 day cleanse, which is great for cleaning out for the body and starting to eliminate foods that may be deeping the weight on. So, I would probably start or use that as part of the program, is that they would do the 14 day cleanse. It's a very gentle class, it's at the end of Pillar 1, it's the bonus for Pillar 1, there is an entire cleanse manual that you can share with your clients. And it's a 14 day, it helps get rid of some of the common allergens and reset the body so that we can resist metabolism. So that would be your starting place to see if there is any food sensitivities that they have over those two weeks because then you’ll incorporate that into your 90 Day Program.

Okay, let's see, okay, somebody pointed out that there are some discrepancies in the Cleanse manual. So thank you, thank you for pointing those out. So if you do happen to find discrepancies in the cleanse manual. Um, somebody is asking, “Can we eat sweet potatoes and yams? They’re not nightshades, but are we not allowed to eat them in the cleanse?” They’re listed in both foods to eat and foods not to eat. I think we’ve already made that correction, so thank you for pointing that out, please try to refresh that page and see if that discrepancy is still there and let us know. And then it says no soy on the cleanse right? So no soy sauce or Tamari, um, Tamari is listed in the recipe area, um, I have found that people can generally deal with some Tamari if you are wanting that salty soy sauce kind of flavor. What I like about the Tamari is that it’s wheat free—or at least look for the label that says “Wheat free” for Tamari. If you want to be more strict on the cleanse, then you can eliminate that all together so there is absolutely no soy at all. But I have found that people dealing with just a minimal amount, and if they had a condiment like Tamari that helped them stay on the cleanse, so this is where you get to experiment and decide. And I would do the cleanse for yourself. Because that’s where you're going to um, help you understand what works best for that cleanse. Okay. We’ll come back to the other questions in a moment. Let's go to last four digits, -2382.

Negan: Hello.

Stacey: Hi!

Negan: How are you?

Stacey: I am good, who am I speaking with?

Negan: This is Negan, and I am in the September class, a newbie...

Stacey: Hello, welcome, where are you from?

Negan: I'm from Portsmouth, New Hampshire, about 50 miles outside Boston.

Stacey: Great. So, something that's going well for you?

Negan: Something that's going well, well, the last caller, um, the first couple of weeks were a bit overwhelming trying to balance my time with minding my household, I have a 9 year old and an 11 year old boy, and my husband is very busy, so between the coursework and light, I was a little overwhelmed, but kind of took a step back, and trusting the process, and that things seemed to be flowing a lot more smoothly now.

Stacey: I'm glad to hear that.

Negan: So that's what's going well. Um, so my question is, this has come up a couple of times over the past—well, actually last week, it was a topic that was brought up—embrace your appetite in last week's coursework. And I talked to a couple of classmates about it, and we're kind of stumped. And this relates to me personally—so, I'm asking for myself and also how in the future, if I come across this with a client, how would I work with it or handle it? So I am on—how do you embrace your appetite when you most often don't have one, due to medications that you're on? So, just to give a little background without dragging it on, I have been dealing with Lyme's Disease for the past year and a half—

Stacey: Okay.

Negan: And um, so I am on numerous medications, both prescription and homeopathic, holistic, natural remedies. And most days I just don't have an appetite.

Stacey: Mmm-hmm.

Negan: Now, most days, I do eat balanced meals because I know I have to, and it's good that my body needs it whether I'm hungry or not. But, on an off day, I'll call it, when I'm just not feeling well at all, it's just kind of something that I don't—it's, I'm not feeling well, which may dictate my mood, which you know, is kind of like a domino effect, and I just won't eat. So, ya, how do I embrace my appetite when I don't have one?

- Stacey: And do you just not have an appetite or do you also have nausea?
- Negan: No nausea. Just not hungry.
- Stacey: Ya. Um, and this is probably where somebody who is a specialist with Lyme Disease is going to be really useful, but finding where there's your go to foods that you can eat, um, and that may start to stimulate appetite, um, I don't know how, I haven't dealt a lot with Lyme Disease, so pardon me for—that's not my expertise... um, but I have heard of people, friends who have had Lyme's, to try to find some trigger foods.
- Negan: Okay.
- Stacey: That stimulate like that mouthwatering, stimulate that appetite mechanism.
- Negan: Okay.
- Stacey: Ya, but that's probably going to me more of a specialist question, and not my particular area.
- Negan: Okay, okay.
- Stacey: But when these—like, a lot of this health coaching material is more geared towards relatively healthy people, um, and if they have a specific diagnosis that you're probably working and compliment with a specialist or doctor.
- Negan: Okay.
- Stacey: Because people, some people on Lyme's for example are on medication. So it's just, these are things that we need to know and work in conjunction with. Right?
- Negan: Okay. Thank you.
- Stacey: And it depends on also where somebody is and that Lyme's process, like, are they at the worst, or are they in recovery—
- Negan: Well, for me in particular no, I'm thankfully, I can see the light, I'm at the tail end, but it's just, you know it's a possibility in the future I may come across a client with—whether it be Lyme's or something else, um, so I'm just curious that you answered my question, that's where I would refer to, or collaborate with a specialist.
- Stacey: Ya, those are the, the two things I would say is um, collaborating with a specialist and um, being curious and experimenting with different foods, is there some kind of trigger food or smell that engage your senses that will help stimulate the appetite mechanism. Because appetite mechanism is the brain, the brain is what signals the body

if you're hungry or you're not hungry. So, if we can get the brain, somewhere in the brain we're looking for that sensory center that says, "Yes, you're actually, it is time to replenish with food."

Negan: Okay.

Stacey: Great question. Thank you.

Negan: Well, thank you.

Stacey: Ya, thanks for doing this healing journey, and thank you for being here. Let's go to last four digits -7097.

Anne: Hi, this is Suzanne, I'm in the June class.

Stacey: Hello Suzanne—

Anne: Oh, Anne, not Suzanne, I will answer to Suzanne... um, I live in San Carlos, California, and I'm feeling like I won the lottery today because you actually read one of my questions earlier. So I'm all, I'm like all feeling the love! Um, but okay, so this is what's going well. I actually have three practice clients, one just kind of fell on my lap, and um, I'm really excited about what I'm finding, my first practice client is like, excuse me, um, a practice coach's dream come true. She is a lifelong friend of mine, and a professional student, so she's just like a sponge for all this stuff. So that's number one, that's going really well, just because she loves all of those. My other two I—it's funny I was listening to other callers and I'm like, "Oh, it's totally my critter brain!" I uh, signed someone up on Saturday, and she just lost 12 pounds, and everything she says is exactly what the materials predict she would say. It's amazing to me how many people I've spoken to say that they feel stuck when you really get into the Closing the Deal Conversation, and they all kinda say the same thing which is really amazing, and pretty much what you said they'd say. But she wants to lose 5 more pounds, and she is absolutely terrified of regaining the weight and beating herself up about regaining the weight. And I find myself terrified, and that whole like, "Am I a fraud?" Because I don't feel confident that I can help her use that extra five pounds. So how do I, I mean is it—I guess that's it, my critter brain is in full swing right now.

