

2022_07_14 - Sales as Story Part 1 - Session 4 - Audio

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people, cancer, coaching, person, relationship, question, strategy session, scarcity, hear, offer, journey, helping, wig, anna maria, communication, decide, horse, work, company, analogy



00:01

All right, here we are in the in sales a story, part one.



00:06

Bonus segment. Bonus segment. And that's because of your question, Karen. And again, for those listening on the recording, they'll understand what's going on here. So I'm taking some extra time to answer a really important sales question. So we can see how it works on the court. And then we'll have more to come in part two next week. And again, it gives me another, another opportunity to underline, don't wait, don't wait for next segment. And even if we couldn't have worked this out, Karen could just go and do it, she can just go and do it. But then here's a nice place to place to intervene with some specific



00:41

training around a really specific question to help her in a conversation that's happening on the court now. So Karen, can you succinctly tell them, you know, basically, what you sent to me, so that they can hear in three seconds or less? What the, you know, initial question is and why you're asking her. Okay, because I want them to catch up with what I already gave you so far. And then we'll go from there. I am a certified cancer journey coach, and I had someone approached me Tuesday about doing cancer during coaching with one of their clients. It's if I stopped doing cancer journey coaching about two or three years ago, because my clients couldn't pay. And I did pro bono, a lot of pro bono work. But I found that they didn't show up to the calls. And I won't do that anymore. Because if they're not, if they're really skin in the game, then they don't show up. So this isn't to you, actually, before you say more. And I know I said 30 seconds, but I'm gonna pause you there. Because there's so much to learn in that, like, who are you? And what have you done with the previous version of Karen, like, this is so beautiful, loved her to



01:44

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what this is just so aligned, can you hear it, I want to slow down so you can all hear it.

 01:49

Like, because we such hearts and souls is like we want to give our stuff away. And people don't value it. And so what a disservice not to charge, what is the deep value of it, because then people value it, and people actually can take action on it. And then they actually get the transformation, but they still are seeking and how you're owning that is so beautiful, thank you. And I'm not saying don't give stuff away, don't in fact, just earlier today, Yvonne and I were talking about a project that we might have something to do with that is that would be a pro bono work not directly related to our field, but that we're doing in our spare time. It's not our business, you know what I mean? Help people, of course, and strategically have structures that allow people to go even from free into something where they were that were it's a page thing.

 02:39

Like, you know, speaking in E women, for instance, is that for me, right? It's free, but there's a possibility for people to step forward if they want. So it's got to have a structure to to follow and

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so that they can go from free to something that's an investment, when it's for your business. So a lot to learn just from that first piece that Karen says want to underline that, thank you for that beautiful, all right, and then.

 03:04

And then. So as a part of my process to seats on the shop, my shop floor, I've been looking at doing relationship coaching and that type of work for this, my product offering.

 03:19

But I can do this work, without having to study or do anything, it's like riding a bike, and their foundation pays cancer patients bills when they can't pay their bills. So she's Amish. When I met her, she said I have a cancer patient right now that needs your your support as a cancer coach, call me call me right away. And let's talk I need to cancel, I need some I had a lot of people that could use your services. So I'm thinking, maybe I'll do this again, because I love the work. I'm a cancer survivor. And it's so needed and appreciated. So my question to Michelle was, how to price it.

 03:58

And so there's more Yeah, and there's more behind this, too, that there's both a possibility and a danger for your company and your life. And sometimes we've got somebody in front of us, like, let me see that the analogy with my mom is really, really good one. So it's not, I wouldn't

like, let me see that the analogy with my mom is really, really good one. So it's not, I wouldn't be saying don't do that. But you can do or not do, it's up to you. But if you're going to do it, even though you're asking about price, I'm going to talk about something deeper, that's going to really affect your company.

 04:26

If you're going to do it, you want to do it in a coherent way that otherwise you're not helping that person but but but injuring your company and therefore injuring your work in the world. Not worth it. All right. So here's the analogy. My mom seems like we're just talking about in the in the previous segment, right? My mom sees somebody she's a nurse or they're like bleeding in the street. And maybe my mom in this analogy is really strong. She's Canadian.

 04:51

Strong because she's Canadian, but she's Canadian. We live in the snow here. And it's just what Canadians do. We push each other out of the snow it happens all the time to somebody duck

 05:00

No matter where they are gonna be stuck, we just go and push them out of the snow in a really bad snowstorm, right? We said where I come from so, so let's say my mom is there, she's standing there in the street. It's a cold, snowy day. And there's a person they're about to be bleached. So we'll leave off the choking the CMOS

 05:15

graphic analogy that came up with the bomb distressing it. So there's a person are bleeding into the snow. And there's somebody who needs their car pushed out of the ditch here, and could it be like this at this moment, what you are doing is relationship coaching, that's what you put your stake in the ground for. That's what you do. It's like my mom being a nurse.

 05:36

So I'm not saying don't do it, but how you do it really is going to matter. If it were my mom, wanting to push that person out of the snow, in that analogy, boy, don't do it. Because as you're pushing that person out of the snow, that person is gonna die.

