

2022_06_21 - LYL Offer Creation Retreat - Part 3 - Audio

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00:00

So Part Three, and we will have a break. Don't worry, I'm you look like you still have energy. I know that there's a Mary Kay, thank you for the honest. It's like, no, I need a break. I wanted to get Part Three started before we have a break. Can we do that? Can we get Part Three started?



00:18

Most of you are saying yes. And Mary Kay is going like wide eyed like, I don't think so. Thank you for your honesty. All right, here's what we're gonna do, then, um,



00:27

let me just do an introduction to part three. And then we'll carry on part three after a break, because I want you all to be able to be present. And we've been going for, you know, over an hour and a half now. So, so



00:41

yeah. So, Mary, Kay, can you hang in there for another? Not a long block. But if you know, five minutes, not more than 10? Yeah, you'll call me on it if I'm over. Thank you. Okay, good. So part three, is those building blocks of offers this this that we just talked about? What I want to do is



01:02

go into some details about it. We already did that, though, really, we already did some of the details about each of those. So I know that you've got a working feel for it. And then after we come back after the break, I'm going to give you some time to actually workshop it to be, well, we'll put you into zoom rooms and where you can actually do this. And each of you you've done some of this probably before you heard Karen's about what's what's what's laying around in our

shop room for sort of thing, or, for some of you if it's, if you're listening to me afterwards is completely new to you, then you'll get you'll get some time to actually do this. What is laying around on the shop floor? What is my best stab like we do day in in our private session? What is my best stab at what it is the the transformation I think they want and you know, or that I want to give to them. And then something more about like Who do I think my ideal client is? Best stab at it and you know, things about this, I think pointing to Karen is the best example of this right now. And to add to Mary Kay. Karen is like when I said you could work with in relating couples relationships, she's like, oh, like she knows it's not that person. You could work with people on the cancer journey. No, that's not who you're working with. Right now. You know things about that person, even when you don't know what you're not doing. Turn 180 degrees. You know, it's like who you are working with. So, you know, it's and if we try to reach everybody nobody's gonna hear who is a person you really really want to help we be specific about that person. week I can't talk to



02:28

you know, I used to say still say it my my heavenly dad now.



02:32

My dad and my daughter at the same time, I can't even if I want to offer them a cookie, I would say very different things to them if I want to offer them a cookie. No, Dana, you're about to jump on the on the stationary bike I want I know you want to do really hard work on these cookies. Both are delicious. And they're gonna give you tons tons of energy before you hop on do want one, my dad would not be motivated at all by that.



02:53

Dad that the you know, the, I got these. These are called dads cookies just like prepare us to have like my grandfather used to have and the guy that because my dad loves stories. And the guy I was talking to the guy at the corner store. And he swears by this and all of his family eat these all the time. And he's a farmer by the way.



03:14

He grew up just near you and medicine at and he knew your you knew your cousin, do you want to try these? Like?



03:22

Like, they don't think at all? Like, I can't talk to both of them other than I'll just say nice cookies on some like who cares, right? Who is exactly that person? So that's what we'll do as we come back after the break. What's going on in your shop room floor? There's more than you think? What's the transformation? And I'll say a little bit more about that.

 03:42

As we go into workshop, and then the ideal client like, what's their top of mine problem? What's what's hurting them? What are they? What do they really, really want to know? So who is that person that you want to work with? So we'll do some work on that, in part three, continued after the break. Is that Is it clear where we're headed to so you can be thinking about these elements over the break or just taking a break in Shavasana. and rejuvenate your energy in whatever way is best for you. But that's where we're headed. Any questions without which we can't go into break? I'll clear.

 04:15

Alright, so let's take a break from at my house is 209 to 220. So we're for you to question Do you want us to work on these one on one on break or we're not going to work it into a combat? I'll give you some time to work on it. When you come back. It depends on your energy level. If you're like wow, I can't wait to get started and think about this and I'm gonna grab some papers that will help me go and do that. If you go man, I just need to lay in shovels and do that. So whatever rejuvenates your energy and then bonus if you want to start thinking about it, and even if you launch of Austin, you know the back your mind might be thinking about it. So I wanted to mention that's where we're headed. Makes sense. answer your question. Okay, awesome. Thanks, Marie. Got it.

 04:56

And

 04:58

yeah, we need to hear Karen

 05:00

says in chat, we need to choose the clients we work with. It has to be right for both of us. Exactly. All right, let's take a break, we'll come back at 220. Take care of yourself. Don't answer email, don't take care of other people. Take care of yourself. And I'll see you in 10 minutes. See you soon.

 05:16

So welcome back. Welcome back. So we are at Part Three continued on part three is the building blocks of offers those three circles that we talked about in the first in part two, and just a couple more details about them, and then the workshopping of them so that you've got some

time to dive into what's laying around on your shopping floor, what's the transformation and who is your ideal client, so you can start to play with these things. And so you can be on the court tomorrow, making these offers. And,

 05:53

and, yeah, worried about making mistakes, don't worry about it, because every piece that you do everything that you bump into you. It's like Marie going well, I thought I wanted to work with beginners. It wasn't a mistake. It was just part of the journey. Now I've learned that this is why even more want to work with so it's more like refining and, and discovering as you go. All right. So any burning questions that came up before, like during the break that you want to dive into before we actually workshop this? I'd like to go right to workshoping. So you have time to do some time to do this, right. So I'm going to do some of the some of the workshop and in different ways, so no burning questions.

 06:31

All right, how's this landing for you? Is this making sense to you? Is this feeling simple is just feeling like Oh, right. These are the building blocks. Now? I'm checking the real answer. Yeah. Okay. Lots of noise in the room. Fantastic. All right. I think the way we're going to do that, what's laying around on your shop room floor, you can continue this work. You can continue all these. After this call, I encourage you to do that. Get in touch with each other, play with it pull more out, like you saw me doing, it's like, Wait, hang on there. Wow, there's a wealth of what's in that one piece on your shop room floor that beyond the time that we have here to do it. But you can spend an hour you could spend two hours on this, like, do do this and then come and ask me questions about on the q&a calls. Right? I just want to I think what I want to do is just give you time here, just quiet time are working for Let me see. Four minutes to 23 right now.

 07:29

And here's how I want you to do this. So we'll go talk to 27 just right here on the page in front of you.

 07:37

Dive into what's laying around in your shop room floor. If you've done this before you can pull out what you've had before and build it. If you already know one of the things you can build some things underneath it, like, you know, Oh, I like Karen, I've got an MBA. Well I had to work really hard to do that or I really had focused intentionality and I had to travel across the country to do like she could build subcategories of that going on forever. And then each each thing that she could add more to the list and go out to more aspects of what she's done and dig back into different parts of her life. And so let this be kind of stream of consciousness don't think don't think just jot it down. It's now it's still 223 up to 24 right now so two to 28 Don't edit just write no editing keep your keep the pen to the caged page keep writing I talked to 28 Go



08:30

you want us only to work on what's on the chat room for part one? Yes. What's longer in your shop room floor dive in? No it really no it own it. Write it down.



08:41

Okay, time flies. That's four minutes. Do you have some things to on your, on your shop floor that you've written down? Just for fun? Let's hear one from each of you all in the next 30 seconds. So just unmute say something just for fun so we can hear the diversity of things.



08:59

Just go ahead and say it like unmute and say I want this like in the next 30 seconds all of you right 10 seconds. caregiver for family members in hospice.



09:10

Yukon river.



09:12

Sorry, I



09:14

can use the Yukon River for



09:18

what else



09:25

have worked with challenging horses to bring them confidence to continue to go on competition.



09:32

Good. What else?



09:35

Her Comey energy of the mind. Yeah.



09:40

Heidi?



09:44

Philanthropy background, huh? Look at that. Isn't you've just been hearing that. Don't you want to like snuggle up closer to everybody? Like I want to hear more about you. I want to hear more about that. It's just, it's really highly attractive. This one at random from each of you. It's so



10:00

Beautiful. And I and with what's my remedy? Sharper employee the transformation an ideal client, I want you to think about them. Remember, here's my very simple picture, right? That these and then in the interaction with that real person, that's how we understand all these elements that are right. But I, so I want you to think about each of these separately, but they interact with each other. But we separate them out. So we can dive into each one. But they start to interact, right, but so it's a little bit artificial to pull them apart. But it's for a reason. So we can see each object as though they were objects and then let them interact by making sense. All right, so let's do it like this. Again, let's just have you take some time on your own. Let's do four minutes again. And it'll start in a minute or so. And if you can, if you can mute yourself. So there's a number of you unmuted, so you can mute yourself. So we've got a nice clear recording for everybody and clear hearing right now. So



11:02

the transformation.



11:05

You know, what do you want from them? How do you? How do you help? How do you serve? What, what? What is that thing that you do? Just taking your best stab at it, it doesn't have to be perfect. And if you know the high ticket virtual retreat, you know, I when this committee first started, I didn't even know what that transformation was, I really didn't know but didn't stop the first person from coming in. It's highly important. And also what happens in real conversations, don't get hung up about it, go do go do go do all right. And I certainly couldn't have said this when this community started. But here's my you know, just off the cuff, an idea of what the transformation is for me. So what would I say about it? And this is just in the moment? Well, I know that I help people with story. So here's my version of it, you know, I I help people with story. So stories are everywhere in our businesses is our marketing is our sales is everything we do.