Stacey: And what stops you from feeling confident?

Anne: Um, lack of experience, probably, um, a deep desire for her to get her results. And not wanting to let her down.

Stacey: Okay. And what is the payoff for you if she gets these results? What would that mean for you?

Anne: So, this is one of my closest friends, and I do think that despite that um, we'll be able to—I'll be able to coach her, that's just, I don't know, it's her personality type. I think that the payoff for me if she gets the results is I um, I think maybe because she's one of my closest friends, I don't know if there's a payoff for me, but like the fear, is that I'll let her down, uh, so the payoff for me is the opposite of that, which is that I have come through for her.

Stacey: And then if you supposedly let her down, what will be the judgement on you? That you have of you?

Anne: That I'm not good at this.

Stacey: Ya. So one of the, one of our paradigms that we love to talk about in Transformational Coaching, is "There's no such thing as failure, only feedback."

Anne: Uh-huh.

Stacey: And each point of feedback, where something was not working actually points us in the direction of "okay, here is where we need to course correct." And what I would say is if a client comes to me and says like, "Oh, this isn't working, and I'm not getting this result," or something, I would say, "Let's take a deep breath, I come with a deep bag of tricks, and I'm committed to you getting the result you want. So we're going to keep digging and pulling until we find what works."

Anne: Okay.

Stacey: Part of what our job is as a health coach is to be holding that container of commitment. So when somebody is losing faith, falling off track, we are guiding them off track or guiding them back towards that pathway of like, "Okay, so this—that didn't work, let's find what does." And we're continually coming back, trading in judgement for curiosity. Because the client is having the same conversations, that if this didn't work, "I'm a failure, I can't follow through on this, I'm not like other people, those people managed to do it but I can't, I'm not strong enough." So notice that she's probably having all kinds of those, what if it doesn't work? She is going to disappoint you. We are mirrors of each other. So this is a place, this is where we're in a symbiotic relationship, and for you to um, allow both the experience of success and failure, that it's not really failure, it's feedback. But if you allow that there is going to be space here, where something doesn't feel right. It doesn't work. And that allows us to learn. It gives us great information about what not to do. If we don't have mistakes, or we don't confront places where something doesn't work, we don't actually get as much learning as we could.

Anne: Right.

- Stacey: So there is a way in which we can go, “Oh my goodness that was a disaster, that doesn’t work!” But, so, you have, I mean, you have so many materials that are still coming to you, um, you said you’re in the September Class?
- Anne: Yes.
- Stacey: So you are just starting the journey, and you’re going to feel so much more confident by the time you complete this process, so trusting that you are building your bag of tricks. And what if you were to presuppose that every time you found something that wasn’t working to drop those 5 pounds that that was just feedback, and “Hey, we’re going to try something different.” When something is not working, you know what the solution is? Try anything else. It’s when we go on broken record repeat that we stay stuck.
- Anne: Ya. Does it make sense if someone loves to lose weight in the 90 days to start them in the first couple of weeks on the cleanse?
- Stacey: Sure. You can do it either way. Some people like to start with the 90 Day Program, do the first couple of sessions, and then they’ll stick the cleanse in the middle, some people will do it first, and then roll into the 90 day so that they can continue to build those healthy habits that last because when people come off a cleanse, is that it’s amazing how many cleanses are out there where they don’t offer a post-cleanser support. So people do all this work to be on the cleanse, and then they’re good for like, a week or two, and then it all falls apart and they backslide into their old habits. So either way, is really—any order will work great, this is where you get to design, and somewhat customize for your client.
- Anne: Okay. And can I ask one more question?
- Stacey: Sure.
- Anne: My other practice client is, she definitely doesn’t need to lose weight, she’s like very—she’s not underweight, but she is on the very low end of the BMI—
- Stacey: Okay.
- Anne: She is very interested in um, finding the foods—she has the classic that you talk about in Pillar 1, she has gone to three different specialists, one Ayurveda, one Acupuncturist, and one western medicine doctor, and every single one of them have given her different foods. She is supposed to eat for her body. And she just thinks that this is hysterical. And so when she and I were talking, she said, “Well then you need to figure out what works for you, like now, figure out what works for you.” Um, A) was that a crazy thing to say? And B) how do I help her figure that out?

- Stacey: And so—how do you help her figure out which part?
- Anne: What it is that works for her, because literally like, she is, one said eat all protein, one said eat all this, one said eat all that...
- Stacey: Ya, and this is where you haven't gotten to in the content yet. In Pillar 2, you're going to get the 12 sessions of the 90 Day Program, and you just haven't gotten that content yet.
- Anne: No, I'm in Pillar 2, I'm in Pillar 2—
- Stacey: You are in Pillar 2, uh, have you gone through the 90 Day yet?
- Anne: We're on Week 10 I think, but I'm a couple weeks behind.
- Stacey: Ya, so this is where you are um, and going through the program, finding out what works for you, like, this is where I think that the four day energy experiment is really useful. We're doing experiments to help somebody build their intuition about nutrition. And the way that I love to do that is to notice when, in Session 3...where we talk about um, high energy foods vs. low energy foods? And that we give them the four day experiment of noticing how they feel right after they eat and how they feel two hours later, so is their energy going up, or is it going down? And that's a starting point for getting somebody in tune with which foods nourish them and which foods drain them.
- Anne: Yep.
- Stacey: Um, and so then that's where we're starting to look for the body language, right, the body as a feedback mechanism, and we're helping the clients start to like, empower them to listen to what their body is saying. What is it that their body is trying to communicate with them when they eat this food vs. that food? So what's right for your body is building that muscle. Because we just haven't been taught how to do this. And most people are ignoring the symptoms that their body is screaming at them of not that food! But most people will start to normalize symptoms, meaning that if I get bloated after I eat, that's just how it is. If I experience heartburn then, "Oh, I just get that when I eat." Vs. realizing that is actually a symptom of something!
- Anne: Yep, yep.
- Stacey: So we are teaching people how to listen to those important messages that our body is communicating. Our bodies are incredibly intelligent. And that's where that conversation of what is right for your unique body is right for you. So we're not creating necessarily a dietary, theoretical protocol of raw foods is right for everyone, it's, go try it out! Experiment! And this is a continual experiment because personally what was really healthy for me at 32, is very different at 40.