 05:53

Right. So I'm not saying that the analogy is perfect for this, but I want you to think of it that the analogy is really good, because I want you to think of it that strongly. Like, over here, maybe there's a bunch of people who are in the,



06:08

I don't know, bad thing happened, and they got cut, and they're all gonna bleed to death. And I instead of trusting that, and going over there and doing my work, I go, or my mom's in this case, right? She goes to push that person out of the snow because she's heart centered, and somebody called for help and,



06:23

and the more we, up level, our lives and up level, I use a language of vibration, the more we up level, who we're playing with and what we're doing the world, people are going to start calling you to do more different things, you're going to start having partners who want to partner with should be partnerships with you, you're going to start I think of Mary Kay partnering, I just happened months ago, you know, partnering with somebody to do a talk and I'm like, do your own work, do your own work, do your work, right? People are going to be coming to you wanting things right? Just because there's somebody in need. And I will give you a way through so that you can do this. If you you know, obviously if you want to do it, go do it. Right. It's your life, but I want it to do you to do it. So that like the analogy would be like,



07:09

if my mum were living in some George Orwellian place, and if you push somebody out of the snow now she's defined as a snow pusher, and she's no longer allowed to be a nurse, and she loses the possibility to help them. Like it's that stark, I want you to think of it that stark that starkly as you do your work and you stay in your lane, you go but Michelle, we're gonna leave stuff out lying around on the showroom floor. Yes, you want to know what it is, but you want to channel it into one thing. Otherwise people get confused about who we are. And then nobody comes in, we're not helping them. Because at the end the analogy, it would be like somebody goes like, oh my goodness, people need somebody push out the snow and somebody's bleeding to death. Who should we call? Well, Mark, I don't know if she's a snow pusher or, or a nurse. So we can't call her we're going to call for the other person who's down the street. That's actually what happened.



07:57

Because we don't know who that person is anymore. And they've got to make snap decisions. And they're confused about who they are. And they go to the other person. We don't want that to happen to us that maybe



08:06

I couldn't say all that into in short methods.



08:09

Like triaging.

 08:12

Exactly, exactly. So, we, you want to stay in your lane. So, you know, the first I see, I'm deciding what lane I want to be in. So part of me is like, well, let me do that. Again. I haven't done it in two or three years. I cancer type.

 08:29

And I love the work. I

 08:33

know, I went back, I looked at

 08:36

the glove, I want to stop you there, I want to stop you there. And look how much momentum there is wanting to go wanting to go wanting to go and I want to I want you to go back to the question. I think it was in office hours with Anna Maria and we've been working with you Anna Maria for a while this is two different things. Like we have momentum for the things we do and I just wanted to stop you right there.

 08:56

They stopped you alright, because I'm not saying you can't do this, but I want to sit I want you to think of it as that starkly important how you do it and then I'll give you a way how to do it. All right. But it's like it's analogous to Anna Maria it's like Anna Maria for your offer. You could either be helping people compete and do well moving and trusting their horses, you know, their horses and themselves. Or you could help them buy that next level horse and your offer is one or the other. Annamaria is really really freaking great at both of them.

 09:30

But she just has to choose. Now later on she gets to an embryo so proud of you what you came through on Friday and around that right so you chose and then then you can build the other parts later as an upsell. So that conversations is glad to be able to see that right and and we chose one and they treated the others and upsell so and you'll want to offer things side by side. I'm not saying don't do it but I'm saying this is compared to like what you're going to price it at. This is the most foundational things for your company that will change

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10:00

In how your company goes in the next few months and years, right? So



10:05

when we spoke earlier, you had



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put your stake in the ground here and very firmly for relationship coaching, I'm not saying that you can't do cancer coach, I'm gonna give you a route through a race, I don't want to be your editor to continue to mentor others, right. But you did seek your your your stake in the ground for relationship coaching, correct? Are you still? Like, do you still feel that we can do what you don't want to be required to? So you just got to pick a horse and ride it, go for it, go for it. Right? Relationship Coaching? And it could be and you talked about working with business? Women, right? Is that still, you know, and helping them in immediate relationship with teammate, we're still working on that piece of it. Right. But is that still and what you did so beautifully? Even though is that still what you wanted to do? Because it's flip flopping. You're swabbing for the next year? Do you know what I mean? or 10 years or the watch people in the industry doing that and their companies get stuck? So relationship coaching, how are you feeling about that right now? To be honest answer.



11:02

The answer that question is I'm walking around my shop room floor. Right now I'm the last week and a half, I'm just being with myself, and trying on the different hats. I'm reading through the material of all my different coaching certifications just to feel what feels



11:18

what feels best for me. And I hadn't gotten it. And that's an answer in deep integrity, right? That's an that's an answer and deep integrity, right? You don't want to be there for the next year, or even six months, or even three months or even two months or one month. But that's, you know,



11:36

I can tell by the way you said it to that that's coming.



11:41

deep integrity, so that and that's okay.



11:44

If you let's say you put your and let me just show you how to do this. And then whatever you decide, you'll be able to apply it even if you decide that because it could be one thing you your you've got your hat as a relationship coach, you're gonna go with that somebody comes to you with a cancer question, or you've got your hat as a cancer specialist, like as a cancer coach, and then somebody comes to you with relationship, whatever it is, you've got so many certifications, you're, you're going to bump into this again.