12:01

And I really get that stories. I'm not trying to do marketing speak, I'm not sure I'm just trying to really understand what it is I do. Just say it in simple language for myself. Right. So and stories, it's I have learned this about my transformation that that the foundational part is that stories are everywhere.



12:19

That when people get this, it's like how they brush your teeth. It's how they walk the dog. It's it's what they're thinking first thing in the morning. It's just like, when people get that stories are everywhere. profound transformation can happen not only do they do their companies grow, but they have conversations with their spouse that they haven't had in 30 or years or 40 years or 50 years there's spin off benefits to it. They they know who they are in so much deeper way they get



12:48

the trajectory of their life even is a story and a vision for the company as a story. So they get to play at such a bigger level. Do you see like I'm not organizing it. I'm kind of going stream of consciousness is like these are some of the things that I know happens to people and what I so want for them and has something to do with story. So can you jot that down for you your best shot at it right now. Doesn't need to be perfect. It's going to evolve. It's a process. Jot it down take four minutes. It's 232 Right now, what's your transformation? What is it that you want for people when they when they come to be with you? And you work with them? What do you want for them? Four minutes



13:31

okay, just finishing up that sentence. Do you come back to this later for listening to the recording later? You know, pause the recording and you can give yourself 10 minutes and you can do this afterwards. All right, but I want to do this right on the court. And I'd love to hear it's always going to be in process you don't wait until it's perfected you get out there on the court with what you've got. As I say the first person who came into this community i i didn't know what the transformation was was very vague. I had a real conversation with her we started the work. So let's hear little bits and pieces. And again, it's not just doesn't have to be just one set sentence. My sentence might be stories are everywhere. But there's a whole bunch of things that I was saying and just off the top of my head these is a little this what I want for people. Let's hear some phrases that you've got down that so we can hear some of the diversity of what the transformations are in this room and how you're working with us so just want to spend one minute Yeah. Dan



14:27

take people from being stressed to relax so their communication is better they have less angry

outbursts and are more patient



14:38

from anxious to calm so they're living more in the present.



14:42

Beautiful right and under each one of those. There's more and I love that angry outbursts. I mean how much of these that alone worth



14:50

to get that one thing you have that in your life or you don't have that in your life? what's that worth? Fantastic yet let's hear a couple more



15:00

Heidi



15:05

show autism moms, it's not their job to fix their kids themselves, or any or anyone else. Our only job with our kids autistic or not, ourselves and others is to love ourselves and others.



15:22

When they actually got that, and again, I'm not looking for this is great because I'm not looking for marketing speak, I'm not looking for how are you going to speak to that person? Nothing is just like, What do you know of the real thing that happens to them? When they come and do this work? They might not know that yet. They might not. They might not speak it like that yet. But you know, this is going to profoundly change your lives. Thank you. Let's hear one more. Yeah, Mary Kay. I, I help people be the person that their horse will choose. Oh, how cool is that?



15:54

And there's Can you hear that when Mary Kay says that there's a world of



16:01

like she could write paragraphs underneath that, can you hear it?

 16:05

As well who've Americae just tell us a little bit about off the top of your head of who ate think of a horse right now could be yours or somebody else's.

 16:15

And think of some of the things that that horse would want. And like because you could you could say a million things. But just a few things in that one sentence is a world of transformation.

 16:26

What the horse want, the horse wants to be listened to, he wants to be heard. He wants to have a connection with the person.

 16:34

He wants to have value in what he does.

 16:39

Is that enough? Yes. Can you hear that that could keep going. And underneath every one of yours, there's a whole page full of oh, it's that it's that that's the transformation. We spend so much time trying to translate things into marketing, and market sales first, then marketing, the marketing stage three, very simple things to go out and talk to people. It's like we talked to somebody go, Hey, maybe I can help you want to have a conversation. You know, we spend all this time trying to turn things into marketing speak. I don't even really believe in marketing speak anyway. It's just like, real words for real people. And when we're on the court with people will know how they speak. And we can create all that later. Stage three, here, we get what it really is that we're doing. Thank you, Karen. Karen, you want to add something?

 17:23

I know you have a plan here. But this is really valuable for me to hear what other people wrote. And can we hear some more of what other people have said? Yeah, absolutely. Let's take you off track here. And you go for it. And then and then Annamaria, we'd love to hear from you. Yeah.

 17:37

Oh, well, I feel like I'm always talking I was. I mean, I'm happy to read what I wrote. I was asking for others. But I can read I wrote to you go first like from those that I'm calling and

asking for others. But I can read I wrote to you go first, like, from those that I'm coming and anatomy.

 17:50

I want for them to see how important communication is and all that they do, how they speak, make requests, expect things of others, how you show up, how you show up, teaches people how to treat you. How do you show up for yourself? Do you keep your word with yourself and others. When you start keeping your word in all situations, others will see this and start doing the same with you. Because they'll expect that you will expect that of them. It ripples into our relationship with everyone. And in their relationships in their lives as well. The referral is magnificent. And they notice and will comment on that change. Thank you, Karen. Good, good, good, good. And here's the thing. Can you hear how any one piece of that? If we open that out and thought what's the real effect on somebody's life? When they actually have that?

 18:38

How much that rocks their world, even one of those pieces? And sometimes we go well, I don't know what the transformation is. So I can't go and talk to people yet. You know a ton about it. You know, a ton of audit already. Annamaria Can you can you tell us what a few things that you've got on your page? Yes.

 18:58

I like people to have to help them have trust in the horses and the horses trust in them. To take a deep breath, when the horses are scared to look around to help their horses. Just by you looking around you you can help your horse be at ease,

 19:18

to be lighter in their interaction with their horses.

 19:22

How to get to the horses heart by moving at the speed of trust,

 19:27

to ride, Train and compete with loving kindness.

 19:32

I love it. Thank you. And you know, Anna Maria and Mary Kay have parallels in the work that they do but it's not the same. And they both work with such heart and is not the same. Can you

they do but it's not the same. And they both work with such heart and is not the same. Can you guys hear the difference in that? And the difference in there come from place. There's parallels clearly. But there's also differences every person you are so unique and what you bring to the world has to do with what you're what's lying around in your shop room floor for instance. Right? So Annamaria like when you said, tick tock



20:00

teaching somebody that they can have it take a deep breath when their horses scared



20:06

that they might not even know that they need that.



20:09

Like, but what's the difference?



20:12

If they just actually enacted that?



20:16

That one piece of what Annamaria knows is the transformation? What could happen?



20:24

And you hear how priceless that is?



20:28

The horses scared, they don't take a breath.



20:32

They're all anxious and crazy. And what happens?



20:37

Like what could happen in that split? Second, one thing versus another? And what's that worth?



20:46

You guys hear that? All these things that you've written down, that you've written down? They are?



20:52

Like, how do you put a price on that? Right?



20:56

It's so valuable. So



21:01

thank you for calling for that. Karen. So the, the what's going on in your shop and for the transformation? And then here's what I think I want to do wasn't I was gonna do it in a different order. But because we went in so deep with us, let me see, do I want to do this? Yes, I'm gonna do this in slightly different order, just because of how the conversation is unfolding. And you'll, I know, you'll,



21:23

yeah, I think you're gonna really like this. And you'll hear this well. So I want to hear, let me think now I want to give you two minutes, I'm going to add another two minutes here.



21:34

I want you to look at what's laying around in your shop room floor, what you've got down in front of you, and there's more that you could write, but just with what's in front of you, it's all perfect. I want you to look at the transformation and just start to match it up.



21:47

And you can even go like, it doesn't have to be the obvious thing you can take like, I used to have nice hair when I was five, you know, like, it's one of the things I was lying around. Right is the quirkiest things you can even go like



22:02

it doesn't have like, our stories are deeper than we think. Let me put it like that. So pick

something that's lying around in your shopping floor. And you'll go Oh, my goodness, this thing that I want for them, when I pick up this piece laying around on the shop room floor, that actually will help me help that person with that. I didn't realize it before now. But this is part of what I bring to the table when we know that. Again, I'm not talking marketing speak, I'm not I'm not all that, I just want you to see that. It's are you understanding that like look at what's going on to your shopping floor, look at the transformation and start to match it up. Right, the fact that I've got, you know, like for Mary Kay, a background in hakomi



22:45

helps me listen completely differently. And that's going to help me do this x about my transformations that make sense. Take two minutes to start to match it up. There's countless ways they match up, I just want you to see a couple of them two minutes.



23:12

Okay, that's two minutes. And so I'd like to hear at least one or two examples. I got this thing laying around in my shop room floor, I didn't even know it was related. I come from a big French Catholic family, where people just want to help each other.



23:29

And they actually listen to each other. And it's not just my professional background that I bring to storytelling and stories. Like I have a family deeply interconnected and listening. And that is a deep value in me. And that's how I think words and stories work. Right? Who would have thought my cat my family, right? So so what are yours is here a couple examples, we can see how they start to play together before we go over to the ideal client.



23:57

One something lying around in your shopping for Diane, thank you. And then Heidi.



24:03

Going through my divorce taught me that I needed to change what was happening in my life as I didn't like the way it was.