Anne: Ya, oh for sure.

Stacey: So, we are teaching somebody a language that will evolve with them as they evolve in age. They become empowered to be their own health expert. That doesn't mean that they won't need to work with a health coach. But, they are empowered with a new baseline. That's value vs. "Here is a menu of foods to eat over the next three months because you wanna lose 5 pounds."

Anne: Right.

Stacey: Lasting value comes with the, you've learned to listen to your body—taking it from theory to practice, and you're your own health expert. Now our work doesn't stop there, what you'll continue—this is why we offer up graduate trainings, because once somebody has that baseline of health and they have a surplus of energy, now we get to connect to maybe even some of the more spiritual aspects of, "What do I want for myself in this lifetime? How do I tap into my creative genius? How do I be more in service? How do I live more and give more now that I have all this surplus, what do I do with it?" And that's a whole different coaching concentration and it's certainly one that I find fascinating.

Anne: Mmm-hmm. Ya, totally. Um, okay, so I've heard you say that we all need coaches, and I'm kinda interested in getting a coach for myself, how would you—I like the program, like, how would I do that?

Stacey: Um, I would post on the Facebook group, looking for um, looking for a more experienced coach. We have people in the program who have been coaching with us for a number of years, so I would look for someone who was already at that stage. Um, unless you're wanting to suggest a trade.

Anne: The groups are separated by class now...?

Stacey: Oh ya, that is right, that's true. Um, that's a great question, let me um, and ask our team how that might happen. Thank you for that question.

Anne: Ya, thank you.

Stacey: Yes, thank you. These are things that are coming up, we're growing very fast and uh, we're constantly improving your student experience. So that's the kind of thing that is really helpful for us to know, and we're very open to feedback and making adjustments as quickly as we can. So thank you for helping to continue with making this program really outstanding.

Okay I did get a question about... "The materials that we're given in a word document, are we able to use those with our own business branding, headers, footers, etc.? Please let me know how we can use them." Okay great. So thank you, yes, you can put your

branding on them, on the word documents, that's why we made them Word, so that you can edit them if you want to. But we do ask that you put in an asterisk at the bottom of the handout with the statement of examples, mention "taken from Stacey Morgenstern and Carey Peters Become a Health Coach Certification." Okay? So again, that's an asterisk at the bottom of the handout, at a footer or just at the bottom, says, "Examples mentioned taken from Stacey Morgenstern and Carey Peters Become a Health Coach Certification." So, thank you for that question!

Okay let's see, okay, let's go over to the webcast here. Carey asking, "There are some folks believing that the word, 'Coach' is now being used as a catch all phrase for people to make money without training, when I find myself trying to explain that anyone can coach you to do something, like a mentor/supporter, it often creates issues. Do you have a simple one-line message that might work?" Um, it would be useful Carey to dialog about this, if you happen to be on the telephone press *2 to raise your hand, and let me know on the webcast if you can jump on the phone, because I'm not sure what issues you're talking about, so it would be useful to have a little more information.

Okay, so hopefully we'll come back to you. Linda in Winchester, um, "I'd like to make more money, but helping clients improve is more important than making a ton of money in my opinion. One day, I'd definitely like to charge what I am worth." Linda, beautiful intention, we are certainly going to talk um, about Money Mindset in this program.

Valarie asking, "Is 'Health Coach' a profession recognized by insurance companies? Can we get reimbursed for coaching from insurance companies? I'm thinking Medicaid and Medicare." Um, Valarie, currently as far as I know, Medicaid and Medicare do not accept um, health coaching, however, some flexible benefit plans do, so sometimes through a corporate job, people have Flexible Spending Accounts, and that can be accepted, but it does vary from policy to policy. So you have to check into that specifically. And what I would say is for you not to do that billing yourself, but for you to say, to tell your client, "You can check to see if this is covered by your Flexible Spending or your insurance plan." Sometimes people also have insurance plans that are um, preferred provider, which means that they have a wider range of providers, of health care providers that are included in their benefits plan, but they would need an invoice and um, and you need to find out what you need to put on that invoice in order to make that valid. Sometimes they want you to put a diagnosis code, which of course we are not supposed to be diagnosing or anything, but there are codes that says what someone came to you for, so it's just called a "Diagnosis Code", it doesn't mean that we're diagnosing. It's just called a diagnosis code, and so for example, it would be like 870.1 or something, that you need to put on there that you need them to assign it to something.

Um, and if you, if that is not working, another thing you might look into is through a naturopathic doctor or chiropractor that wants to include health coaching in their practice and who does billing for their entire practice. Again, this is going to be different by insurance carrier, it's going to be different by practitioner and how they uh, do their

billing, and by corporation and what their benefits plan is. So it's all variable, and yes, some people have been able to get that kind of coverage.

Okay, let me see who's next here—we'll go to last four digits -6992.

Lauren: Hello.

Stacey: Hello!

Lauren: Hi, my name is Lauren, I'm from the June class. Um, what's going well for me is I just got off the 14 Day Cleanse—

Stacey: Ooh!

Lauren: It was awesome, and when I was hearing you guys talking about it, about the Tamari, I was like "Oh my god that was a lifesaver for me at the very end!"

Stacey: Oh I'm so glad that you're saying that. Because sometimes we'll have like, little tiny cheats, if it keeps you on the cleanse it's better than not, right?

Lauren: Ya, exactly, and like, to satisfy my sweet tooth, oh my hardest thing was to not have chocolate, I'll tell you that. But the casino peas that, I read somewhere was accepted, as I was easing off the coffee, they have a chocolate flavored one and you put a little bit of rice milk in there, oh my, that would satisfy that chocolate craving. So by doing the cleanse yourself, you can really um, get really creative on how to—if you do have cravings, um, or you know, I had chocolate every day after lunch, a little bit of chocolate, and my brain automatically wanted that after lunch, so I was like, "how can I satisfy this within staying in the parameters?" So that's how I did. So after a while I didn't even need it, but it was kind of easing it out.

Um, so that's been going well for me, I have a 7 week old baby, so if you hear him—

Stacey: Congratulations!