12:12

And I want to give you a teacher how to fish so that you can handle it now and other times. Right. And it's it's very similar to Anna Maria's Right. And, and it's like Heidi, like even physical village.



12:26

In order to do what you're doing you maybe it'll be built later on, right? But maybe, maybe you will maybe you won't, but you can't do that. And yet, we have to choose right you have to choose the biggest thing Katie learned in the work that we did for three years that will stand at the crossroads choose after three years of deep dive work, right.



12:48

So



12:51

let's let me let me show to you like this and then the price point, that's the easy part. Not a problem, I can help you that in a minute. But



13:00

the putting your stake in the ground and choosing, let's say you put your stake in the ground One example could be helping



13:08

women entrepreneurs, have better relationships.



13:15

I'm just pulling this one out of not completely out of there, but a little bit with their team. So

that's a certain level of growth oriented company so that



13:27

they can get to the next level. That's one company you could be the building once I'm giving you one example. Or it might be helping an arm overhand relationship I know you're asking but canceled Hang tight for a second. It could be



13:41

helping



13:44

women entrepreneurs have better relationships with women entrepreneurs who are speakers have better relationships with hosts of events so that they can get booked. You know, you make up but I'm a speaking coach. But you know, like it as it were, you would specialize in that area of relationship and you have a lot to give in that area. It could be that right? So whatever you choose, I give a couple different examples. Don't build both start with one right? Let's say you're building that and now somebody comes in ask for cancer coaching. If you're not going to flip flop and this is the most important thing like don't flip flop don't flip flop, right? Like Annamaria if he goes tell me that I'm gonna go for selling or so after all. No, I'm gonna give him to go further. And she'll send up mixed energy to the university and she'll get mixed energy back. And people will come to her saying something like Annamaria I was thinking about buying a horse, but I really want to enter this competition. I'm not sure what I should do. I think I should go eat chips.



14:34

She'll get people who are undecided. Whether I'm Anna Marie, I really want to work with you. But But there's something in me I just can't decide, you know, but Annamaria decided, and now decisive people are people who are able to decide what come to her right. So you want decisiveness and also before you have that good



14:52

conversation with them. You want to close any open loops that you've got. This gives me a chance to get this training to close open loops. So if you go



15:00

Well, I can't decide to have what for dinner, I can't decide what cornflakes to have this kind of that kind, I can't decide if I'm gonna buy this house or not buy this says, I can't decide if I'm gonna buy this lottery ticket or not what's gonna happen when that person comes to you, you

could actually really serve them, what are they going to be saying? Probably?

 15:16

I can't decide.

 15:19

And I can't decide it's going to be a no. So you want clarity when you're in the conversation and just choose. And remember to that when you choose?

 15:29

It's, you know, once you're working with one or two people, you might go, Well, I don't like this field at all. And then the next person that enters in, you get to course correct. So it's not, oh, my goodness, I'm setting up for the rest of my life, I'm afraid I think I won't choose. You go, you do the work. And you'll find, I mean, for all I know, it's going to be women entrepreneurs who suffered a health issue and can't talk to people anymore. Do you see how that may be how you're, you know, because there's so harmed by their that horrible cancer journey, or whatever it is that they have trouble even relating to people. And now they're having trouble building their team, I don't know. He can come together in creative ways. And he took on one person and the cancer journey, like, I want to do that again, or I want them to forward motion I want them to to be entrepreneurs as well. It will come together in creative ways in ways deeper than you know,

 16:17

that you choose the follow the work. And it could be that there's an amalgamation that's coming later. So I want you to be at ease with you know, choosing, choosing, choosing, choosing don't and go back to the offer creation retreat, because that piece about how it interacts with real people, is really crucial here. All right. So let's say you want to do relationships, you're putting your stake in the ground for relationship coaching. And then somebody comes to you because people are going to be attracted to you're like, growing and beautiful energy, and you're gonna have people ask you for all kinds of things, you're gonna have to stay the course and choose. And then you can take it as a sign from the university, you're on the right track. You can say yes, or no to that person, let's say you decide to say yes. And the other thing is you go into the strategy session, it really is an investigation. And maybe they want to you to design a program, and maybe they want you to do this pro bono work for so maybe you go not for me, I just need an investigation, you're interviewing that person to see if you want to work with him. No harm in doing that. Is there somewhere in your ideal client zone and you watch to see all right, being on the court, having those calls, it's a great, great thing, you want to do that. So let's say you put your stake in the ground for relationship coaching.

 17:31

Then, like, here's an example, let's say Anna Maria.

17:38

He's put a stake in the ground for winning competitions, and somebody comes to watch her it appears as they have with you and go and go like, Anna Maria, I desperately want to buy \$100,000 horse, you are the exact person that I want you to help me with this. Anna Maria would not say yes, automatically, she'd sit down and have a strategy session with them, and say, let's see if and how I can serve you.

18:00

And then they'd have that conversation, and maybe they she's gonna find out they want to do terrible things to the horse, or whatever it is, and they just want to be better the person because to get revenge, because then she's gonna go no, thank you.