24:10

So when I'm working with moms and children, who are living in stressful, chaotic family environment, they're wanting change, too. They want a more relaxed, calm and peaceful home so they can flourish.



24:26

And I just want to give you an example. And then I want to let it go. I want to touch over there and then forget it, because I just want to stay where we are. But I want to show you how eminently practical this was. This is an uncaring. One of the things you said to me last week. I think it was as you said, Michelle, we just had a conversation. How is that? It comes out of this, you know, like a strategy session. It's a structured conversation for sure. We're trying to figure out what the best next step is for that person. That's the framework for the conversation. But you know, things when we understand this



25:00

works in like for you, Diane, somebody's going, you know, you're in a strategy session with somebody and they go like, man, you know, when they're really honest, they go, I, whatever it is, or their spouse or their kid or you know, like, I feel like I have to get out of the house. And I go places when I don't maybe they're saying this right. And when I don't even want to, because it's crazy at home. I don't even want to say that. But if you get to the real pain, right? Because my kid is screaming and I just, and Diane in the conversation, because it comes on naturally. She knows what's laying around in her shop room floor, and it's going to come up naturally in conversation. She's like, Man, I really feel for you. I know what it is. Can I Can I say something that's maybe a little, you know, TMI?



25:41

A couple of years ago when I you know, I had a divorce. And I'm just like, I just wanted to run out of the house. I'm making this up. But I wanted to run all those screaming. Sometimes there's so much chaos. It's just crazy, isn't it? And the going like, yeah, and they go Diane gets me oh my god. I trust her she understand that she's not coming from on high.



26:01

It's a real conversation, these things match up you guys hearing this? This is gold. Thank you, Diane, you get that right. It comes into real conversation. But I'm not even going over there. It's like, let's just stay with the creation of the offer. Yeah, can go ahead.



26:18

This exercise is really great. Thanks for giving us like two minutes and four minutes. And your little analogy, but the hair thing is just taught me to think think about many things. So what I thought about when I was a cancer coach, once you make Kansas certification, they taught us that it's just as important, if not more important to listen than it is to be worried about having the right answer, just holding space for someone is so valuable. And when I was first doing it, I was worried that I wouldn't have the right things to say and all of that and sort of just to trust myself also,



26:52

the value of listening is more important than we realize.



26:57

Huge, and there's gonna have spin off benefits not only for how you coach and help people. But in strategy sessions, a biggest part of it, for instance, once we get to actually offering the offer, right. But a real live person, holding space and listening to that person is the most important thing we can do. We have to actually see what's going on. And then we actually help them the best we can where we were an advocate for them. And it's like, I will help you figure out what the best next step is, whatever it is, and if they've got enough pain in the area, and they in your area, and they see it too. It's just the natural in integrity thing to do and like, Hey, do you have any questions? Yeah, how do I do this? You know, I've got an idea. Do you want to talk about it? Right. So yeah, listening. Huge, is a huge part that you bring to the table. And that will help in all kinds of ways. Thank you. All right. Anything else bubbling up wanting to be said about the connection? We had those separate circles? And now we're connecting the first two, right? Yes, Mary Kay, thank you. Well, I found something else on my shop room floor.



28:06

I have designed trail courses for horses. And I've had like a Gen Con a day. And that's a fun thing that can relate to what I said before about the wanting to be chosen by your horse, you know, the horse wanting to choose to do things with you. So in a different way than just dragging them around.



28:31

And help us because we don't know as much about these trail courses. I've tell us more about how and I love it. I love it. How does that help to be chosen by the horse? Those trail courses themselves? How did how did what happened in there that you know that that's a deep kind of



28:52

choosing from the horse is going to happen when you do that?



28:56

Well, it's something that's popular among people, but it's I would do it a different way. So it's, it's like a little obstacle course for horses. And so maybe one of the things is there's a you have to go by up



29:13

there big blow up dinosaur kind of thing which is very scary to horses

there big blow up dinosaur kind of thing, which is very scary to horses.

 29:19

So you've got to have the relationship that rather than just persuading your horse to go by that dinosaur. He's going to choose to be with you.

 29:29

And now you have an example that people relate to you then they get that but they don't understand why it's not working and it's so related to what you offer what the transformation is how you talk to people is like Oh that reminds me of and it's not some kind of can conversation. You know, you own the things and their countless lying around in your shop floor and you own who you are. That's a big self paced right. And then as you're talking about it, examples are going to come up you connect with that person you you know you can be in service to that person and they can start to feel where that transformation is and what this reminds me of Mary

 30:00

Okay, I love this. You know, Cindy, one of our alumni believe, right? She Yeah, because she was there when you began and so I just saw Cindy last week, she's she's just lives just outside Phoenix. And she was she is a retired veterinarian, one of our alumni, she works with animals a lot. And lately she works a lot with dogs and what you're seeing reminds me of

 30:24

a video that she sent me it was so beautiful like to come from that in this case, the dogs like to be chosen by the by the dog to be chosen by the horse, she was entered a competition. It was a national competition 1000s entered in the Kenyan 12 Like, its nationals is international and among 1000s of dogs, and she showed me this picture of her dog, this video is of her dog, watching another dog do a training course and the dog was just like, like the dog was like, in love with this. And watch every move and I was fascinated by this it was just astounding. And then I watched her in the video of her with her dog and her dog was just in joy. And you could tell that she has something of what you the transformation that you offer. Because how she achieved that success was very like you can tell the dog has chosen both the course and her or they wouldn't have achieved that like real deep connection and it might not be exactly the same as what you're doing but I can hear the resonance of that and and this example of designing trail of courses so that people understand that the tactical realness of this and the results of that beautiful thank you yes yes yes. All right, anything y'all got that you're here hearing the the connection between these two fantastic anything else wanting to be said about this piece before we move on so much I want to share Heidi go ahead

 31:55

and make it quick but it was still I don't don't



31:59

like don't feel rushed because I want to share a lot with you



32:04

don't don't rush through it.



32:07

Right



32:09

there's always plenty of time and space



32:15

to



32:18

believe a little bolder Yeah



32:27

thanks. Sorry.



32:31

And no apologies, right. This is this is our hearts work. This is deep work. This is who we are right. And what we do on the planet and and also we're often we're our own best we're about to get to ideal client and thank you for this Heidi for whatever it is you have to say next to because isn't this also it's it's we are our own best ideal clients sometimes it was us five minutes ago. Sometimes we have moments of it sometimes it's us five years ago, right? Yeah, don't your moms need more need to know that there's it's okay to have space for themselves.



33:07

And this will give you being that also because it's like me and I do I always have empowering

and this will give you being that also because it's like me and I do I always have empowering stories as my daughter

 33:17

we are often we are our own best client and we'll learn things about who that person is. By knowing at a deeper level ourselves. There's plenty of time and space here. Okay, thank you. I I actually found the courage to speak up and not let you go on because of her

 33:38

to be that person. So I hear you with that thank you

 33:44

the piece on the shop room floor was the experience

 33:52

I think that's why I'm feeling this

 33:57

having grown up with a sick mother

 34:01

and spent the my life trying to help her fix her heal her but not having the power to

 34:09

so

 34:13

there the realization that a human being can't fix someone else

 34:21

has been a life lesson.



34:25

Thank you for sharing this Heidi. Wow.



34:30

See how deep this work goes with a with a what's laying on your shopping floor and the transformation. Even you talked about the idea of client yet I mean we did but we didn't write in this segment.



34:44

And again, I'm going to touch over into like a potential strategy session conversation and then I want to let it go. But I just want you to see how this is infinitely valuable and you are so ready to make that offer tomorrow. And how and the ease this brings to the conversation we'll do more work with



35:00

Coming up in July. All right. But



35:04

imagine that Heidi's in a conversation with a mom, and one of her autism moms who's in her ideal client zone. Not the not that kind that is too far out and can't hear you. So calibrating just like Marie did, you know not the beginner's bunch, right? So there's a woman in front and and maybe,



35:25

because every autism is also unique and different. So there could be an editor like a voice inside that autism ongoing well, but nobody, really because they feel alone, right? Nobody really gets it, what it's like with my child, nobody really understands. And my child is different in such a such way. And it's unique. And so I'm alone, right? It's probably a feature of your autism moms. And so yeah, and I've even talked to other autism moms, but they don't get it because it isn't isn't that Heidi, they might have an editor and pushing because in a given moment in it, because they're afraid or whatever it is, right? And Heidi says, well, listen, you know, I'm an autism, I'm too. So I understand that. I've talked to others that you know, but in a genuine moment. And this woman says it feels like nobody understands.



36:13

Because they're just want them to do better.



36:16

And actually, instead of pulling from her experience with her, you know, her autistic child, Heidi goes, I get what it's like,



36:26

I really get it.



36:29

That is just hard. Can I tell you something that's a little vulnerable. And again, this isn't candy, this isn't just going to check in, pack it away that I'm going to make sure to tell the story, it's going to come naturally. Because you know, and Owen was laying around in your shop and for the many things, it's just one of many things, right? She says, Can I tell you something?



36:49

You know, my mom was sick.



36:53

And I just wanted to fix her. And I tried so hard.