Lauren: Where I am around that, um, I had a baby through this whole process, and I didn't fall behind on my Skills Labs at all um, but what I found was taking my practice clients through the program, um I have um, two, and one is already on Session 9, and I felt like it wasn't as powerful as it could be, and I was kind of trying to find like, why is she not doing this? And what I found was maybe I just needed to take responsibly for myself in this and this the better part. So what I started to do is relisten to all the Office Hours calls, and relisting to any information I thought might be helpful and she said last week when she came to the session, it was like a completely different atmosphere. I felt like by listening to you and Carey coach students on the Office Hours calls it really helps you—you can see exactly what the issue is right away, sometimes, but by asking the right questions, and

letting them discover for themselves what the problem could be, and let them have that “Aha!” so I found that extremely helpful. So if you're struggling and you're feeling like you're just not bringing your “A Game” to your clients, relisten to the Office Hours, relisten to the trainings, and you feel so empowered when you go back to your clients. So that was just my 2 cents and what has been helping me in what is going well.

Stacey: I love that. Thank you.

Lauren: Ya, my question is, so I have people you know, wanting to know about the program, and very excited when I'm going to get certified, and their next question is, “How much is it?” and which, I don't have a—like I've heard as we talk about money, I don't have a problem setting my price, what my question is, when they ask you a price, and they haven't gone through the Closing the Deal Conversation, so they don't even, they're not buying with emotion at that point.

Stacey: Mmm-hmm.

Lauren: It's really easy for them to just be like, “Well, I can't afford that.” And I only actually have said my price to one person, and I was very, you know, shy and like, I had in my back of my mind that I shouldn't even tell my price what I need to do is talk them into a Closing the Deal Conversation first, invite them to that, and then tell them the price afterwards. How do you—when they're dead set on what do you charge? How do you skirt around that and offer them a Closing the Deal Conversation without trying to sound like you're totally skirting on the price.

Stacey: Say, “I would love to share with you what the investment is, and there are several programs, it depends on where—what is your starting point. So how about we set up a free conversation, I'm not gonna charge it for you at all, set up a free conversation to talk about where you're at, where you want to go, and what the next logical steps could be. And then from there, we'll have more information that will help figure out what program will be ideal for you.” And eventually you'll have your website as well, because we're going to give you a website, so you'll have that fairly soon, um so then you can also tell somebody, “You can go to my website and check out what these programs are, but really none of it will make sense until we have a conversation.”

Lauren: Okay.

Stacey: So if I could—um, and then bring it back to, “What would be the highest impact thing for you? Like putting money aside, if you were to get one result in the next three months, what would that result be and how would it make a difference in your life?” So we're just taking control back of the conversation, it's not about skirting, but it is a genuine, honest answer of—you've done the cleanse, so how would you give them a price if they were going to do the cleanse vs if they were going to do the 90 Day Program?

Lauren: So that was my second question, um, is I know that I've heard, because I've asked on the Facebook page about this, about the cleanse and how to offer it separate. And if you want to direct me to an office hours call—I've listened to them up until the last two weeks, so if I missed it in the last two weeks I can just relisten to that, um, but you know I was, one student commented that you—someone talked about it that you can offer it with three sessions, or, how—I just didn't hear that yet. I don't want to take too much time from other students, but—

Stacey: No, no, you can offer it with three sessions, what that would look like is that they need a warm up session just to explain the cleanse, I mean, you have the Closing the Deal Conversation, but then they need a warm up session that is a few days pre-cleanse, just like in the manual, right before so that they can prepare themselves to get started. They're need to go shopping, you're going to need to explain it, they're going to need to go through the manual, so there's the pre-cleanse call, then there's the mid—you know sometime mid cleanse to see how they're doing, and then there is at the end, so that they can transition off the cleanse. So if you wanted to, you can include an extra fourth session, or what I would like to call an "Emergency Session" or a "911 Session", and that would be just a 15 minute call, like the other calls could be 30 or 45 minute calls, and then you can add as a bonus one 15 minute check in that they can use any time during the cleanse. Because, or, it can be email support. It depends on how you prefer to communicate. I like email, Carey loves someone to call her. Um, as like, if they get constipated, or they're having stomach pains, or you know, if they're about to break the cleanse and they're going stir crazy, then you go back with the (UNINTELLIGABLE) and say, you know, "Let's get back to the reason why you're doing this cleanse in the first place, let's keep that intention." And sometimes that sounding board can get somebody over their desire to want to break it—like, they were just having a—um, so yes. You can offer it in isolation, and I think that's a great way. So when somebody asks me, "What's the price of your program?" I say, "Well, I offer two different programs and some people start with what's called the 14 Day Cleanse, and some people start with the 90 Day Transformation Program, and some people end up doing both, and I'll be really curious which kind are you? Are you a person who likes to be all in or a person who likes to take small baby steps? So what I'd like to invite you into is a 30 minute consultation, and by the end of it, you'll know what the next logical steps for you."

Lauren: Ya, that sounds awesome. That, ya—

Stacey: And say, "We'll discuss pricing options, some people like to invest in full and some people like to be in a payment plan, but don't worry about those details, let's just actually figure out if we're a right match to work together first."

Lauren: That's awesome. And that's exactly what I was looking for, you really hit the nail on the head with my question. As far as you asking me the pricing for the cleanse, I think it really depends on, I think I'm still playing with it, but if you're going to be spending three

sessions of your time, you're going to offer the cleanse, and I talked to another student, she puts it in a binder and included some different recipes and tips, and I think that's what my husband and I were talking about, putting it in a spiral bound binder, and um, tips, and um—those are things by going through it yourself, you know, okay this could happen, and you get creative with recipes. So I would still be playing with pricing at that point, um, but I (UNINTELLIGIBLE) you know?

Stacey: Ya, those are all ways to add value, giving somebody that physical binder, so you know those are great ways to warrant maybe charging more. Also that emergency call makes it a little bit concierge like so there is an aspect that boosts the value in the container you're creating for that. And then at the same time, just to plant a seed in there as you're figuring this out, if somebody starts with your cleanse, um, is it like, that's a stand-alone elite kind of experience, a high end experience, or is it an entry way, an onboarding, towards the 90 day? In that case it might affect like, what is your ultimate goal? Is your ultimate goal to get them to the 90 day because that is where you will end up having more longevity, and consistency, and be able to charge more because it's over a long period of time? So will—is the cleanse like, I am going to get you great results in a short amount of time such that enrolling into the 90 day is irresistible.

Lauren: Ya, totally.

Stacey: So there is some strategy there which, again, you'll address in Pillar 4, that mindset and strategy and how you enroll one program from another, and in a way that makes sense. So there are two ways of doing it, does that make sense? There are like two ways of doing it, it's that in itself, like you said, the binder, and that might be a high end experience actually to have that level of attention from you, and the physical binder and all that, or is it an entry way? In which case it's not your ultimate money maker, yes, it's going to make you money, you need to charge for it such that it makes you money and you feel good about the work you're doing, the time you're putting in.