18:11

Or maybe, in the course of the conversation, they're gonna find, you're gonna find out that it's they want to buy it because they really want to win the competition in an authentic way with a great horse. So they start doing her work that she's put the stake in the ground for, they came for one thing, but they're going to end up with a different, different thing. Or maybe she's going to go yet maybe in that case, she's actually going to say, That's my upper level work. I haven't even got there yet.

18:36

But hey, and she thinks coherently about her business. I'd love to help you with this horse. But I really, you know, I don't want to leave you with a horse that is poorly trained, or whatever it is. And you have also said that you really want to compete with this horse, do you want to do the work? But what if? And then she was already offering her high low packet cap package? Because you stay in her lane? Like, do you want to do the

18:58

do you want to buy the horse and we'll do the work on the way so that you can get the most out of that horse. And now she has both level one and level two. So I'm trying to give you an and caring you might still be going you might be frustrated this point really ravenous and the question yet, I'm gonna let me get to the question. But these are the most foundational things. Hang with me. All right. And

19:15

so So now I'll get to the explicit question that we can get to the price afterwards in a moment

So so now I'll get to the explicit question that we can get to the price afterwards in a moment. So now you have

 19:23

a person coming in as the universe gonna send you more and more people. When I left teaching university, that's when the university offered me the best courses at the best times in the easiest way universal also empty back. And then I'm like, No, I am I am becoming an entrepreneur. That's what I want to do. Do it, you're gonna have to do that sometimes. In this case, let's say you really like this person. That looks like a really great possibility, then you do this strategy session.

 19:49


Let's say you put your stake in the ground and I said this a little bit in writing, but I need to say it more fully. So I really get how important this is. And then you make the decision that's going to build your company, which builds your work, which helps the server's bleeding

 20:00

People are. So

 20:02

let's say you've put your stake in the ground for relationship coaching for people with our teams who are on for women who are entrepreneurs, for instance, as you go in, I want you to think of it like that. Maybe you're going to find out that this person who has cancer is an entrepreneur, you're not going to say, hey, I want to build your company. I mean, that's out of integrity, you're going to meet them where they are, and you're not going to try and do a bait and switch. I'm not trying to say anything like that. I'm trying to say that as you come into it, let's say about relationship. Well, I used to teach at Wellspring as, as not maybe not all of you know, you probably know, I know, Karen, you know, a pseudo Wellspring, which was the center for people on the cancer journey and those supporting them. So I've taught in the field for years, and

 20:46

and people on the cancer journey.

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I know from that experience, one of the things they encounter is





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it's impossible to communicate with anybody is really hard. This is what my people told me.



21:02

Because one of the conversations that happens, so I'm thinking about cancer with a relationship hat on



21:09

right now.



21:10

Because I want you to stay in your lane, you get to choose your lane, it's up to you, but choose one. And so let's say and it could be the other way around to you could start from cancer, I think about relationship or vice versa. But you got to choose your lane. And I'm going to show you how it would work with working with somebody on the cancer journey. I know from from the experience of working with cancer, people in the cancer journey that way, at least what they told me is



21:33

the moment that they're telling people, their diagnosis is horrendous. Because all of a sudden, people are devastated. And now the person on the cancer journey is consoling that person about their potential loss of the person who has cancer and maybe is even gonna die or whatever it is, right? That's six. That's awful. That is a deep part of the cancer journey that that person is needing to negotiate. Now, they're also they might even be frightened at how do they tell about the communication thing? How do they tell their family? Because they're afraid of the reaction? How do they? And maybe it's maybe they know, it's I don't know what this person circumstances maybe they know, it's terminal, they're going to die in six months, they think it's like, how do they go and talk to the person who is the? What is it that like the to arrange for? What their service is going to be? And how that's, you know, maybe that's what's on their mind is, like, horrible and devastating. And those are difficult conversations. Maybe they want someone to come with them to make those arrangements, oh, my goodness, communication relationship all over the place, because they're on the cancer journey. It could be also, maybe they have a bunch of negative people around them. And they're all saying you're going to die because that's what the doctor said. And they're even pushy about it and awful, in subtle and, you know, even passive aggressive ways that are awful, right? No, the doctor told you this. So stop fighting it and start making peace with this because otherwise you're going to upset the family and people do all kinds of weird things on the cancer journey.



23:03

Better than I do. Try it right then. It might be negotiating the the communication difficulties of

all the naysayers who are saying like you are hated people get forceful, too. It's like, you have X kind of cancer. Of course, you've got to do chemo, why aren't you doing chemo? You will die otherwise? Or it could be the other people on the other side? Why aren't you going that natural route that chemo will kill you and then in negotiating all this new exhausting.



23:31

So you can see that journey through the lens of relationship.



