

2022_07_07 - High Ticket Virtual Retreat - Part 2 - Audio

📅 Thu, 8/4 6:13AM ⌚ 1:16:59

SUMMARY KEYWORDS

karen, person, people, offer, editor, vision, question, michelle, strategy session, story, ticket, hear, pulls, manuscript, yvonne, diane, transformation, life, step, details



00:01

All right, welcome back high ticket virtual retreat. Part two. And thank you for that outstanding work in part one.



00:10

truly outstanding.



00:14

It's a deeper dive than we've ever done with magic of virtual retreat because you are ready.



00:20

You're ready. So I'd love to hear one Aha.



00:24

from something that we've done this morning, or something that has arisen inside you,




00:29


because of what we've been doing, because this is deep, deep dive work.





00:38


I'm not sure who I think was Heidi first, or was it Karen first? Doesn't matter.


 00:44
You choose?


 00:49
Oh, it is so interesting, too. I Heidi's pointing at me. There we go. Even in how we choose right.


 00:56
And you get sold sold out very well. Actually.


 01:00
It's something it's two things starting at my biggest now has is it go through but

 01:05
it helps me remember who I am. Again. That's what you said something earlier, Michelle, and I've been on vacation in Mexico for eight days, I've been back and I've totally disengaged in read my email. I've never done that on vacation before. And

 01:20
I feel like I've like unplugged with the momentum I had before I left with this body of work. And I'm plugging back into it faster than I thought I could win. So I'm really happy sudden, this group helps me remember who I am again, too. So that's one. And then the other one is who do I need to become I love that question.

 01:42
And need to become the person that sees the value in what I have to offer? Yes.

 01:48
Yes, it

 01:52
we



01:54

work, I'm going to say work for simplicity, the simplicity of what you said, is profound.



02:02

And that you've come to a place to be able to say that I need to become the person who sees value in what it is that I will offer that. You know, you could go Google that but but actually owning it actually knowing that is the heart of everything. Yes, that is why it's step into your big SELF offers and sales. Right? And, and that big self happens, we're gonna step into it after bumping into the editors that we're trying to create the vision. Because we're going to come into all those places where we don't own big self where we think we're something smaller than we feel unworthy, we're, you know, that is the process is going to happen. If you haven't bumped into that editor yet.



02:39

I'm not I'm not saying that we have to go looking for editors, it just happens by nature of being human.



02:45

It's wired into us because editor was originally you know, don't go there. Tiger. I'll get eaten, you know, is a protective mechanism. But it actually keeps us small. And so



02:58

yes, stepping into it. So big. Thank you. It was something you want to add Karen, you good. Just wanted to add, it's not there yet. But I see the vision pulling me there. So with your guidance in this group, then that's where that's where I am. That's why I'm here. So thank you. So beautiful. I'm not there yet. But I see the vision plan. No, that's that's stage one in a nutshell, right? And it's when you said pull. It's like it's attractive. It's not supposed to be Oh, I'm supposed to make a vision. And he's like, sometimes we do the weirdest thing about vision or, Oh, here's this thing, but it's not actually real or whatever. It's like, No, this vision that draws us forward. That's the thing that I want. And here I'm I'm helping you to create a different vision about sales for instance, right? It's we have vision is a way of life we're envisioning always, it's not just like, I gotta master this one thing and get it right now it's written in stone, and it's forever got that done. Oh, no. You know, I love what you just said, because I've seen visioning, I'm still writing my vision. So I want my life to look like this and want these things in my life. And for me, it doesn't pull me as much as what you just said about what I'm feeling good about myself. When I offer what I offer to my clients, that pulls me to my vision, then the other stuff will come. Yeah, the House and the comfort and the financial stability and all of those things. So thank you for that. That's, that drives me more. And that's what you said earlier about this group that we're givers. And my giving drives me and as you pointed out, perhaps



04:27

default is the right word, but kind of because at my own expense, and so what if my giving can serve me to give to receive



04:39

the things that I want stability and financial abundance and those things then that's how I can step into my vision. Joel hear that like that was that was really profound praise. And the funny things that are interesting to do. This is a generous hearted group, you know, and so this is brilliant, what you said and so, I you know,



05:01

doing high ticket work and growing our companies and doing our work in the world necessitates that we receive. We don't receive the money from somebody. It's a hobby. This is a business, right. And it's a way of exchanging services with Exchange, going back and forth. So it's a win win win world. And so if it's a hobby, we need to be putting our lifeforce energy at its center somewhere else. So you in being here have chosen to put your stake in the ground for actually doing the thing that you do. Right and, and receiving for it. And if you don't receive it means you can't serve. If you're not serving, like, what are we doing? You know, so, like, once we understand these things, it's so it's so here that we can't see it so close to us, we can't see it. And, and,



05:46

and,



05:48

and our vision, it makes sense in a in a very hugely heart centered group to a false, we can actually use that heart centeredness to help ourselves to receive because otherwise, if we don't, you know, you're gonna burn out nobody in your nobody's, you're going to rob the world of you. Like, what a crime to rob the world of you, when you burn out. So it, there's an old fashioned word that came up with a hooves you.