Lauren: Mmm-hmm.

Stacey: But ultimately if it rolls to a 90 day then knowing where your money maker is.

Lauren: Ya, I mean that's brilliant. As far as another little question, would you charge more for the 90 day if you were including the 14 day cleanse within the 90 day?

Stacey: Absolutely.

Lauren: Okay. So you have the option—

- Stacey: I would make it known that was a bonus, because if somebody was deciding between a 14 Day Cleanse and a 90 Day, and they kind of get the sense for themselves that they'll ultimately do both, then I wanna choose the 90 Day and get the 14 Day for free, because I know that I'm going to eventually spend that money anyway.
- Lauren: Ya, ya.
- Stacey: That would be my thinking, but you also offer it as a bonus. It's not just part of the 90 day, it's a bonus. So you commit for the next 90 days, I love working with people who are truly committed to a Total Transformation. So if you want, I think that the 90—I think that you're going to get a lot out of the 90 day, if this is true, you know you do the Closing the Deal Conversation, and you're like, "I think you're an ideal candidate for this, so here is what I wanna offer you, do the 90 day and I'll give you the 14 day for free..." but you have to make that pricing make sense for yourself, like in your own internal pricing, you've made that make sense.
- Lauren: Great, great. That totally answered my questions.
- Stacey: Great. Thank you. Okay, I see Carey, you raised your hand, hello Carey!
- Carey: Hey how are you?
- Stacey: Good! So tell me um, where you're from and something that's going well and then we'll come back to your question.
- Carey: Right. Um, I'm in Tampa, Florida, and something that's going well is I feel like I'm organized and back on track, I got a little distracted in starting my business. And one thing that I need to know is, if I'm working on my health myself, and I perceive that people will obviously see I'm overweight, how I don't let my self-confidence wreck the future relationship we could have as coach/coachee...
- Stacey: Um, I'm not sure that I'm understanding, can, try to say it again, or in a slightly different way.
- Carey: Okay um, I'm overweight, and I'm getting a handle on my own health. Um, I recently have been seeing a bunch of providers, and so, when I—okay I perceive that people will look at me and say, "Well, she's overweight, how is she going to be able to help me?"
- Stacey: Ah.
- Carey: So I want to be able to have a way that the self confidence that I have, and the knowledge that I'm gaining, you know so that I'm my best own client. I'm my why, you know what I mean, similar to the last call.

Stacey: I love that. Were you the person who was asking the question about the—being a coach and just anyone calling themselves a coach?

Carey: Yes.

Stacey: Okay, I wanted to make sure. Um, okay, so I—have you ever heard of Andrew Wile?

Carey: Yes.

Stacey: What do you see when you look at Andrew Wile?

Carey: I see a very brilliant man.

Stacey: Uh huh...

Carey: I know he's overweight, yes. Um, brilliant, he's very well respected, he's a great writer, he's very well read, and he's um a pioneer...

Stacey: Is he a fraud?

Carey: I don't think so.

Stacey: Oh, how come?

Carey: Well, because most of the stuff I've read up on him actually is very sound information.

Stacey: Ya, but he's overweight.

Carey: No, I know where you're going with this, I got that right away! No, it's just that there is a perception, like we've been talking about with beauty and being thin, but there has also been many, many studies done now where there are people overweight that have good numbers, they're just overweight. And for me, not that I'm sharing too much information, but I moved to the Tampa area 2 years ago, proceeded to gain 50 pounds, and I just recently discovered that is because I was diagnosed with sever obstructed sleep apnea. And so I've been learning a host about that and how it's effected my body, and why, although I've tried to lose weight all this time, I have not been able to.

Stacey: Okay.

Carey: So that's why I'm saying that I've learned so much, and I'm my own best client at this point, and I don't know it's just—

Stacey: How do you feel?

Carey: I feel like I'm moving forward which is great. I'm moving forward with my life, I'm making a difference in other people's lives, and I just feel like I'm getting "me" back, if that makes sense.

Stacey: Ya. And the judgement you have is what?

Carey: Um, the judgement I have or the people that have judgement against me.

Stacey: Well, I would see that probably the people that have judgment against you might be uh, just an external representation of what some part of you is paying on the inside.

Carey: Right, where there is that bit of self-doubt still there.

Stacey: Ya.

Carey: I think this is still so new to me, I am in Pillar 1 Week 5, and again, it is new. Um, but when I chat with people they're like, again to that coaching question, they're like, "You're coaching?" And then it will be in a networking situation where they make a face and turn up their nose and walk away, and then the other people I've been chatting with—

Stacey: So this—this is Carey, this is going to be your Power Morsel—this is really unique to you. You've got to turn that around. Actually this is the greatest opportunity for you to change that story. Um if I was you, and I was standing up at a networking meeting, and then it's like, you know, um, "People used to look at me and think, 'How could she be a health coach?'" Say, "I used to look in the mirror and think the same thing." Now, I'm just making this up—"Who's going to accept me if I'm overweight?" And then I realized that health is about so much more than what your body looks like. The journey of health is to stop being at war," like I said earlier, "It's to stop being at war with ourselves. That we don't match up to some ideal, and somehow less beautiful, less attractive, less deserving. And part of what you're probably here to do is to change that perspective. Look, there are people, you look at and they look in great shape, but they're actually not very healthy.

Carey: Ya, I have a friend like that.

Stacey: Health is about so much more than what we just see with our eyes and what we make that visual mean. We have a distorted, idealized version of what "health" is.

Carey: Okay.

Stacey: So here we are, that part—it doesn't mean that you're going to stop working on yourself, but like you said, focus on the ways in which you are in progress, because other people are going to look at you—this is one of the things that um, uh, I love about me and Carey, we're really different body types. I don't know if you've seen our body types—go on Facebook and find us and see that we have very different body types. I am petite and very slim, and Carey is very curvy, and she just has a larger frame. And this has been a beautiful compliment for us, because people look at me and go, "Well, what's your problem? Like, you don't have a problem!" Which is hard, that's my own journey going like "Well you think I've got it all figured out and I'm just perfect because I'm skinny—you hate me because I'm skinny."

Carey: Right.

Stacey: And then Carey is going like, "Oh man, I gotta like, look at me, I gotta embrace my curves or something!" And people relate to—some people relate to me more and some people relate to Carey more, and this is where you are going to attract the perfect clients that are the match for you, that, who actually would not hire a coach who was skinny and couldn't relate to where they're at. You are teaching people that health is more than looking like a girl in a magazine.