23:38

If you want now, they don't even need to know that that's how you're seeing it. They know they got in touch with you because they know about your cancer journey work. But if you really put your hat on as, for example, a relationship coach and you could flip and do the other way, but you can't flip flop. Don't flip flop, your company will not grow. I don't say things like that, that directly very often. But it's one of the biggest mistakes I see entrepreneurs making. Which card should I pull out of lathe or networking? Because here I'm an interior designer, and I also clean rugs. And I also walk dogs, nobody is listening. People won't listen, because they're gonna go to the person who only walks dogs, right? Thanks Friday



24:16

they will go to the person who only walks dogs, because they think that that's the person who really knows what they're doing. So



24:24

and he's what, in all honesty, each of you would do if you have you know,



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don't know what it is if you have cancer, and you know that there's somebody who teaches people how to play billiards, and they also are an Olympic swimmer. And on the side, they do a little bit of a cancer then you know, here's the person who's only done that always. They're gonna go to that person different from this. It's not I'm not trying to give you an editor about this. It's like you already know a ton from your own cancer journey and and from all the cancer work that you've done so and you're, you're like, amazing



25:00

You requalified for that, right?



25:00

 25:02

If you, you need to put your stake in the ground for what you do. And then once you've done that, you will see the other things through the lens of that you'll use all with laying around in your shopping floor, and you're going to see it through the one lens. And then when they come to you, in the strategy session, you're going to be asking questions around that part, and you're gonna be listening to they go, No, I communicate perfectly with everybody. But I doubt that's going to happen. And you're not even necessarily going to be asking how you communicate, you might go, how's it going, Oh, my sister's still mad at me or my sisters, because I made this choice or my you know, or I'm feeling such grief because I think I'm gonna die or whatever it is all communication with themselves now, right?

 25:42

The parent isn't helping with how you stay in one lane, but still in integrity can do something else. But the you build your company and don't end up like my mom, pushing people in the snow. Yeah. Reality is what you're outlining, for me is great. I have all this bag of toolkit that I can offer. It's just deciding what I'm putting on the front door that people walk in through, I don't have to tell them. If I start relationship coaching and they get diagnosed with cancer, I'll just jump in and help them with that, or the front door is cancer. And inevitably, we're going to relationship stuff. But honestly, we don't get to the relationship stuff until we get to, we got to calm the emotions first. So it's deciding what front door I start with, is what I hear you saying, and not to flip flop what I'm advertising what? So that's what I'm hearing you say, and you have a real live person in front of you who wants and needs help. And so, and if you decide to put your hat on, as a relationship coach, for instance, like, if a writer comes to me, says, Michelle, I understand you work with writers, I would actually tell them, Well, I used to work with writers, I still do work with some writers because I love working with entrepreneurs who have a vision. So I would be very specific about my lane.

 26:54

But you know, but writers who have something that they wanted, like, let's have a strategy session, right, but I'm going to be specific about my lane. And so, you know, if you and again, it's an deep inner investigation to figure this out, right, but don't flip flop. And if you've got your stake in the ground, for instance, about relationship coaching, there's no harm in saying, well, actually, where were I something of what I just said, actually what I'm doing, I'm so glad you reached out to me what I'm doing these days I work, I help people with relationships. But man, I'm so glad that you came to me, like because, you know,


 27:26


on the cancer journey, it's so hard navigating all those relationships, you gotta navigate and with the doctors, and most of all with yourself, right. And so

 27:38


So, and I got banned for listening later, I got your note, thank you so much for this extra session. This is a bonus session and a friend. Thank you. Thank you. Anna Maria for still being

session. This is a bonus session and a treat. Thank you. Thank you, Anna Maria, for still being here, too. And Karen for this great question. So I'm going to help them support everybody so so you hang your hat on the door. So then people want to go to the women's restroom and go, Oh, I can't do that. Now she's doing that because he's mind it will create a confused mind out there in the world. But it doesn't have to keep what you're staking and when you put your stake in the ground and say, oh, you know what, right now I'm so glad you got in touch with me. Yeah, I've done a lot of coaching with people on the cancer journey. I do relationship coaching now but boy, people would then go back to their top of my problem. Boy do people have cancer on the cancer journey have a lot of relationships negotiate like, how do you even talk to the doctor don't want to get started?


 28:28
You frozen?


 28:30
I can hear you but your videos frozen.


 28:33
Hey, yeah, okay, got it. So there was a glitch on the internet hear me one second Annamaria I can see Annamarie moving, but you're frozen.

 28:45
Okay. But see, well, you know,

 28:49
if you guys can

 28:51
still hear it's fine. Which can't see Yeah, I'm just going to continue like this. Because it turns out

 28:59
it might have to do with the hotel in that now just get let me check and see.

 29:03
I think there might have it might have been a time this

I think they might have it might have been a time thing.

 29:08

Okay, let's just finish off like this. And

 29:14

so I hear what you're doing. And it's certainly valid. So I just need to be with myself some more. But while I have you on the phone, can we talk about pricing? I have some ideas about what I've done in the past. Specifically, because, you know, I'm not even gonna be able to I don't think I can stop the recording. Like, give me one second we're gonna pause this for because I'm gonna get back in I think I know what happened at my end. So you can jot down some questions that you have, we can stay here, I've rearranged my day. Second, I've got this time to help you out. And again, it's gonna help everybody hugely. So I'm pretty sure I know what to do to get back to. I think I know what happened. So

 29:51

I think at the hotel which

 29:54

let me see if I can just give me give me two minutes to get back and jot down your questions and we'll continue Okay, give me one

 30:00

Dang

 30:17

Yeah, it's because the intranet dropped at the at the hotel here, but I can get it back again. Same time.