36:59

I just couldn't do it. It's why so wanted to help people, because then I tried to do the same thing with my son. And I don't know if you're doing that. But man, that's what I did. And it just hurt. And especially if she takes it on herself, rather than that woman saying you're doing that.



37:15

That's why I wanted to do this work. It's just like, man, it hurts. And this woman is gonna go, Oh, my God, in her stomach. It gets me.



37:28

Ya, thank you, Heidi.





37:31

And then Heidi gets you get you more as you do this work? Do you hear what I'm saying? I know, you already knew that. Four most dangerous words in English language, but the deeper level of knowing and how deeply that's connected to your work and, and how hard that was, and, and then that, you know, from the child's perspective, and then you know, because children, so want things to be better, right? And so Heidi needs to not in that moment of that conversation. She's going to say those things for that person. Do you know?



38:10

So Heidi will want to be in that moment. Owning that straight up, but only doesn't mean how you could burst into tears? Heidi could be very vulnerable in that moment, it could, you know, it could be very, very real does. It's not some candid thing, real.



38:26

But in service to that other.



38:29

And when she does that, that's like that's so beyond what happens out there in the industry, gender. So what I'm saying real connections with real people, because their stories connect us and as you owning your story, which you've got lying around on your shop floor, how it's connected in real ways with that transformation. And it puts like, so far beyond competition.



38:52

Like, what's that beautiful woman going to do? When she's talking to him? He's like, Well, I think I'm going to shop around because you know, maybe there's these 10 other people who work and I'm gonna go talk to the counselor and a real connection with a real person who really actually wants to help there's, it's not a world of competition, then. If you get that, raise your hand. Did you hear that? So, so important. Thank you, Heidi, for that, thank you for being vulnerable enough and generous enough and taking putting your stake in the ground for taking space that space serves.



39:29

And that's a big self moment to that's stage two. Because without owning that, who you are, how do we go and offer something to somebody else? I'm going to be small, but I want you to be big.



39:42

So thank you for that. Beautiful All right, anything does that feel complete for now Heidi? Is this

deep? Yeah. Beautiful. Anything else wanting to be shared before we go on to the ideal client portion?

 39:55

Good for now.

 39:57

Okay.

 39:58

So you

 40:00

He talks about all we've been talking about is three circles, right? Look how deep it goes is simple, simple, simple and profound. Right? So then the ideal client talked about was laying around on the shop floor, the transformation, a number of words for that, like, it's not one thing, but put it down on the page, what is it? See, so Dreama for them. And then if this is the who's the them, who's the, who's the Who's the person, and we gave the example of Karen, you know, there's all kinds of things but communication, about trust about listening, and so on, in relationship, for instance, but it could be, and you've got hospice background, it could be how to talk to the person and tell them that they are dying.

 40:41

Not your work, right. But it could have been, it could be how to talk to your spouse and stay in relationship, it could be how to talk to the government who's going to give a grant, I don't know like, there's many areas of relationship, you get to choose who you want to work with these, this transformation and was laying around on your shop floor is going to be informed and it will be modified, and it will be affected by now, who you who you choose as your ideal client. And remember, I said this only picture room, you remember the picture? I know, here it is that the arrows go both ways, as you see this idea of light is, is going to have you pull different things from what's laying around in your shop room floor is going to have you understand your transformation differently.

 41:26

Right? So for example, what's the most important, like for Karen, for instance, what's the most important conversation for a person to have? If it's about hospice, it's going to or if it's about cancer, it's like, how do I actually tell my family, maybe she's gonna build a lot around that she'd never free gift around that or something I don't know, for example, that doesn't care that

the entrepreneur doesn't care about, especially they don't have cancer doesn't care about that at all. And even if they have cancer, as they're thinking about their entrepreneurship, they don't care. That's not what they're caring about.

 41:54

So how she's going to use these things is going to be affected by who that that ideal client is. We're taking them kind of artificially separately, but we've already seen how these two interact. But I want to artificially separated out right now. So we can see who that person is. And as we're able to do that. It's not just artificial, but we're able to separate that out. So about your ideal client.

 42:15

Who do you want to work with? The world is open to you.

 42:20

Who's the What's your heart's longing for Heidi, it's not the woman who is so messed up that she can't even speak and she's blaming everybody left, right and center or something like not that person.

 42:32

If you're not sure where to look for this, sometimes it's like people you've already worked with if you're already on the court, but maybe you kind of sort of liked them. But there was something not quite that you didn't quite like about that, then go the opposite. Like some people that you worked with, right? 180 degrees, you'll know who that person is. Sometimes it's somebody who volunteered with if you're just beginning. You do you've done it all the time, probably since you were a kid, something of that work. Right? And sometimes it's if you are just beginning again, it might be yourself.

 43:00

It might be yourself like who is that person? And let me see, will this help here?

 43:08

I think this is going to help Diane, if you can tell them in 30 seconds, you know, because and again, this is some of how the circles interact, I want to separate them out. But some of the transformation Diane found by looking you know can start in different places at the ideal client and you told me a story are you willing to share this year about it happens to be doesn't you

know, your area isn't about autism, but it happened to be about somebody or you know, a child that was autistic, are you willing to share 30 seconds of that story here because it's very powerful.

 43:39

Friend of mine is a grandmother too. At that time, he was an eight year old, autistic young fellow. And she wanted to

 43:49

start teaching him how to self regulate. So she brought into Reiki because she knew was non invasive. And the first time she brought him in, he was of course very nervous and anxious. Extreme, explain as best as we could, what it'd be like he got up on the massage table and basically squirmed and we told them he was lucky seven minutes and he was out of their

 44:13

way we played her she brought him back and he came in the door threw off his boots and his coke grabbed his little toy and he was up on the table waiting for me.

 44:23

So he actually received Reiki for 20 minutes and you could see his little body relax and then also think the first time he ever felt relaxation.

 44:35

Isn't that cool?

 44:37

Real people and then you can see how it goes back to what the transformation is. Right but I don't even do that right now with these things are linked. But just like Who do I want to work with and that story light stand up right looks like that was so great. I want to work with somebody like that. Right and that somebody who

 45:00

Who are they? And what do they want? And for her, it's both working with the child and really she's gonna see through the grandmothers eyes. But in the moment, it's like, don't worry about finesse. Don't worry about details about it's like, I want to work with that person because this, and here, you know, here's who they are. And here's what they're dreaming of. And here's the

problem that like their top of mind, problem is what keeps them up at night. I get to choose who this person is. Who's that person making sense enough to go on? Trust your trust your heart? Four minutes? Go ahead.



45:35

Okay, and that's our four minutes, and you don't end up. We can do a lot in four minutes, isn't it? Astounding? And it's I've watched so many people in so many different industries get stuck on this for a year, two years, three years, five years? Look, what you've done in four minutes are



45:54

so beautiful. So let's hear and again, not perfect, thank you for that yesterday, Dan. You just go out there and do it. Because until we have that interaction with that real person, your ideal client, that real person who is that client, we don't know all the component parts. So we play with these forever on paper. And then we think that we can't get there. It's because we're not interacting with real people. So that we can see more and more of who that is like, like Dan's beautiful story about that grandma with that that autistic child hopping up on her Reiki table, and a massage table. So let's hear from a couple of you. What can you see about who this person is? And there's many aspects to them, right? But But and you can write out lots about them. Like Diane could say a lot about who that grandma is who that child is, for instance, is one example of who her ideal client is, right? So talk to me, tell me a little bit about what you know about who this person is. Best stab at it.



47:04

Karen, thank you.



47:09

My ideal client is a leader who wants more, they're frustrated with not getting heard. They're misunderstood or not being listened to. Not getting the results out of the relationships they want. Having lack of respect, playing bigger and getting others in your life to play bigger with you.



47:27

You hear that? Like?



47:31

Who are you? And what have you done with the Karen of I don't know, half ago, can you keep

 47:38

making it four minutes is really helpful. If I spent if I said I had three hours to do this, I'd be stuck. So this is really helpful. Plus hearing what everyone else says. So thank you for this. Oh, look, what you've got. Do you understand you can offer this tomorrow and again, editor's might get in the way, but at least conceptually, can you get that there are people you know a bunch of people who are like that? They could use your help, you could offer it tomorrow?

 48:05

Well, one of my editors was I could do this for team building with

 48:10

companies. I've not quite done that. So my editor saying, oh, you can't do that, because you haven't done it. But I think all kinds of, say this and that. And that. And that sexually, do you get that like, you know, and for companies? Like it doesn't, it could be solo entrepreneur, like it could be solopreneurs. It could be I know that energetically you are attracted to women entrepreneurs, I believe, like you've done a lot of work with that doesn't mean you have to learn there, you know, maybe by next year you go, I really want to work with them. And that's okay. Like, it's a process, right? But what you can see from where you stand, and then just going out to offer that. But do you know it like? Just think about like when you as you as a managing director? Have you met some women who are in this category that you just said? Maybe one? Maybe two? Maybe five? Maybe 20? Maybe 50?

 49:03

And are they actually hurting because of this?

 49:08

Of course they are.

 49:11

You are ready to give out offer tomorrow. The only thing that's in the way is the editor asked me questions about it so we can clear that out. But if you get in this room that Karen could be offering that tomorrow, like raise your hand, do you get that like people are hurting? Where are we waiting? Usually the last person to raise a hand is their themselves, right? But at least conceptually, you got it. Right.