Carey: Exactly. Yes. Okay.

Stacey: So I think that this, you are going to be extremely successful when you heal that stance for yourself.

Carey: Absolutely. I know that I can just feel it. Like I said, it's just unfortunate that sometimes you get into the networking situations or circles for lack of a better word, and it's the same people causing you know, the little uproar like, "Well, anyone can call themselves a coach, blah, blah, blah..." So then it just kind of really just sends me...so, I like what you're saying about the confidence level.

Stacey: And that, what I hear in that, the fact that you are thrown off your game by that shows me that you have shame to heal.

Carey: Yes.

Stacey: And the cure for shame is transparency. I know when I stand up, this is the way I'd start when I stand in front of a group, "When I stand up in front of a group, I hear what people are thinking. Some are thinking, 'Who is she to talk about food? Look at her, she has 40 pounds to lose.'" Right? Like, play the different voices. "I hear other people also saying something else, some people going, "Wow, if she can call herself a health coach," and just be exuding, like just be exuding joy, and happiness and passion for what you do, that is irresistible, and that is what I see in Andrew While—he is like a little Buddha man, he is so happy!"

Carey: He does, you're right.

Stacey: He enjoys life. There is nothing more irritably healthy and attractive than someone who just has a zest for life.

Carey: Absolutely.

Stacey: “So I hear some of you saying, ‘Oh my god, I can't even believe that she just admitted that, that she just said that!’ and then I hear some of you going, ‘Good for you girlfriend!’ And guess what? I'm talking to all of you.” Right? Can you start to see how there is great power in that transparency?

Carey: Absolutely. Absolutely.

Stacey: So that—great question. That will be your starting place, I'm excited to see you wield that, great job. Okay, let's go to last four digits, -9727.

Veronica: Hi, this is Veronica!

Stacey: Hello.

Veronica: Hi, I'm surprised I got in, for some reason I raised my hand a while ago and I'm still waiting, um, but it was very good, I really appreciated your comments to the last caller and you actually answered some of my questions. So thank you for that it was very good. I have a couple of questions Stacey.

Stacey: Okay.

Veronica: Um, and I'm in the March Class, so we're just about done, yay! I can't believe it! And um—

Stacey: Congratulations!

Veronica: And I have so enjoyed the entire course each week, I look forward to the lessons and the videos and I learn a ton and I'm just so appreciative of you two, and the things you're teaching us. Um, and I'm sad to be ending, but I'm also very excited. So I just had a couple of questions, I know that we have next week and then we're done, right?

Stacey: Um, uh—I don't have that logistics information in front of me but—what is your question about that.

Veronica: Well I don't really have a question this is Week 5, and then there are 6 weeks in the pillar, so um, so my question is are we going to be learning about setting up business, like what do we do for taxes, uh, giving receipts, do we give receipts to our clients when they pay us, and that sort of thing. That's one question. Also I have another question, well, a couple more questions relating to clients. I have um, situations where I have five practice clients, I'm nearly done with most of them, and then I have one paid client right now. And right now, all of my practice clients are—in a funk, where they're not following through. And I feel like, um, am I doing something wrong? And you actually answered some of this on a caller a while ago, but my question is am I following the protocol well enough to help them pull through to success before we end our sessions together? Unless of course that you can choose to carry on with me and that will be something we'll see about. That's question number two—

Stacey: I'm sorry, can you state the question again?

Veronica: Yes, how do I know that—I feel like I haven't been successful with these clients, and I have a couple where they are, they've lost weight, I put them on a cleanse, they lost weight, they feel good, they have energy, then something comes up, you know like one gal got married, another gal went on vacation, and so then they gained the weight back, their face doesn't look as clear, and so now we're toward the end of the sessions together, and now what do I do?

Stacey: Ya, well, it sounds like they are not quite done with their work with you! And this is the thing like I said before, I always have a health coach. Right now my health coach is on Maternity Leave, and it's been the last few weeks and it's been so tough for me. And so, she's my health and fitness coach, and I notice that I haven't been moving my body as much. And I just don't do it when I don't have that accountability showing up where someone is actually expecting me to show up. I don't have that as much. I eat really, really well, so it's not that aspect, but the place where I fall off track is with the movement. And she's invaluable. I've been working with her for nearly three years—guess what program she leads me through over and over again? The 90 Day Program. She has some other skills, so she also does do training with me, but over and over again, she laughs because she starts to be basically regurgitating the 90 Day Program with me about sabotage, and all of that, and I'm like, "This is my program! You're—what the heck?" Because she's a graduate of ours, and I have been working with her for three years and she's fabulous. And I just keep doing it over and over again, and you know what, I get something new because I am a different person each time I come out of it.

Veronica: So what I hear you saying then is that we all need a coach, and just because we've had these failures where it seems that they've gone through the time with me and they're not where they wanted to be, it doesn't mean that they've failed, they've learned a lot and they can just continue and that I can help them if they so choose. Is that what you're saying?

Stacey: And I would be curious where else in their lives they are um, are being really hard on themselves? And that instead of acknowledging how far they've come, they're looking like, let's say that someone has come 90% of the way, and yet, they focus on the 10% that didn't work, right? So there is a way of—what you appreciate appreciates. So if you're appreciating the 10% that didn't work that feels like failure, then you're going to get a whole lot more feelings of failure.

Veronica: So where else in their lives they are focusing like—is that what you said?

Stacey: Where else in their lives are they being—like, when somebody says, “Wow, I didn't get the result...” it's like, actually you can pinpoint, this is why we have a whole session about acknowledging how far that they've come and that they are proud of accomplishing, and why we start each session with what is working. So you can remind them like, “Hey you know what? You're coming out of this program, and you're being super hard on yourself that you're not, that you didn't meet some expectation. But let me tell you what has happened...” and then we're reviewing those things with them and then letting them see like, oh my gosh, actually a lot has happened. Ya, you're in a really different place. And notice the tendency there to really focus on what—where we fell short. Where else in your life does that feel familiar? Where else in your life does that play out? Where you're overly hard on yourselves, or where you're again like that 90/10 like I just said. This is where, this is a perfect example of what will happen in our own practices. Let's say you have 10 clients and 9 of them are raving about your program going, “this is amazing! I'm having the best experience ever!” and then there is one person who is just poo pooing all over it. “You didn't do enough, and you didn't show, and I didn't get the result, blah, blah.” Right? And so we forget about the 9 who are doing amazing, and we focus and make all of our identity and self-worth on that one person.