06:18

It behooves you, it's saying it's important for you to to receive,



06:23

to actually going to give you you have to receive. and. and so that allowing for that to happen

and letting that drive forward. And it makes sense in this group, you know, if I told you, you know, here's a cart, and here's a self fulfilled to actualize life, where you're serving people, I know what this group is going to pick, and I'm not saying pick either or have them both, you know,

 06:44

but I know that this is such a heart centered group, you land over here. And, and, but then sometimes we end up longing for these other things that we don't have, because we're so busy taking care of everybody else. We don't take care of our own companies. And so then the other pieces fall apart. And then we long for you know, whatever it is, house or car or whatever it is. But it stays far away, because we haven't got all the things that we were talking about earlier today. But when we get the things that we have earlier today, that we talked about earlier today, then it's just natural for us to give and receive. It's just natural to charge high ticket, it's just natural for us to serve people at our deepest level. And it's natural to get to play with people who are also doing that. And again, just to be very brutally honest, it's a shock to my system to come home to my, you know, where I grew up in Edmonton and just the people who are here, and I love them to bits. But there's a My life has just grown and changed. And watching the places of scarcity or watching the places of

 07:50

dream stealer. pneus

 07:52

you know, and ways of

 07:58

not self actualizing is actually very, it's been good. It's what it's wave on some holding space. For me, it's been very painful for me, because being among people who are some people who are so not self actualized. And I realized that part of my part of the work that we do here has come from

 08:16

watching some of the people that I grew up around with family members or friends and, and seeing how they blocked themselves.

 08:25

And then they're unhappy



08:28

and generous hearts, but then not keeping anything from the for themselves a lot of things, many things that I teach, I realized I have I'm very grateful to them, because I've learned here, but I'm used to traveling in circles of greater abundance and greater, you know,



08:45

knowingness of own value.



08:48

hyd, in this moment of not knowing your own value America in that moment of knowing not knowing your own value, you You knew it enough to produce a beautiful book. So, so



09:00

yeah, landing for landing on what we have to offer the world and playing there and knowing how natural it is to everyone in this room to be playing at high ticket. And when you know that, then you just go and do the steps. You just go and do it. And you bump into your editors and then you do it. Because that's a fun place to play. It makes sense.



09:20

Okay, anything else a bottling up wanting to be said?



09:24

Yeah, at Go ahead.



09:28

What Karen was saying



09:31

my high self knew Karen needed to be prologue to me.



09:38

It struck me that when we're envisioning we're writing a story is and this the story we want the

it struck me that when we're envisioning, we're writing a story is and this the story we want the happy ending you want and that

 09:52

to write a story that pulls us forward. So then we help others write their own story that will pull them forward.

 10:00

Exactly, I chose

 10:03

one of the things I'm recovering from my parents place was a journal that my mum didn't get a chance to fill in. But, you know, it's just a book. But it's one of many things I found there. But something I've given her years ago and,

 10:16

and

 10:18

actually know, you know what it was like wherever it came from it landed in the house, because I know that I bought many copies of these and I gave my family members.

 10:26

And so it's a blank journal that I'm going to bring home with, with me and on the cover to write the story you choose to live.

 10:35

Write the story you choose to live. That's what vision is. Exactly. It's everything is a story. Vision is exactly it's a story with all the components of story that we have. So it's not just this one thing plumped on a page. Here's my three year vision dead, it's, it's alive, it's got moving parts, it's got

 10:54

all the pieces that we learned about symmetry and every other aspect of this this community. Course and you get to choose, and it goes right back to systems of an experiment. You

So yes, and you get to choose, and it goes right back to anatomy or an apparent story. You know, there are empowering stories everywhere. They're empowering, disempowering stories you can choose, it goes back to and that's exactly when Karen when I was speaking to people, that's exactly what I'm gonna teach right at the beginning. Because there's, there's a level I can teach in 20 minutes. And then here's the deeper dive level. Yeah, stage one, it's your vision. Good, good, good. All right. Let me just double check my notes, because I want to see where I want to go to next. We're not going to all the places I want to go to, not necessarily always in the order, not on the way that I know. And that's the story. That's the journey to write what I just said about teaching, you get that that's our lives. And that's the high ticket journey, too. We create a roadmap, a plan, here's the vision, and then it gets enacted and embodied in different ways. But we still get to the end goal, we still get there. We're still heading north where we're heading. So we're heading toward that thing, right?