 49:32

.....

And I want to take it from conceptually to by the end of this week, go offer it. And I would say tomorrow but if there's an editor in the way ask me question on Thursday, ask me a question on Friday. Go offer it by Friday afternoon, you know, just do it. Okay, beautiful, beautiful. Let's hear some other like what do you know about who this person is?

 49:52

Heidi Thank you.

 49:57

He has an autistic kid. A teen

 50:00

has been through so much has been through so much years spent trying to help him fix the autism and help her kid regulate, she has given up a lot of her own life to focus on her kid, yet a deep piece of her wants to invest in herself and create her own life. At the same time, she is meeting her autistic kids knees, she has plenty of money and chooses to spend as much as she needs to on her own well being learning and evolution, knowing it will help her knowing it will also help her kid, she wants to make herself happy and create a happy life for herself and her autistic child.

 50:37

At frickin beautiful. I've got chills, this is the best articulation of your ideal client I've ever heard. And it comes from being on the court. Bless the person who wasn't the right person. Just gotta say, because I can hear the pieces in there that come from her comes from being on the court.

 50:55

Right, right. And then also, I can hear pieces, can you hear the pieces about what's laying around on on Heidi shopping floor?

 51:04

You know, like these things there. I'm separating them out. But they're also interactive. The piece about spending years trying to help and fix and regulate that comes way back from your childhood. And that's good. That's fine, right? That's, that means it's in your bones. It's in your body, you know so much about this. You're in a world beyond competition. And also, you know that also, it's often an earlier version of ourselves. I don't know, Heidi, have you invested a little bit in trying to in trying to?



51:38

I don't want to add it up.



51:41

I think on the back of the book, you said what a small fortune.



51:45

This right. So that's a person like you have done so often an earlier version of ourselves. Fantastic. All right. Anything else wanting to be said about the ideal client? How I want you to know is how much you can do in four minutes? How much you already know about this person? You know, the person, you know the transformation, you know, you've got lying around on the shop floor to help him and why wouldn't you go and talk to them and see if we could help them? Do you see how it makes sense when we just think about these three circles? Why wouldn't you your heart centered person? The only reason you wouldn't isn't editor. And then there's a couple other questions that I want to answer in the next little bit. Because in case that it might be an editor nagging over here. So I want to answer a couple of other things that we think of as a central point. But aren't the central point of clear that up quickly? Anything else waiting to be said about ideal client? Is this making sense?



52:35

Yeah, fantastic. Fantastic. And then, and I'm really I'm thinking about you, because one of the things we talked about is one thing about all of you, but in this moment, I'm thinking about you, because we talked about, well, maybe your high ticket offer is to sell a horse, you know?



52:49

And and so that's one of the things you're going to think about is like, well, how is it that I'm going to, you know, how is it I'm going to achieve this work? How am I going to end one of Emory's option for creating that high ticket is to actually sell the horse to them. Or she could sell the horse to them, and then show them how to have that relationship with that horse. Like there's many, many things she could do. But this is where I want to get to this next piece of it. Some of the things that that block us, but that are actually and we think of as offers, but they're just on the side. All right. And



53:21

so



53:25

first off, we often think. Well, I gotta figure out my offer, how many weeks am I going to meet

first on, we often think, well, I gotta figure out my offer, how many weeks am I going to meet with them? And how often do we need? And should it be zoom? Or should it be workshop? And like, we think that's the core of it. That's just like, I just figured that out. It doesn't matter. Like you can figure that in one minute.

 53:40

You figure that on one minute, because like, here's the transformation, what's it gonna take to get them to the transformation, transformation first?

 53:48

Well, I think I could do that with them, you know, if I moved into their house with them in it for a year, or I'd hate that. You gotta love it. Maybe that's one way to the transformation. But it's not the only transformation. I don't want to move in my clients, great.

 54:03

You know things about what you want to do, you gotta love it. And you think well, but would they come? When I first did the high ticket virtual retreats.

 54:14

I've no one has ever come to the logic of virtual retreat, except for one person who is outside the community. It has to be inside the community because I want it to be in this conversation. So people understand it and can actually use it. But one person who had already graduated from our community just shortly go before I had invented the high ticket, virtual orangery check Michelle's gonna come and do that. At that time, my day went for \$10,000. And she had already invested we hadn't done it yet a day. She said, Can I trade my day and I want to come to the high ticket virtual retreat. I said no.

 54:45

First I said no. And I'm like, You got to be inside the party. But she'd already done the work. She was very persuasive. And I changed my mind. And she was a dear dear friend of mine. Like I known her from before and I still said no because it you have to be inside the party but she convinced

 55:00

To me that she would be online for really, she already knew people in the community and okay, yes, this is somebody very close to my heart. And so she showed me that she could show up well, and at that time I was doing things live. And then I told her by the, you know, we're doing this on Zoom. And she's like, Oh, I don't think I would want that. I said, Great. Don't come.

 55:24

Oh, no, no, no way. And she came, and she and she told me she made her money back that week, you know, like, so you think well, what will people come? Well, you know, she wanted it to be live, whatever I'm doing it like this. Now.

 55:38

She wanted the transformation down much didn't matter whether I told her to stand on her head, or whatever it is. People want the transformation. In delivering it, what do you need to deliver it? And what would you love? That's all.

 55:51

And then the right person will come when they understand how crucial that thing is to their life?

 55:58

What's it worth to give Diana's? What's it worth to that grandma?

 56:03

Whose artistic grandchild had been, and I'm sure that there's like, so much more to the story about what was going on for him? And what was all the spin off effect in that life? And I know, Heidi, that because that's right in your area, what's the spin off effect for her and then her entire family? what's that worth?

 56:22

And then it's just her modalities. Okay, the thing that's gonna get you there, this is a piece of what we do, this is Reiki. And it's amazing. And she could, she could have sent her, its Reiki come stand on your head, we have to take a trip to three hours away and come back, like without grandmother care.

 56:39

That's just the means to get there. We spend all that time on, you know, it's going to be three, it's going to be an e book, and then you got to do this, you got to do that, that actually just makes people tired. They don't care.

 56:50

56:55

And to think of it this way to care, and you said, I really care about those pieces, and I don't I hardly know any of them, Michelle, and yet I leaped.

57:00

Even for somebody who is really caring about those pieces. It's not about that

57:07

90% Transformation 10% Oh, by the way, you know, we're gonna meet on Zoom.

57:12

If they want it enough, and it's going to make that difference in you need to know what the difference is first, and then they will know it through the course of the conversation, then then those things fall away.

57:25

And

57:26

let Yeah, so let me see. So it's not about the features, like, you know, read these six ebooks and whatever, you didn't care that I was going to tell you to read the Science of Getting Rich, you didn't even know and you might have protested.

57:41

But you do it because it creates a transformation makes sense. And the same thing it's not about the features is like read this book, etc, etc. The how you get there, it's not even really about the benefits, although that's more than the features, right? The benefit your your autistic kid will will grandchild will Stop squirming so much, that's a benefit. But what's the real transformation? For that grandmother, maybe it's like, you feel like you can actually make a difference in this child's life. You see chaos in your family, and and you have hope that there could be a different future like, can you see the deep level transformation? And always the deep level transformation? The product or service that you're offering? Is the person themselves? Whatever it is you do?

58:28

They are becoming that person. In this case, the grandma is becoming a person who can make a difference in her grandchild's life. She's stepping into that and owning it and knowing it and

a difference in her grandchild's life. She's stepping into that and owning it and knowing it and doing things about it, and that she can bring peace to the family and so on. Can you see that? That's there's a deep level transformation, and it's always the person

 58:53

that's at some level, it's always that and it's gonna be in a very particular way and how you do don't go well that I don't need any of these words on the page. Of course you do.

 59:01

But it's always about the person. So not the features. Yes, the benefits. But even more than that the transformation, right? That's one thing, how to offer it packaging and pricing. It will we get caught up there. But I you know, we could have spent the whole afternoon on that, but we'd have missed it to get what I'm saying. We can spend one minute on that. And that's where people think all the work is like, I don't have the package yet. And I don't know how to you know, and should it be like two weeks or three it's it can you see how much it's not about that. Just decide and tell them.

 59:30

Choose it because you love it and tell them you want to work on Zoom, great want to meet with people great. You want to know like, I didn't want to do it. Just do that. And they don't care about that part. Just figure it out. The pricing and packaging, we've sold one of those issues for you. Pricing is \$5,000 and up.

 59:48

If you if it's \$5,000 Great, we've sold that for you then it's \$5,000. For some of you it's going to be \$10,000 or 20,000 or 50,000 or 100,000 or whatever. So then you can talk to me about the pricing. But if you can

 1:00:00

Wow, 5000 You know, I wanted it to be 22 cents for an artist, you know, you're 20 cents. And then we've already sold that for you. It's \$5,000.