 30:26

I'm not sure I may end up with two of me talking at once. So see if we can get this and I end up pulled on the phone

 30:51

okay, I'm just gonna switch to you guys can still hear me, right? Yeah, I switched the way my voice is coming through. All right. So thank you for your patience with that. So you got the piece about put, and it's so great Annamaria that you're still able to be here too, because the horse. And what your offer is, is such the perfect analogy, even though there's divisions among coursework kind of thing. And yours is actually different fields, we can see that for both of them. They can be overlap and relate and related. And we want people to know what we stand for. I have a huge background in iyengar yoga, I bring that background to the work we do. But out there in the world. It's about story. And that's my PhD work. And that's what I used to teach. And so I hang my hat out there about story. And, but for me, they're highly integrated as part of what I've got lying around on the showroom floor. But if I say, Oh, let me help you, somebody who's got you know,

 31:48

a yoga thing. And I'm going to do that, I'll let people know that that's part of my background, but I'm not going to hang my hat that way, because people won't hear me.

 31:57

So I hang my hat with one thing. So so you can do that inner investigation. Because if you just decide definitively, and I know that you've got lots going on this week, and so on, right, so, but take a week or so to or even only because you've got a lot going on. Otherwise, I would say decide like I did with Andrea. So right now Anna Maria in this one hour, and you did right? Normally, I would say that, but just for your particular circumstances, you know, give yourself some introspective time. But don't make it long a day would be better. An hour would be better, you can do this and just, you know, take the shortest time that you can, that's an integrity with you and then decide and then don't flip flop. Right. So what's the follow up question that because I know you want to ask about price.

 32:37

So if I choose to work with them to do cancer coaching

 32:44

How do I decide to price it in the past, it's been,

 32:49

I know what I've charged and I know what the teachers of the canter certification,

 32:55

school charge, they charge more than I was. And it's an hourly fee.



33:00

And I know how many sessions are is the sweet spot. And then sometimes they add on. And sometimes they don't.



33:07

In the first nine or 10 sessions, that's typically the package that I sell, I know that most of them, that's the price point that people were willing to buy. And I sold that for, like 1800 or \$2,000 for like, so here in this community is \$5,000. Figure out what you can offer for \$5,000. And don't underestimate what people will invest in. And also, you know, if that brings out scarcity mind, it's like what if they say no, we heard that earlier to about what was I think it was



33:40

Mary Kay and a client that could continue or not. So there was a whole segment that I just did, and one of the q&a calls recently because like, Yeah, but I don't want to lose her. And then we tend to want to over deliver or undercharge or whatever it is. And the trouble with that, even though it seems like an easy route. Because somebody's right in front of you. And it creates business. What ends up happening is that same scarcity mind is the foundation then all of that work together. And that scarcity mind is there, in the price point that you offer, that scarcity mind is there in terms of what you think of as the value of your time and your work. And it slows you down tremendously, tremendously. And it takes you off course and so you know, that's why so the price point is going to be easy. I've been say like \$5,000 now and then it's the inner work to know that they have that capacity and and if you go Yeah, but people won't pay that much. I mean,



34:39

that's just not true. Um, it's just not true people people we have we impose smallness on other people.



34:50

I mean, think of it this way, if somebody walked up to you before we started having our conversations and asked you if you could invest if you would invest the what you invest it to be here



35:00

You probably you and without knowing anything about the work, you'd have said, No,



35:05

that wasn't true. That's not what what's possible for you. It's not what, what you're, you know what you're able, and wanting to do when you see what the transformation is.



35:17

Right. And as it is for an end, and I'm really, I think so much about you, too, it's like, well, when you know how much the transformation matters, people will find their way to invest. And so anything in you that scared and goes that they can't,



35:37

all of the other decisions are going to come from that place that you're making, that they're making that how you're seeing the world and, and that's that the same line that creates a problem can't create the solution



35:49

may not be what you want to hear. Because sometimes there's, there's lots of ways it reminds me again, about people who say, you know, likely the fastest path to cash or something like that. And one of our clients on one of our calls recently said, you know, he's a hypnotherapist, and somebody had told him it wasn't he didn't get that coaching on this campus, but he was talking to somebody else, and then came to me with it. He's like, he's a hypnotherapist, and he said, like, he was and he was he, you know, put a stake in the ground to work with people who smoke and help them stop smoking, because that's where the money is in hypnotherapy. And I said, Well, okay, well, let's figure out where you're going to find your ideal clients. Like, where do you bump into people who smoke, you walk on the beach a lot? You know, what do we you know, do you see them there? And he's like, Oh, I never see people who smoke, who How come, oh, I can't stand people who smoke. I hate smoking, you know, no kidding, a real conversation. And it took a while for him to understand that this is not the fastest path to cash, because that's what people told him. And the fastest path to cash to grow. And you know, growing a company can often



36:51

the thing that seems obvious is not is not it, he was sure that that was the fastest path to grow his company, the fastest path to cash is what people were telling him. And that's where the money was. And that's how to do it. And it can be in that form. Or it can be in the form of selling a really expensive horse, because he's not you know her that best horses really expensive, fastest path to cash, they're already asking me and it's a cancer work. But the damage that does in its ripple effect for your whole company will take takes you months to recover from and that's said to strongly because I didn't want to have you be fearful. But people do things and we don't know the ripple effect of what's happening in the rest of our

lives. And why the nest the same way that Chris Brown can create the solution and the ripple effect in scarcity, like because it's like, well, that's what the market will bear with what people generally charge in the in any particular industry. That's just your low point. For the price point.