Veronica: Yep.

Stacey: Who was planning for disappointment from day 1.

Veronica: Hmm.

Stacey: Right? Like this is where—so noticing how far they've come and what that means is that as we continue our work together, we're starting with a different baseline. What used to be our ceiling is now our floor, and that is going to be our pushing off place for this next 90 days.

Veronica: I love it, thank you. That's very helpful thank you. Um yes, very helpful. I have another question, I'll be quick, another question about potential clients, I have two potential clients who have had Gastric Bypass Surgery—how do you recommend we help them.

- Stacey: That's a pretty intense, complex health issue absolutely be working with a doctor or professional with complementary care.
- Veronica: Mmm-hmm. Okay so recommend that—I mean, basically they've gone through this and it's not working—they're still overweight.
- Stacey: You can help them, I'm just saying to do it in conjunction with their—it's not a replacement for medical care, because that is very, very serious.
- Veronica: Right, right. Okay thank you that's helpful too.
- Stacey: Okay, last four digits, -6201. Hello -6201!
- Michelle: Oh, I just took myself off mute, hi Stacey how are you?
- Stacey: Good thanks who is this?
- Michelle: My name is Michelle, I'm from Florida.
- Stacey: Hello! A lot of people from Florida today!
- Michelle: Yes!
- Stacey: What class are you in Michelle?
- Michelle: September.
- Stacey: Great. Welcome! What is something that's going well?
- Michelle: I am obsessed and in love with 20 Minute Meals. I feel like I can't eat it—I'm having like 35 minute meals, I love it. I actually had a quick question on that too. My breakfast, I'll take 35 minutes, my dinner, I can do like a 30 minute meal but I watch TV, and my lunch I have a problem with because I'm just very like, nervous and tense, because I'm not stimulated during lunch I'm not watching TV, I have to spite myself to not to pick up the phone or do something while I'm eating. Breakfast I guess I'm relaxed in the morning, but the lunch is a little bit of an issue. And I wonder, I'm saying to myself is it better that I sit and having a relaxing dinner watching TV and take 35 minutes to eat than being nervous and antsy while I'm trying to eat?
- Stacey: It's better to be relaxed—that's good intuition on that, and I wonder if um, if there is a way in which watching TV is relaxing, but also numbing. And—
- Michelle: Totally, I love it, I love to numb out.

- Stacey: Yes, so you know a place to experiment with is to engage the senses. So mindful eating is an engagement of the sensory receptors, we're smelling the food, we're looking at the art on the plate, we can be thinking of where it came from in the garden, and how it was prepared and cooked, and having good digestion in our bellies, um, that we're using our sensory receptors, that stimulus to be actually engaged in the food vs. if we're looking up at the TV and shoveling bites then part of what happens is the brain doesn't um, it can keep the appetite mechanism open as if it hasn't satisfied the appetite mechanism because it hasn't clocked that it has had the experience of eating even though you're putting food in your mouth, but if we engage the senses, it naturally will regulate that type of appetite mechanism.
- Michelle: Do you find that people have a hard time with this? It's a big issues for me, it is a big deal.
- Stacey: What has you feel anxious?
- Michelle: I start to get anxiety about eating if there is nothing going on, other than the morning.
- Stacey: Like, antsy?
- Michelle: Very antsy and very nervous, and my blood sugar—I have severe blood sugar problems anyway, so I, you know need a lot of food before I even stable out.
- Stacey: Okay I want to give you just a little something to experiment with, don't sort for this as a—"oh that didn't work I failed." Or something. But let's have some things to experiment with. So I get it, there is a lot of excess energy that wants to be released and somehow comes out during the meal. Do you know what it is that has you feel so antsy, is it just that there is nothing to focus on?
- Michelle: Um, I don't understand the question.
- Stacey: What has you be so anxious or antsy when you're eating?
- Michelle: I think it's the blood sugar because I'm, I—well, maybe it's the blood sugar, but I also had brain surgery and I have a lot of nerve damage from the brain surgery, which means I get very nervous to begin with, and I think I was just born that way, I was premature and born nervous, it's something I battle. I'm not necessarily a hyper high strung person, but if I'm not numbing out that's when it manifests.
- Stacey: Got it. Okay so a couple things, can I give you a couple things to experiment with?
- Michelle: I'd love it.

Stacey: Great, so without changing everything. What if we keep the TV because it has been a successful resource for you? So for now, keeping the TV, but adding in deep breaths and engagement with the food. So you can be looking up at the TV, but then it's like deep breath before you take a bite because that does relax the nervous system, it's the quickest way to relax the nervous system is actually taking a few deep breaths. And then start the practice of engaging the senses. The senses are the sight, the smell, the taste—what you're hearing, so if you're hearing the TV you can hear that, if you are hearing the sound of crunch, you can hear that. Noticing the temperature of the food on your mouth, whether it's hot or cold, and so there is a little bit of both—now I don't want to make you crazy to track too many things at once, but keeping that hum of the TV, it seems to have some relaxation for you, and adding in just a little bit of engagement with the food so tis not a total numb out.

Michelle: Ya, that's what I've been trying to do for the lunch, leave TV for dinner, have lunch with the time to do that and the breath is amazing, it's so helpful I love it, I love the 20 minute meal, I love the whole concept, I am obsessed with all the "How" it's just...

Stacey: So I've got a second one for you.

Michelle: Sure.

Stacey: That experiment of like, keeping that as you do, what you have found to be most successful and adding something in, and then the second experiment maybe after you've tried that a couple of times and see the results you get, second experiment is to swap the TV for perhaps music—and if your brain needs something to focus on, because music is not enough because your eyes are like, "Ah!" needing something. So well just see if you need something to be doing with your brain, pick out each instrument. See if you can isolate each instrument. Because it will fill the brain's need to actually kinda like, process something. And even if you want to you can be moving your body as you take a bite—I don't mean club dancing—but—

Michelle: Like tapping your foot or something to release the nervous energy that gets built up.

Stacey: Exactly.

Michelle: And then the other question I had which may lead into this. I've been in the service industry for a really long time, so either retail or hair salon, waiting tables, whatever it might be, and I have never been able to have real meals other than my breakfast and then a late dinner. So during the day you take a bite, you put it down, take care of someone, run stand up, eat... and what I found is it's a mirror thing, the people that are going to come to me, or have been coming to me are all people in the service industry. And I look and am like, the lifestyle is almost set up for failure. Because I'm talking to—the one girl I was telling her about what to eat, and then I realized when I heard about the how, I was like, "This girl is going to be standing up and shoving food in her mouth within

three minutes so she can get back to the bar—so no matter what I tell her, I don't know how she's going to heal." She'll work 12 hour days, not eat lunch or eat lunch standing up and I don't know what to tell her anymore. And I try to tell her to have a good breakfast, maybe bring a smoothie for lunch, but I think it's too many hours to go without eating, there is the inevitable blood sugar crash—

Stacey: It is part of the law that people in the service industry have a break, I believe it's ever 2.5 hours?