 1:00:09

And,

 1:00:11

and so then the other piece that I want to give you here is

and so then the other piece that I want to give you here is,

 1:00:17

what is it that is, is how these three things linked together? Right? Again, let me show you see how powerful these things are, we went deeper into them what's laying around on your shopping floor, the transformation and your ideal client and real people who embody aspects of your ideal client, there's an idea of your ideal client, but there's these real people who are your ideal clients, right? And so it's how all these you know, interact. And then we play with each one of these and actually do it on the court, right? And so with this, we can start with any of these circles. What's the thing that's so compelling to them? That it's infinitely priceless? Like, we can't even measure it. And then \$5,000 is actually small, it's worth double, it's worth triple. And for you just replace the number for you is 50,000, or 100,000, or whatever it is. I'm just using five because \$5,000? Not that we're playing with here, right.

 1:01:15

Heidi, I want to turn to you in this is what you said you invested what say a little bit about what you've will you share something of what you think you've invested in autism kind of work alone, you know, to try to solve this problem as you are first trying to fix your beautiful autistic son, because it's like that's, you know, what we're taught to do, too. And then how to come through to a different place. Can you give us a rough estimate of some of the things you did? Like, what the what, yeah, how much you invested in? And what how much this matter to you?

 1:01:53

Well, from the second, I heard the word autism from the doctor, I the first nanosecond, what do I do to get rid of this?

 1:02:03

Fix this, right? So it was what school and looking into, you know, what school and then out of district school and having to get the school district doesn't want to do that. So you have to get a lawyer. So you're paying for advocates and lawyers. So immediately, you're paying to get his needs met. And then as far as therapeutically, the list is huge. And I actually have, in my book,

 1:02:31

an example of where I go through every, not even everything, but to one of the teachers. She said, Oh, in working with Ethan in communication, let's talk What does Ethan do after school every day? And I said, Well, after school every day, we're going to another therapy and, you know, afternoon, right? You get that Heidi could continue on all day and all week about this. Heidi, will you give us a rough estimate? I mean, do you think that you invested \$1,000? Oh, I found



1:03:03

those dollars, you probably don't even know, but we you give us like, and you don't have to but it would be really helpful, um, idea like, because it's been all over the place



1:03:19

is easily



1:03:21

150,000 200,000. Right, borrowed money, you know, anything? And then what about Will you share with them too, because this is true for every single one of you, when you look deeply into even one piece of what you do.



1:03:40

And the repercussions of it. The example I gave yesterday in different contexts of those insomnia, somebody can't sleep,



1:03:47

the repercussions of that, and when that thing gets fixed, like are you kidding me? Or even helped or, you know, able to work with it, or whatever it is, right? So this is like 100 \$150,000? And, and then what about your, your your career? Because you've talked about this and other times, right? What about that?



1:04:06

Oh, that was gone. I mean, that I was actually let go because I was so I was taking days to go handle.



1:04:17

Ethan lost income, right? You added that up as well. So So Heidi could be sitting there was like, Well, I you know, I just she could be in her editor going like, well, I just help autism moms what, you know, what's that worth? And how can I possibly charge \$5,000? Look, can you see how ridiculous that editor is? At least in this moment. You in this room? Like the highest solve this problem? Right? The highest cost was my relationship with Ethan.



1:04:48

That was the that was the true expense. He's naming all these huge things right. And then you

that was the end that was the true expense. He's naming all these huge things right. And then you know, and so that also goes on both what's flying around on our showroom floor.

 1:05:00

that goes in part of her transformation. And that goes into her ideal client, like who she's looking for that what they don't want is they don't want the cost of that their relationship with their child, because they're probably already feeling it. Can you see how it has implications for all those three circles? And then if Heidi, if her editor is going, Yeah, but Heidi \$5,000 is a lot of money. Can you see how ridiculous that is?

 1:05:23

Like, are you kidding me? To actually make a difference in this? what's that worth?

 1:05:34

And then all of a sudden, it's not like, you know, what was the cost of not acting to address this problem? Exactly. What if they don't come to you? What's the repercussions? So? So as you're thinking about that ideal client, what's their pain? What if they don't come to you? What's it going to cost them think of what you just heard here with Heidi, and I promise you, each of you in your area?

 1:05:58

There's a huge, huge, huge cost just like that. And if you haven't found it yet, you haven't gone deeply enough into the areas we're talking about?

 1:06:07

And I want you to find if we're so talking about \$5,000? Why it's worth at least double that, would it? Can you see, even if Heidi has an editor that's blocking that, like for Heidi's area? For instance? Could it easily be worth \$10,000? If she's already spent 100 150,000, it was the cost of her child and you know, the relationship with her child himself. And like the cost of her job is like, in her area? Is there something clearly a value that could be easily \$10,000?

 1:06:39

Like, Can you are you are you seeing what I'm seeing? If you are raise your hand, I want to know if you're hearing this, clearly. It then knows that is worth at least 10,000, she probably will know when she really goes in is worth at least 20,000 She's gonna get in a conversation and offer to somebody for 5000 Are you kidding me? When she really understands and knows in her bones, what this is worth, she's just going to be sad for them. If they say no.



1:07:10

It's not about selling something, it's nothing like that. It's like, she knows what this is worth.



1:07:16

If somebody has pain in her area, and they can feel it and know it, too. This will dovetail with what we're going to be doing, you know, about further about, about sales and high tech, virtual retreat and so on, we'll get there in July, in a couple of weeks.



1:07:30

It becomes easy to have a conversation, can you see it? It's not even about the details of the conversation, and I can help you with that.



1:07:38

But Heidi's in front of somebody who has pain like she had last week or three years ago or whatever. And this woman is hurting like that. And there's something that Heidi knows know is in her court that she could help her. And she has a conversation first to see if she's the person that she wants to help. She's interviewing her. It's like, oh, you're angry, and you're blaming everybody in your life and you hate the whole world. And you, you know, you've worked with these 10 other people and you think they're all evil, I don't want to be the next one in line, here's go work with my competition.



1:08:08

Or here's a social worker, maybe who can help you, you know, she's gonna send them away with love. But then she's gonna encounter this one woman and Heidi will see it right away, man, I could help this person. And then in the conversation, she's going to see if that woman can see it if she's willing to be vulnerable enough with what is hurting her if she's willing to share? And if she is, that's a lot of pain.



1:08:31

And the conversation starts to turn to hope. It's like, well, what if you could actually solve this, it's a natural and organic thing. And it doesn't happen in a millisecond. Like teachers say, do that conversation half an hour, I'm not good at that. Like, I know, that's a model, I know, it can work. It's not how I do it, maybe I will one day, I'm like, hold space for that person.



1:08:51

And it's a \$5,000 offer, so you have time to do it. You don't have time to spend with somebody, if it's \$100 offer to get that so we get to be honoring with that person.



1:09:02

And then Heidi, by the end, she's going like, wow, it hurts like this and like this and like that, in the ways that Heidi is talking about, and that person has been real with her. And Heidi, and then they start to come to a place of what if, what if you can even have and she's not ready to go like the stars are shining? And so on. Right? Like, what if you could even have a moment to yourself, what would that be worth to you? Oh my god, like I would die or kill for that almost, you know, if she's right, or what if you know and something about the relationship or the what if right?



1:09:29

And then she says you have any questions and I woman's gone like because she maybe she doesn't have any questions by that point like Ah, no, because they're like dumbstruck. And the other times they go, yeah, how do I do this? It's just natural. Well, I have an idea. Do you want to hear about it and there's the offer.



1:09:46

If this is making sense, raise your hand. Simple, simple, simple, simple, simple, simple, simple. Keep it simple. All right.



1:09:55

So that's part of your assignment like what is



1:10:00

then as we've we've done this, and it should be easier than you have thought before. What is it that would be so compelling that they would pay at least \$5,000? For it, the best way to do that is to figure out what they would pay 10 or \$20,000 for, and your small self won't find it. Your small self will go well, I don't know, it's only worth 22 cents.



1:10:21

And then go back over everything that we've done today. And you'll start to see it. Are you kidding me? And you could pick up even just was laying around on your shop room floor.



1:10:31

One piece of Karen's MBA, not to mention all the other things.



1:10:35

And she might not even be directly Well, I'm going to teach you the things I learned my MBA is not like that.



1:10:40

Right? But but like in the ways that we already we gave examples already.



1:10:45

Or we could pick up the transformation. What's it what would it be like to you know, you've got an A for Anna Maria, you know, you've had this horse and the horse fields might not have quite the right words. Annamaria knows, this horse feels broken. But underneath your heart is broken, actually, probably. Because you feel like you can't the course won't listen to you. Maybe if they're far enough down, like you feel like your horse won't listen to you. You feel like you deserve a better horse. Maybe if they're far really far down. It might be too far for Annamaria, right? And then you feel like you failed because you've broken your horse or your course can be broken. And if they're to blame you those other people gave me a rotten horse. No, probably not. They're not ready for Annamaria. And Emery is powerful, right? But instead it might be you know.



1:11:32

They've they've



1:11:34

played with many horses. And then maybe it's one piece of it of what's really around they're shopping for and they really want to compete and win. But the horse seems to keep getting lame.



1:11:44

And maybe they're blaming Oh too much not going to be Annamaria is Maria's client too low.



1:11:50

But it's like,



1:11:52

Oh, I feel like that person maybe sold me the wrong horse. But deep down inside, in the midst of the conversation, they're going to be crying because it's like,

 1:11:59

yeah, it wasn't really that person.