 11:51

And we know where we want to get to. All right. Same for this this high ticket virtual retreat. Michelle, I just wanted to sum up that the the deer in the headlights look you saw in me at the beginning, I actually came to a resolution in my mind that that experience under your tutelage showed me something very important. I was all the words were flooding over me all the story, all the story. And in doing the work so far today, it was well wait a minute, when I saw your expression of stick to your knitting. When I stick to how I am of service.

 12:36

Suddenly, there was the clarity. And I could speak into that. And then the rest is detail, whatever, I'll figure that out. But I would have been able to speak into that. If you asked me that question right now. Yes, exactly. And it's okay to we'll remember will forget and we have moments in the editor comes up. But then we just Oh, right, we come back to that knowing that's what I do. It doesn't have to be perfectly articulate. Am I not getting exactly the right person in front of me, but I'm here on the spine to serve? Why wouldn't I go and talk to people? I'm trying to get to this place of

 13:08

common sense that is uncommon, do you know, but when but when we say it, I hope that you can hear how much it makes sense. Right? There's people there that I can serve, I haven't finished the work of who exactly my ideal client is, like, we know in the from the offer creation retreat, I can't do it in a vacuum, I have to go out there. That's the only way I'm gonna find out who they are. I can't finish that vision, it will never be finished, except as an object that you hang on a wall and forget about it's not really real. Except it is it gets enacted. And then it's going to shift to change and grow. These are living stories and living things. Okay. Beautiful. Thank you, buddy. Good, good. Good. All right.

 13:48

Next place that I wanted to get to with you.



13:54

Well, so then, once we have that foundation of everything we've done



14:00

in part one, in this part two, it's like well, okay, well then how do we go out and do that? But it's exactly like it says, like, Oh, of course I could do that. Now. That's, that's what I'm wanting to engender in you. Because we get so caught up on the things that are not the thing.



14:17

And when we get what the thing is, then the other things fall into place. But and those other things I'm going to give you here now, but they're the thing we usually think is the center, which is not the center. Let me give you an analogy. So you'll get this. When I first started teaching university, I was a young teacher, I was just a little bit older than Dana is now and, and.



14:40

And



14:43

students I just wanted to help people understand about words and about writing and about story and about you know, some of the work that he did since it was about my daughter's age, and, and younger as well but as a young university teacher, and



14:56

and so I would teach them at the heart



15:00

Things like, like I do here, like, what's at the heart? What's the most important thing, and then students would come and they had to hand in papers, they had to hand in, you know, stories of different things, right? And,



15:11

and write pieces of writing. And they would come to me incessantly saying, Michelle, is the margin on the side and an inch or an inch and a quarter. is you shouldn't be an inch and a

quarter at the top or not. Do you want my name in the upper left hand corner? Or the upper right hand corner? Should it be this font or that font? And do you want to double spaced or triple spaced, and if it's triple space, and it was crazy making for me, because I was like, I felt like I was gonna like to hold you here, it's over here. It's really important. This is important, right? I want to tell you that what we've done this morning, that's the important piece, right? These other years are details that help us get there, right? If we don't know that a PhD set margins, we might accidentally use a crayon and write over onto the rug, and then people wouldn't be able to read it. You know, essentially, we still need to know those margins, right? But it's not the thing itself, but my students so much that it was the thing itself, as an inexperienced student, I tried to tell them, Don't worry about that, I really don't care. And it didn't go over well, I you know, I was a young teacher. So then I did something very different. And I don't think I've told the story in this community, but you'll get it like,

 16:13

what we did is the core just like the wetterstein of the court, the invasion within these pieces, this is helpful. But what we already did is the core, right? So

 16:24

so when I told them, I really don't care, they would get more and more frustrated with me, and they would get more and more anxious. So when I finally understood what to do, it was,

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I don't know, less than half, probably by the second semester of my teaching, I figured this out. And I handed out a manuscript conventions document.