37:44

Your High Point is priceless, like what's this thing actually worth?



37:48

I mean, think of the analogy of my mom and the person bleeding in the street, they're about to die. What's it worth? How can you put a price on that, and people are dying metaphorically, all over the place, you know, that person who wants to compete, but like with Anna Maria, for instance, but feels that they



38:06

may feel that unworthy, or they feel like their



38:11

brother was always the one who got all the attention. So they feel small, or, or they had a previous teacher who said that the only way to do it is to, you know, beat yourself up. So they don't their life has been destroyed. And they've, you know, had a string of bad relationships that you know, like, what's that worth? We think it's like, well, of course, because she's cleaning industry, she's gonna die. If we think that our work is worth less than that we're not actually looking at the people in front of us and not actually seeing the pain they're in and what it means to them. And then the work is deeper dive into the transformation and deeper dive into the owning your work and what it is that you have to offer. And let's say in the end, for instance, let's say you gave them a \$5,000 offer only for the recline, because you do the stretch sessions might not be an employee.



38:57

And they and let's say they go, Oh, that's way too much money, they might just be reflecting back your own editor.



39:04

And maybe, instead, they're going to be the wrong clients and the way maybe they're the right client, they're going like, because they really understand the transformation. They got 5000 Are you kidding? Of course,



39:16

because the transformation is actually in the next person, you're going to charge double.



39:22

Because that's what's really worth and you're still still seriously under charging, right? So anything can happen. What will happen is learning and if there's if it's being driven by scarcity, then that's what's going to. That's why we've got the abundance half day retreat coming up in August because I know that as we get out there on the court, we bump into that and then we can Google abundance, but what is it to actually live in actually to have the courage not to live by the editor running the show?



39:47

That's the underlying issue.



39:49

Sometimes we run to the other work because it seemed like I could have run back to the university as it was as because it was so tempting. So tempting because they offered me the best ever right



40:01

I just had to put my stake in the ground like, No, I said this, and then you heard this part of the story, that's when my income was negative, my then partner lost their job, my body broke down, you know, I was like, you know, the universe sometimes like, no, I really mean this go through all that stuff, you know? And this is what I'm doing. I believe in this, this, is it. So is this universe, tempting you back when you're already on course, you know, I don't mean like an evil universe, I just mean that opportunities will come your way, when you let go. opportunities come your way. And now you're seeing them? Is this the actual opportunity that you want? How much time will it take away from building your business if you work with this person, and if if you work with this person, well, then just make sure that that energy is coming back to you that you can pour back into the your business and, and I would not do it outside of the umbrella, it's going to be under the umbrella of what you do find a way to be have it be under the umbrella of what you do. Otherwise, it causes you know, something not good. And again, that's going to happen in the course of the conversation. And it's going to be you know, questions that you will ask or there's different ways to get out the pain of people.



41:06

Like I know, one of the one one thing that might people on the cancer journey will liquidus working with in my people in my course,



41:13

will one thing that drove them crazy is that out there in the world, they had to conform and so they have to wear their wigs and they would come into my class and would come to Wellspring, they would immediately take their wigs off, they feel comfortable there. So you could see that as a wig issue. But everything can be seen through the lens of communication and relationship, if you choose, they may come to you with a burning issue about wigs.



41:34

For example, maybe that's what they were trying to solve. It could be countless things, but I know that people in my course had that was one of the things that was so hard. Maybe that's just an they feel heartbroken that they're that people only see them or that they don't feel worthy themselves, whatever it is, right. So.



41:50

So, but a wig issue is also communication, isn't it?



41:55

It's hugely communication. Because



41:58

if you don't wear the wig, you have to talk to people, and they're going to ask questions, and they're going to, you know, react in a certain way, that's hard. If you wear the wig, then maybe they feel like they gave up to societal norms, and then they're, how are they talking to themselves about it. And then that's hard, you know, like, and there's a multitude of other ways that it becomes a communication and relationship issue. So if they come to you, with a



42:24

wig and problem, the solution can easily be over there. And communication only this authentic, you don't, you don't kind of sell them apples when they need oranges. You know, it's not like that it's not imposing on people. But



42:37

of course, communication relationship, right at the heart of everything. Because the stories in my views are all stories is the heart of everything. And so



42:47

when they come to you with these issues, you know, it's like, they can all be understood as the people that you talk to, it's really hard, isn't it that sometimes this is what my people would say, That's harder than the cancer journey diagnose, and, you know, fear of mortality itself is dealing with all the people around, and that you know that deeply from experience, and they will know that, and then the solution that they're going to want, you know, if they really wanted to face their own mortality, and you don't feel equipped with that you might even send them away, even though it's a cancer issue. Or maybe you are equipped for that you want to help them with that. But mortality is like how do I talk to myself about that, so I can come to peace, and it's still a communication issue.