 1:12:03

And I was so busy, and I didn't really take care of the horses. Something happened, I don't know. And Reno's.

 1:12:09

And I just want to get along with my horse. And I really want to win too. But I feel like I'm beating on my horse. And they feel like a horrible person. I don't know if that's exactly it. But it's something like that, you get it. Each of you has that. And then her Anna Maria to create that \$5,000 value, she could do it in different ways. She could create \$100,000 value if she wants to work at the top. And the bottom end I told you about like the person is probably too low. But it's a person like I really, really want to win in this competition. And I want to be better with my horse. And I don't know how to even choose that horse. And then will you for help me find that horse? And maybe I don't know how it is. I don't know enough about the details of the horse world but Annamaria does. It's \$100,000 horse and Marie, maybe Annamaria helps her find that horse. And I don't know, Anna Maria ends up for that finder's fee takes 10,000 or 20,000 or 5000? I don't know. But then as she works with that person is a \$50,000 package I don't know, could easily like, can you see how small \$5,000 is that now? Raise your hand, if you can see that.

 1:13:16

Yay. You come down to that value, not reach up.

 1:13:22

Alright.

 1:13:23

So those are the last pieces that I wanted to give you about how to work with these three circles. And if you had an editor about but I don't know how much to charge or I don't know what you know how to package it or all that stuff. Through just mere details. I mean, asked me, we can cover that in five minutes on a q&a call. It's really your editor that stopping you. Let me

help you with that inner story that's blocking you from seeing your own brilliance and what you bring to the table. Or you're not seeing how much that person is hurting now today. So help them now don't wait a year. Don't wait a week help them now they're in front of you.



1:13:58

All right, anything bubbling up wanting to be said?



1:14:02

Either in a ha. Or a question.



1:14:10

All right. In my original envisioning of this in my notes, I really wanted to do some laser coaching with each of you around these three circles. But I like and I just you know, I just trust there's always time we've got lots of q&a calls, right? Rather than doing it here. And Ken was going like this is really helpful. Let's you know, right, and making space for like, aren't you glad we made space for that? Aren't you glad we made space for what Heidi had to say? Oh my, like crazy Wonderful.



1:14:38

So rather than making time for that here, here's what I want to suggest. Then it's on you. And this is me trusting you



1:14:48

ask for laser coaching. There's three times a week that you have access to that right now. Radio right now. You're listening later. I don't know what you have later. Right. But you know, right now this is structure we have there's lots of places to ask questions.



1:15:00

And so ask me questions about it. It this is stage two work. But it's stage one and two work stage one is what's the vision? Well, Michelle, I thought it was \$5,000 program that I wanted. But now as we're talking, I actually think is 20,000. But I'm a little scared. I don't know what it is. That's, that's a that's a vision question about this, right? Or Michelle, I get it in theory and for other people, 5000, but still feels really hard. And I know I have an editor about it, will you help me with that? Or Michelle, I get it. But now I don't know where to find that first person. And again, we'll have helped with that in July. But don't wait till then you can be doing this right now with the tools I just gave you today. Even if there was nothing else, only this call, you could do this tomorrow.

 1:15:42

If that makes sense to you raise your hand, you go find a person, they've got pain in your air, you've got the things you need, you go offer them something. And here's the thing, you don't have to go but geez, now I have to be held to this offer for the rest of time, you're free to one person. And yes, you will serve and support that person. But you go wow, that really ought had been double the price. Now I understand its value more, Mary Kay, I know, you know that right? That next person you're going to offer for double the price, I think I'll lucky that first person is I don't believe in beta versions, that's silly. I don't like that word.

 1:16:16

Because that's like, it's something like it's lesser than you're gonna give them your hearts work, you know, you're going to be working with them closely, that first person and you're gonna give them everything right.

 1:16:26

With that next person, it's going to be double the price, and it's going to be worth it, that first person is getting a steal, like, but that's okay, because they're building your program with you.

 1:16:37

Fantastic. Now you have a real life program that's up and running, that second person is so worth it for them, because that's what it's worth, it's probably worth double that again.

 1:16:46

And now they also get to your experience with that first person. Plus, you can bring them together and where they can work together. We talked a little bit about that on the q&a call yesterday, they can work together and you can bring them together. And that's an even higher level benefit, right?

 1:17:01

Oh, when will you be showing how to have a next best step call? So how do we how to do a strategy session, we already have that one. One resource for that in our library is a conversation that I had with one of our alumni. Her name is

 1:17:16

her name is Bond, it's called with Barney. And you access that one hour call Mary Kay, you know how like, it's brilliant call, right?

 1:17:24

That was a call that I did years and years ago. So you can start there. And the high ticket virtual retreat also helps you with that. And you don't even need to tell you anything about how to hold that call, you can do it tomorrow.

 1:17:37

You listen to the person, you see if you can help.

 1:17:42

If they if you if they already know that they're in pain, and they want something more you make an offer. If they say no, that's fine. Give them another suggestion that will help them if they if if they're not the right person, you don't make an offer you send them away like it's it's and that call with Bonnie. Then we have that in story freedom Academy. And so that will be available.

 1:18:05

Soon as we're building like right now we have things in Slack. And if you want it earlier, always that is what goes in Slack, the program channel. So put that question that and that's good training, but where to get access to things like that. Put questions like that in the program channels so that we can make sure that it's available to you. So you don't have access to story freedom Academy yet. For instance, you say, hey, I want to access the call with Barney, you know, can you please give it to me. And actually, you might find it sooner even from like team will be there service for you. We got a lot going on these next three days. But there might be somebody who's listened to it and who's like download and they'll go, Hey, I've got that call, I'll give it to you. Right. So access the support of the community as well. Right. And then we'll have more support about that in July. The high ticket virtual retreat is a huge companion piece to this, we're gonna be doing the the next level version of that coming up in July. So last to serve and support you in this. And also I can't emphasize enough, don't wait. You don't need anything more than what we've talked about here to be able to have that conversation. And then also you can book that conversation. There's you will learn so quickly by booking that conversation with somebody. If they're if they know there's enough pain in the area to book it. It's like, hey, you know, you got a lot going on. Do you exactly currently what I want to do with you? Would you like to have that step you thanked me because I'm holding space for you to try to solve a problem a real problem that you have. Right? So it's an honoring thing to do. Book the call with people when you have a call booked. You'll have onpoint questions to ask me in the q&a calls.

 1:19:29

Whatever it is, was the first thing I can do. How do I get a Mary Kay Yes, I see the thumbs up. It's like book it and it's like, oh, now I got some questions right? As best thing you can do is book the calls and then you'll be asking me the questions. Yeah. Karen, go ahead

book the calls and then you'll be asking me the questions. Team, Karen, go ahead.



1:19:41

I listened to the high ticket retreat. 1.0 from February that just remembering I think there I listened to three part three videos. But I think there was a fourth one that I couldn't download. I didn't see a sample Strategy Session did I meant was there's really three parts to the to the idea of virtual retreat, because I don't



1:20:00

Don't do a simple strategy session there because it bogs people down just like there's so many pieces. Okay, there's so many pieces about offer creation, I could have talked about pricing and strategy, but all that and so on, it actually gets in the way. There are three parts to it, you have everything you need to go and do it. And many, many people have come right out of that. And, and I remember when you first started Mary Kay, and like, we already actually we'd already done the 100 virtual retreat, you came in in the recording of it, and just started closing High Ticket Sales like now, Michelle, how do I sell them right? Still remember that, all right, so So you have everything you need already, and to care. And I want to say this to you too, because free is for you. And then for everybody.



1:20:41

Often we seek education and education is great. I spent a lot of years learning stuff, I get it.



1:20:48

But it can also be a trap. Strangely enough, as here, I'm helping you in educating, right. Because we want this extra thing, this next certification, this other level of information, before we do it, it actually can be one of the ways our editors get in our way. You don't need anything else in which you've got to be able to do this. Don't seek anything else. Because I just want you on the court booking the calls, book 10 calls, you can bet you're going to access resources very quickly.



1:21:18

And the calls will be so heart centered and so real. And if you're not sure how to complete the call, well see if you can listen to their pain and then book a follow up call with them.



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Give them some things to do in between that will help them see what the pain is help them open out to potential possibility. And then ask me some more questions. So like, on the court always on the court, like we talked about it beginning on the court on the court on the court,

don't wait, don't wait, don't wait. We need less, less is more. We need less than we think to do it. And sometimes our perfectionist gets in the way is like, Oh, here's the 10 steps like I'll remember.



1:21:56

You are amazing. Have the conversation, you will learn and and



1:22:04

and once you book that you'll be asking questions.



1:22:07

Even more pointedly because it's coming up, and you will still want to serve them.



1:22:13

They can sense.



1:22:16

Yeah, we seek more education and the best education. We have. You need the framework, you got the framework here.



1:22:25

The best thing is to be on, you know where the person is, you know, the transformation is, you know what your offer is? And and think of how little you needed you you learned about the structure before you said yes.



1:22:36

Pretty well, almost nothing. It's not about the features. It's about the benefits and the transformation.



1:22:44

And then it might be pieces of but I don't know how to make the words \$5,000 come out of my mouth. It's an editor asked me about that.