 16:44

I'm very proud of some of the things in all my teaching career, I'm so proud of this manuscript conventions document, because it was a 12 point document. And it told you exactly how big to make the margins, exactly where the name should be. Exactly. I didn't care, they could do it in crayon for all I care, whatever. But then my students relaxed, and then I could actually teach them something.

 17:07

And so that they didn't think that I was too much of a stickler for details. I gave them a why? Because we won't do things that there isn't a why. And it actually did help me it was nice if they were in this form, but I so didn't care. Right? And but I would say, you know, it must be stapled, don't put in one of those plastic folders, you know, because they would ask me to come incessantly and ask me Do you want this in plastic folder or not? I'm like, please ask me something else. So I've not told this, you haven't heard this story. But I don't think not in this

way. Until this ever so. So all the questions were about plastic folders. So it was harder because I had to write on the page. So I had to take it out of plastic folder. So then it just became a rule. I was like, no plastic folders, you know.

 17:49

And they were so anxious about it that I needed a deep rule. So they wouldn't come are you sure because going to be it was so coming next year, it's gonna be pretty you're contending with plastic Rosa.

 17:57

No plastic folders will not return your folder, if you hadn't invested folder, it will be stapled when you get it back, and then their minds could settle. And they would staple it in the upper left hand corner. And I told them that put your name in the upper right hand corner and the section number. Because when I've got a stack of papers, I'm going to look through them in the upper right hand corner, and they're just easier to find your paper. And I would tell them that you know, you want me in a good mood when I'm when I'm marking your paper. And so, you know, if it's in the upper right hand corner, and you follow these manuscript conventions, I'm going to be in a better mood, because I won't be frustrated by the plastic cover that I have to take off. So you know, just do these things because you know, it will help you. You want me to be marking in a good mood, you know, I do my best to be objective, but you want me Mark in a good mood. So then they would laugh like Annamaria just but then they they would be you know, and they would be much more relaxed than they knew what to do. And they were very careful about following the guidelines. And they were relaxed enough that I could teach them what actually mattered.

 18:49

So I'm saying these things that we're learning right now they are.

 18:53

They're maybe a little bit more than manuscript conventions. But this is the thing that people think that people think, oh, first thing, this is the thing. The thing is what we just did.

 19:02

This is like manuscript conventions, and it is helpful. I could flip through papers faster when their name was in the upper left hand corner. It was easier if I didn't have to take off the plastic wrap. I didn't have to answer incessantly the question about plastic wrap.

 19:15

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But with just what we did this morning, you can do this.



19:19

That's all you need, is an editor that says you need more than that.



19:25

But there are some things to make it easier. It didn't make it easier for me, you could flip through the papers, right? So that's my framework for everything that you're hearing next.



19:35

And,



19:36

and then these things will make it easier is a little bit more than manuscript conventions. But I wanted to tell the stories that are in my notes. But I want to tell these this story to remember to have you remember where the emphasis lies.



19:48

As long as Mary Kay believes that she's just an adequate writer. And let's and that editor is so good that she says that that editor then there's going to be a cap so



20:00

Were a cap on who she thinks she could talk to a cap on closing this strategy session, because maybe she'll go, that person is a really good writer and her editor is not acknowledging the amazingness of who she is right? Or whatever it is, there's going to be a cap, she changes that that changes the cap, she doubles her prices, she attracts that amazing client, like it moves from there. Making sense. It's all about this morning, right? So then the other pieces so that I can



20:26

help you with some of the details. So I've got them written out here. Let me see.



20:33

Just I made the notes for myself. Because these are new notes. This is a new iteration of the

Heidegger virtual retreat.



20:47

Yeah, I'm just looking at these notes.



20:52

Actually, these notes that are meant for me, Yvonne, can you take what's under blueprint?



21:01

But before you know where it says workshop,



21:05

and just kind of paste that into the into the chat, because I'm not even going to spend that long on it. And any one of these, you can ask me more questions in the q&a calls in come to office hours tomorrow to take a deeper, but I just want to give you a framework, right. And it is more than manuscript conventions. But it's akin to that, like the core is this morning. So so



21:26

well, what are the pieces that allow us to do this high ticket work then? And



21:34

in I used to teach this differently, but I want I wanted to simplify



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is that you know, people think everything is here, right?



21:53

Oh, and oh my goodness, this is strange. I don't think this has happened before. Oh, there everybody is. Was it like?



22:01

Was it because of my weird internet? Or did you all just go off screen for a minute?

was it because of my weird internet. Or did you all just go on screen for a minute.

 22:07

That was my weird internet not being able to see you for a minute.