43:29

So may not be the answer you want to hear. But I want to tell you the answer that really, from where I sit, is the one that helps us serves. And if it's going to help me lose a sale, if it's not two dozen dollars, because that's what I've done before I like hope then it's giving you rich possibility of investigation of what's the scarcity in that that's making you tell yourself that story?



43:54

Yeah, I mean, think of how many think of how much, and I think of Heidi was trying to help her son eat her autistic son even and she's invested hundreds of 1000s of dollars to try to help, right? And then think about people who look for solutions to cancer and they fly across the world. But the drop of a hat some you know,



44:12

often write and seek this treatment and then they'll go to the center and then they'll you know,



44:18

pick up my cousin with it. She's it's not cancer, but a health issue. I mean, people who really see what the issue is, of course, they're willing to invest. What could be more important what you can do that when you buy pizza.



44:30

Like, what else could be more important, and when you own that, and then frame it in terms of relationship, if that's where you want to put your stake in the ground for yourself, and then the questions and then then they'll be ready for that solution and only if it's a genuine solution. If it's like, I really need to find a mortician I'm gonna you know, if it's really bad cancer is like I'm

gonna die tomorrow. We don't pretend we go like hey, here's the here's the phone number for mortician. I really need to find somebody who can tell people why naturalist so much is so good.

 45:00

because my family's down my throat, that may be communication should but might not be, I just need to know somebody who is deep in the health field who will come talk to my family, you refer them to somewhere else, or vice versa. People will talk to them. But chemo, I'm not trying to judge about what they are choosing you authentically in real life help them and this and anything else you stand for the value of it. And that that's the inner journey

 45:29

might not be the answer you want to hear. Is that helpful?

 45:33

Yeah, when you've given me lots to think about, I think I just need to sit with myself today. Yeah, yeah, there's lots that's going on. And for you, I know. And thank you receiving more than I've even told you about. Right. Okay, got it. I really just need to sit with myself. A day or two or something. Yeah. Yeah, take really good care of yourself a

 45:55

really good care of yourself. And sometimes our best action is, you know, going out for a day long hike, know you love to hike, right? It might be having a nice breakfast, it might be having a nap. So sometimes that is an because I know something of what's going on for you. That may well be your best next action. And then don't think that you're not doing something that's crucial, not only for yourself, but for your company. Because when you actually talk to that person,

 46:24

thank you, Anna Marie. Maria, we're going to be leaving in just a minute here. We'll be wrapping up. Thank you for being here. So when you

 46:32

when you are talking to that person, one of the very first things I know too, is people that I worked with on the cancer journey, they were exhausted.

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 46:41

And how can you talk to them about helping themselves? And because I know there's got to be exhaustion in you right now? A lot going on, right? A lot of fatigue, I would guess, how could you talk to them, say, Please take care of yourself, and be helping them take care of themselves through your work? If you don't do it yourself first. Right. So that is that doesn't move in, you know, an action in deep integrity for you given your, you know, everything's going on for you right now. And from that place, you'll be able to hold that strategy session, and you could book it for next week. And also, if they're that urgent is like it's got to be now. Like, that's somebody who's really demanding too, you know, it's got to be now or I don't want to talk to you, because don't you have time for me? You know, like, no, they're just excited. Oh, you do this, let's talk kind of thing. It's not like, it's just like, Oh, I found somebody. Yeah. So so you can book it for even you know, next week, but for Monday, because then it gives you some time and space.

 47:41

For things you can gently do is, you know, send a little questionnaire if you want. After you've rested,

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you can spend the time I think if you book the call, that will probably feel good listen to yourself, right? And then

 47:56

book the call and

 48:00

and then if you know when you have the MG take care of yourself first, right? If you book a stay for Monday or Tuesday, because they're excited, you know, then you might think of some questions you want to ask them. Like, what's the biggest challenge you want you want to work with? I have a whole thing. My first call, I do these things? And my second how I do these things. And after that, it's it's it's different. But yeah, because there's a structure, I need to find out where it is they need where are they? Where are they in their cancer journey? And it's not that kind of thing. So I have a whole structure about how to do it. I'm not worried about that. It's Mike's But your question is, Where am I put my stake in the ground?

 48:36

The biggest question is cancer journey or relationship coaching and choosing that authentically. And either way you can talk to them.



48:46

And for some listening afterwards, like be mindful, ask me about it directly if you're gonna do that, because it's a tricky thing that I'm coaching you on here. So keep in your lane, keeping your lane but because of a whole bunch of circumstances, I'm suggesting this normally, I would just say don't even do it. Don't even think about it. Right for You. I want to give an option, but for most people, I'm like, I wouldn't even think about it for all the reasons I set for you, if you want to do it and you know, then do it with all the things I just coached on in mind. Does that make sense?



49:15

Okay, yeah.



49:18

Yeah, thank you. You're so welcome.



49:22

Thanks, everybody, for listening to the recording. I know that there's a lot to learn about sales and growing our company and taking care of ourselves, you know, because that's a big piece about about how we do strategy sessions as well. If you're exhausted, that person is exhausted like, we book so you have a clear mind to actually serve and support them. Okay. All right.