 1:22:52

And there's no again, there's more. It's kind of like when we're learning to play the piano. It's like, just go do it and start. And we don't need to know exactly about how the little phrases in Bach's music and how it repeats. And the best way to use it in the left hand and the right hand. I used to play piano before we start just playing the piano.

 1:23:16

Play the piano and it will evolve. Make sense?

 1:23:19

Yeah. All right, really, really great. So asked me questions about it, about these three pieces. If you if there's an all any other piece is going to be an editor and that's okay. But I don't know how to make the offer. But I'm not sure if it should be three weeks or four or 10 weeks or a year. But all of that's an editor. And it's okay. And also you can have strategic questions, but doesn't rely on that in order for you to do this. But if it's an editor that's holding you back or making it feel hard, asked me about it and the more specific your question, the more I can help you. And if you don't know what the question is, that's okay. Ask and then we'll open it out from there. All right. We're just about we're getting close to time here. Anything else bursting to be so with that which we can go for because I want to go to a has inspired actions to finish up our day to day.

 1:24:07

Good, good for now.

 1:24:10

Utterly fabulous work today. You guys. How many of you actually know? I'm gonna tell you it's an editor if you don't own it, okay? If you don't know, be honest.

 1:24:19

How many of you know even if you're scared, even if you feel like you'd like to know more pieces, that you really actually could go and offer this tomorrow? You just have a conversation with a real person that maybe you could help raise your hand even if you're scared, even if it's feels hard, even if it's like, yeah, okay, that's 100% of you.

 1:24:38

Thank you offer creation workshop. You guys like thank you for all you brought to the table here. Fantastic. So everyone's hand went up here. So if you see anybody here and they go, but

I'm not ready yet because help each other. That's just your editor. I saw you you raise your hand. You're ready. It's just like editor. It's just and then remember stage two is step into your big self. It's

 1:25:00

In the doing of it, that we gain the courage and the confidence to do it. You just need to do it. All right? What? Uh huh. Oh, last thing, just a reminder, if you're here live, we have a letting go. Half day, virtual retreat on Thursday. Think of all the things you're gonna need to let go of to do this, right? The idea that you're small that you need all these other things in order to do this isn't letting go like it's there for a reason at this time. Let it get there the way I've always done things, what I've learned before about how the offers supposed to work, but I think I need this like, letting go. Coming up time in a timely way. That was our intention on Thursday, and then pull you post your questions. If you have follow up questions, you can post them for that call as well. You can post that in Slack. And now we have that you can post it through the Oh, actually, do we have that yet? If we don't, we'll post it soon. You can put it in office hours for now, if the JotForm.

 1:25:55

Channel is there, you'll be able to post that soon if you if it's not there yet. Alright. And it may be in links, right. So that's the place that we want it to be. But if it's not there yet posting officer Yeah, can go ahead. Is that jot form for questions for the q&a calls? Can the same job form be used for all of the three days of q&a calls? Just the q&a calls are Monday and Tuesday. And so it can be used for those calls, the office hours or something different office hours, Friday, office hours is one line questions

 1:26:26

put in Slack like that laser learning how to laser do that, and we only go to zoom if we need to. And I'll encourage you and challenge you to receive that answer on Slack. So there's like, Oh, here's a question. Okay, I've got my answer. Oh, now I can go. Alright, so they have different functions as well. Right. So what is the one thing that I need? Like, oh, I've got this editor about that. If I could just clear that again, that would make it easier to go and have that call. Right. So but you can post your questions right now, in that office hours channel, that's fine. If the job form is there, we help guide you through asking that empowering question. And we'll do some training on that in a little bit coming up to help you ask more and more empowering questions. Right. But all questions welcome. All questions. Welcome. All right. One, aha, what inspired action to to bring us home. So Annamaria, you're in my upper left hand corner, you're up first.

 1:27:16

My ideal client might have is that maybe a ideal client shows me that transformation that I offer. Thank you for hearing that. Yes, they do. That's where we have to be on the court. We will stay at home and play with that forever. And it will be our editor stopping us from our best

life's work and our best life. Until and unless we get on the court. And when they do that. What fun is that? It's so beautiful. It unfolds. Thank you. Yes. And you're inspired action. Look at Laser coaching.

 1:27:50

Yes, fantastic. Exactly. So ask your question. And that allows me to laser coach you so that we can work with your offer on the court. And whatever snags you're running into or some finessing you can do to help feel really good about that you can go and offer tomorrow. Fantastic. I love this. Yes, yes. Yes. Dan.

 1:28:09

My heart was realizing that my program has a lot more value than what I thought it did.

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Thank you.

 1:28:21

Exactly.

 1:28:24

You can see why stage two is big self step into your big self, right? And what that does for who we know ourselves to be so beautiful, like, what a great life. Thank you. You're inspired to action.

 1:28:42

What's coming to mind is working more with my ideal client and describing her more clearly as to her pain points. Fantastic benefits to her and her children. Yes, the more we know that, the more we're just going to it's kind of like to you know, you've never heard of a particular kind of car before somebody tells you about it. And then that car is everywhere. You just never knew before. I do clients very same thing.

 1:29:09

The more you know who she or he is, the more you're just going to see them and speak to them in ways that they'll hear and listen for that person to like they'll so many benefits of that. Thank you. Heidi



1:29:31

it really struck me that the numbers worked down, not up.



1:29:37

Yes, thank you. I had a



1:29:40

Whoa.



1:29:44

You just heard that that will change the trajectory of your company.



1:29:49

Thank you. Yes, they do. How do I stretch after? No, it's not that like 5000 it? No way. Are you kidding me? Look at what you've invested \$5,000



1:30:00

feels very small. Very soon. You're going to want to start there and then raise your prices.



1:30:06

Yeah, because that's the value of it this real value of it. All right, beautiful. What's your inspired action




1:30:18


ask for 10,000





1:30:25


Katie on this call, did you just double your prices when you didn't even know the value of the five yet? Yes.


 1:30:33
We can. Awesome.


 1:30:36
Thank you


 1:30:39
Brian.


 1:30:42
I love it.

 1:30:44
It makes you understanding why we late named that based is you know, stage two right? Is owning it. Thank you very

 1:30:55
much. I'm Maya highs, I have an editor and I need to explore

 1:31:02
what I'm going to offer my one student who's coming to the end of the mentorship and the bigger package to offer her and

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if Yeah, it's it's probably going to be twice what she paid this past time.

 1:31:19
owning it just like it fantastic and and it comes out of an editor and then you explain that that's that's because you've been a comes from deep experience on the court noticing and making use of that, and then the transformation in you for standing for the value of what you do. Fantastic. Yes. What's your inspired action Mary Kay



1:31:40

there are two people that I worked with probably two or three years ago and I'm going to email them and ask them if they know somebody's interested in this new expanded version of what I'm doing. Brilliant, beautiful and talk about an effective action think back to Science of Getting Rich right? That one action many results right and simple and super effective. Fantastic. Thank you Karen to bring us home



1:32:11

my aha is that I'm gaining more and more confidence I was am but was really scared as hell.



1:32:23

But I'm okay with you know, stretching my comfort zone and then my inspired action



1:32:32

I need structure because I lose thoughts that I have an idea when I'm walking or driving or sleeping or waking up. And so I like people to contact so creating two things creating list of people to contact



1:32:47

just to reach out



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and I have a way of doing that in the past where I'm just reaching out to say hello and then it's a soft conversation it's not like asking for anything and then more importantly timeboxing my time about all these pieces have to do this



1:33:06

part of its studying part of its planning part of its creating what what will be in my



1:33:13

what I offer that kind of thing.



1:33:15

I love it actually getting it onto the calendar blocking it out actually doing it. Where do I want to what do I want to let go of and where do I want to spend my time is another thing like what actually makes it to your calendar? What actually makes it to like where are you putting your life force energy. Thank you. There's one piece that I would like to tweak for you. I love love, love what you said, I need structure Oh need if I don't have it, things go things will go bad. I prefer having you know, I like having structures in my life. I prefer having structures i i structures helped me I just wanted to tweak that park as needed. Like oh hanging on and right.



1:33:48

Okay. You didn't need structures, you wanted structures, but you didn't need structures to make this leap. So you don't need them. I mean, there's minimal structure right? But you loved anyway. Right. So like, I like structure structures helped me to do my work effectively. Can you feel how different that feels? Because breath in that and instead of exhaustion, there's expansiveness. Yes, thank you for that. You're welcome. Really fantastic. I love it. Thank you guys. Thank you for playing full out. Thank you for showing up with all of you here. This was fantastic. Fantastic work. If you heard 1/10 of what I heard here.



1:34:26

You're rockin and rollin it and I love that. I love everything that said but, you know iconically, both Heidi Americans as well I think have been double my prices. Like in all the ways that we just heard and each one of you to so many beautiful things brought to the table but that's easily curable. Right and those is standing for all the transformation that happened on this call. You see you you standing for you, you knowing the value of what you bring to the table. Thank you for playing full Oh, thank you for what you contributed in what you spoke. Thank you for your listening. I saw you listening and



1:35:00

Being there with each other and holding space for each other. Fabulous, fabulous work. This is our first ever offer creation call and I think this was just outstanding because of all that you brought to the table. Thank you so very much. Have a fantastic day. I will see you really really soon. Bye bye for now