Veronica: But they don't get it, and then they get fired if they—I've been in it, you go 12 hours without eating they don't care if you eat or drink, and these people don't want to lose their jobs, even though it is illegal, but they don't get a break, there is no chance for them to eat.

Stacey: Well there are two choices there.

Veronica: I am telling her like, "Hey, have your dinner at 12 o'clock," and I think it's better for her to have her dinner at 11 o'clock at night relaxed than it would be to be shoving it in her mouth at 9.

Stacey: It depends, if she has a blood sugar problem, then that's not going to be possible, so there are a few things in there, there is doing what she's doing which is shoving the food in between and scarfing it down and swallowing without chewing pretty much, very fast eating in that state. There is that and if you're working with that context, then making adjustments to what is it that she can take a bite of that is nourishing, balancing her blood sugar and stabilizes her, and then yes, later if she has a full meal when she can actually sit down and enjoy that. There is that scenario. There is the scenario of um, of what's most important here? I know it's not just easy to find a job, and people need to pay their bills, but getting in touch with is this a temporary measure towards building a lifestyle that is in alignment with her health? Because just that trajectory is not sustainable long term. And what is the choice and decision that she wants to make about that? And how do you support her in that decision? There is that aspect of just like working—so scenario A, working with what they've got in the situation as it is, scenario B is okay, and can you see that this is not sustainable long term. You're doing the same thing over and over again and expecting a different result.

Michelle: Okay.

Stacey: And (TALKING AT THE SAME TIME) ya, this is where we do have—we're a cheerleader, and we're also sometimes tough love. So that's a great question. Sometimes you are going to deal with clients who do have very high stress, fast paced environment, and just asking them to sit down for 30 minutes, or 20 minutes to have a meal just isn't going to be a fit. So if that's not a fit, how can you help them balance their blood sugar, or what can be arranged so that they can take that time? Or, what is this—is this temporary or

are they moving to something that's going to be more in support of their health? Like, I was in the service industry for years as well, but at the time I was in my 20's, and fairly healthy, so I was resilient enough to be able to sustain there. But over time it took its toll on my body and I had to make a change. So we can help people see like, where is it that you—what is the game you want to be playing? What is the lifestyle design that supports your best health and is that what you're optimizing for now?

What great questions today! This is so fabulous. I so appreciate you all for wherever you're at in the training. I did see a question from Victoria in the March Class—"What do you suggest for those who feel very uncomfortable speaking to groups? I haven't done it since college, I need to get over my fear of public speaking, how can you help me?" Um, so this is where Victoria, what a great question, there are a lot of us who are more introverted and feel uh, um, public speaking makes us very uncomfortable and nervous. Um, this is such a great question. Um, one that we address and more in depth in the Core training, but what I would say is to start practicing, um one you could do teleseminars which are over the phone, and that way you're not standing in front of a group face to face. Some people that is really helpful for them so they also can have their notes and a script and they don't feel like they're memorizing anything. And it's just not all of the stimulus of a room—so that can be really useful, maybe you actually just do it online. Another piece is to uh, gather a small group of people you really, really trust, and be totally transparent on how uneasy and uncomfortable you are. It might be the first thing that I would say, uh, but notice—be sorting for as you look at these faces you love and trust, because other people are feeling nervous too—people in the audience even feel nervous, so being transparent.

Again, the cure for shame is transparency—so we're standing up, the nervousness, this transparency and say, "I am so nervous right now! I don't even know why but I'm super nervous, so I'd be grateful if everyone would just take a deep breath and let's all like, shake it out, shake out our bodies and just run off that energy. And maybe just go blahhhhh." And everyone giggles, and you continue on. Now, what I was going to bring it back to, it can be small, two to three people that you just really, really trust, and to start practicing your range in that small group. People that are introverted actually have a better time when it's a larger group vs. a smaller group, they feel more anxious when it's a smaller group. So I'd be curious to see which it is for you. And uh, the third thing I would say is if you are going to be speaking to a group is invite a buddy, someone who is your moral support to give you a look in your eyes, to help you ground to take a deep breath, to give you a thumbs up and encourage you that it's all going well. And fourth, just realize um, that you will survive, standing in front of a group, even if you do feel nervous. We can survive nervous! Beautiful question. This is certainly something we work more with and that training is about um, furthering your business, for people who are definitely doing health coaching as a profession.

And dealing with the more uh, uh, minutia of building of business of those specifics, and also on your visibility. Right? Which part of feeling uncomfortable, speaking to groups is uncomfortable or unease of being visible. So part of you stepping into your spotlight and coach is consenting to visibility. And that's a great place to look at um, what are we protecting, avoiding, moving away from, fearful of, covering up for when we feel uncomfortable speaking to groups. What is it that we're believing that somehow the world is out to get us, and be curious of where that came from? Where did we learn that? What is the wisdom in that that wants to be heard and respected? I do believe that anyone can overcome their discomfort with public speaking.

My very first talk I had um, armpit stains on my shirt and tears streaming down my face, and my eyes tear very easily, so uh, there was like a heater in the room that was drying out my eyes, and they started tearing, and the armpit stains because I wore a light colored shirt and I was so nervous that it's like, a literally a pink shirt with—um, it was so scary, I was sweating the whole time, and when I completed, I was so proud of myself, it was actually the best thing I had ever done. I couldn't wait to do it again. But then as I scheduled the next one, and as the days got closer to the next one, I started freaking out, why did I do this to myself? Oh my gosh, how do I get out of it? Maybe I can make an excuse, maybe I'll get a cold and I won't be able to go! I'll just cancel last minute! Just realize that is part of the growing process. And that I did do that second talk, I committed, I followed through, I brought a buddy with me, just like I explained, and again, I was so proud of myself. And that's where it started. And over time my trust in what I was saying, in feeling prepared, feeling confident, knowing my own commitment, to be of service and of value, um, it pulled me through. So it can be learned.

Okay everybody, thank you for your fantastic questions, this was such a great Office Hours, I'll see you soon! Let's all wish Carey well birthing her daughter! Aaah... have a great day. Bye.