 22:11

How funny is that? You've all disappeared? I'm like, Wait, are you all still there?

 22:16

Okay.

 22:18

But you were still able to hear me right? To my end. Alright. So

 22:23

yeah, so let me see, I want to be able to see you while I'm training on this, I can see how you're seeing this right. So okay.

 22:31

So well, how do we do this, then? Okay, we got it. We want to do this. We know that the money matters. We know that sales is right at the heart, we know that. This is the easy route, like Karen's math, for instance, like we know those things. Well, what are some pieces? Well, you already have them at hand. First, your vision. And anyone you can put that in the chat like they can, they can go all together all at once they can go that whole section that's called blueprint. If your kid cut and pasted together, you can all go in all at once. And then we'll just walk them through. So we can walk you guys through it. So

 23:04

first you want a vision, you have to know something about where you want to go. And I put down in my own notes, three years, it doesn't have to be

 23:12

a three year vision. But for example, your three year vision will give you a guideposts will give you like a shining light. It's like that's where I'm headed. And then it

 23:22

was the expression pulls me forward. Right? It pulls me forward, Karen was saying that my vision pulls me forward. So have an idea of where you want to go. And we've already been creating some of that vision around sales to this morning, right? And around money and around the why for that and, and we created it so strongly. Karen said that that pulls me more than all this other stuff. And it's just not only because I sent it, but because because that's what's resonant in a generous hearted person. So we find a vision that pulls us forward. And like Wallace Wattles says in the science of getting rich.

 23:56

All of he says all of your leisure time should be they can contemplate in your vision. That sounds when I first read that I'm like, really? What should I watch Netflix sometimes, right? So it's a pretty strict Vision version that he tells. But it's like, when our vision is delicious to us, when it's something that we can't wait to embody. Why wouldn't we be thinking about it? Other than an editor and then we do things then it shows us our editor and then we do the work to undo the editor, right? So first, there's the vision, then we create our offer. So a reference, I'm not going to redo the three and a half hours of the offer creation retreat. If you haven't seen it yet, even if you've seen it after this, you're going to hear it differently. So don't don't go listen to it again to stop yourself from acting. But know that you have that resource at hand and these trainings, bear re listening to because you will hear different things you will be in a different place. All right. But the offer creation you need to know you want to know your transformation who your ideal client is and what's lying around on the showroom floor. We did a deep deep dive on that the offer creation retreat. And all of these things you don't need to have an impression

 25:00

Next, you don't have to be perfect you don't have to have them perfectly laid out a transformation. What was it?

 25:07

I think was it with Karen that I was I


 25:16

were

 25:20


to begin with when we're meeting people it might be like I are for Unreal like I love helping people who love horses I mean it could be something as simple as that as we're meeting


people who love horses I mean it could be something as simple as that as we're meeting people and transformation might be


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i


 25:38
i Help

 25:42
stressed out again hosts

 25:47
stressed you know, stressed out but heart centered event hosts make sales that their offer so they can transform lives.

 25:53
There's something a version of Yuan's, it's not memorized, it might not be exactly the way Vaughn says it, but something I had some idea about the transformation. And then the ideal client, ideal client, you know, it's evolved and it's evolving. Heidi's evolved a lot for you, for instance, right, Diane, that picture, I think of you with the grandmother, I think that's iconic for you, that grandmother, who came in with her autistic son, that's a really great person for you to think of she is your client. And she so wants her grandson's life to be better she knows something about, you can see a lot just looking at that one person. She she knows that she's not averse to but is open to energy work, she knows that she's probably tried other things and they haven't really worked. She wants you know. So you can see just thinking about that one person, a lot of who that person is, we need some idea of this. And then what's laying around in your shopping floor. And Diane will reference you again because that we want to expand that. So are you guys still following me because I want to do some straight up training here. Because I just want to let this be. This is like me.

 27:00
But it's like here's the deal, right?

 27:03
So then was laying around on my shop floor. So.

 27:08

So Diane, one of the big things that's lying around in your shop floor is you're a Reiki Master. But it's only a part of who you are even was a big part of you you are one of the things is laying around my shopping floors. Like I've got a PhD in story. Basically, I was trying to like what are the stories that bind us. It's not necessarily the language I was using. But that's really what it was about. Were the stories of binders with stories assess for yourself. And one of the things laying around in my shop and for I'm also a yoga teacher for many, many years. And I bring that background here. And Dan, you are incredibly adventurous in ways that it didn't know, right? All of that is available, you can see that I use all of my background and training, we need to decorate the door for people, but we can offer a transformation with all of who we are. And we don't even need to know all what's going to happen down the way as we work with people. We just need to know that the person, they're hurting in my area, I think I can help them. That's all simple stuff that gets clouded over by editors, and unworthiness, all that stuff. And so Oh, as I say to about you, Diane, is that most we were talking about this just the other day, most people in your field will never ever see what's laying around on the showroom floor. Most people who are Reiki Masters are going to stay stuck in the model of I need to do you know hands on Reiki with this one person in front of me. And that's all I can do. And then my calendar is going to fill up and there's a ceiling on my income. And I'm going to eke out one more extra person and they get tired, just like yoga teachers. You were infinitely ahead of that. Diane, I'm so proud of you in that right? Because you know that that's yes, it's an important story is really important to me. Yoga is really important to me too. But like what's the pain? What's the pain that person has and what do I have around that can help solve it.

 28:52

And we are complex human beings. And so when we can combine this is all for creation, that what's transformation? I did a client was laying around a showroom floor we have

 29:04

great power and Diana's you're owning that worthiness and we saw it in Heidi earlier the moment of unworthiness that we inherited this culture right but then coming to No wait I know when Diane we own it like waves of other things that help that transformation that I know happens on the table and then I get out of the hours for dollars you don't want to be hours for dollars you don't want to trade your lifeforce energy in hours for dollars. Right and

 29:36

and you can do that up to a certain point but sometimes people do it up to a certain point their calendars full they're exhausted and then they start to leverage but when you start with high ticket you're already not doing that right. So we do the initial work to create the high ticket I see you not add to and you got it so then then it's then these other things are details. What's the price? I just wanted to take that away from you. If you haven't done high ticket before it's \$5,000 and up to 5000 Start, huh

 30:00

settled it for you. Right? If you have something in you that has grown pass, and you go wait a second, because we've had people do that start with a \$10,000 offer, for instance, right, you can do that if you want. But at the very least, you know, it's \$5,000 and up, and, and you can come to me in a q&a call to get your pricing, right. But you already know it's not a widget you already know it's not two or \$3,000 is 5000. And to own it, and if something is going, Oh, I can't do that, oh, that's the work. The work isn't to settle on the 2000. That work is to do the inner work, reference all of the earlier work in part one, to do the inner work to own it. Because if we're not in our big cells, and we're asking that person in front of us to be in their big cells, there's there's a mismatch somewhere.

 30:42

So we need to own it. So we so we need to decide on a price. And just like Katie, she said, Michelle, the biggest thing you taught me, when there's a and there's B does not about envy is like not standing at the crossroads should be 5000 or 550 5000 5005. out of 1500. There are entrepreneurs, many of them out there in the world who've been stuck on that question for years. It doesn't matter.

 31:04

Just one 5000 to me is the same as 5500. It doesn't matter what resonates in your soul start there. If you go, Oh, wow, it's not selling a better lower the price and it probably better raise it, right. So that come to me if you're if you're bumping into things, and I will help you, right.

 31:22

So calibrating calibrating price, but we just need to choose the price. And so those are the details, we need to know what prices we need to know something about transformation. To give you some examples. We have you ever why about it? Well, I'm going to and this

 31:34

has happened, one client I worked with years ago,

 31:37

was

 31:39

given a therapist, and he had decided that he was going to work with people to help them stop

smoking. And I said, Well, where do you run into people? Who are doing some private work? And I'm like, Well, where do you run into people? That's great, that that that works is specific? Where do you run into people who need to stop smoking? And he said, I never run into people who smoke. I hate smokers. You can't make this up, right? And he got me to step up.

 32:06

But somebody told him that that's where the money was, right?

 32:11

Because that's where it's easy. No, it's not not for him. Like he loved the smoking. It was an ad. So you know, if he was walking down a beach and a smoker came by you, like walk the other way, but it was gonna build his business on that because there's easy no.

 32:27

Like, what's the transformation you want to offer that you own?

 32:31

And for somebody that you really want to help?

 32:35

Have a big why about it? And, and for price questions. What I want to do is let me see if they pay for or pay

 32:46

that question that you're asking Karen, my best answer to that. I have two answers for you to Kansas. When can we discuss price questions if they pay 5000 upfront or pay 20,020% higher to pay overtime? What is good amount of time to allow

 33:00

you Okay, for the deep dive training on this? Karen?

 33:04

The Deep Dive training is with love. You're asking me if it should be one inch margin or one and a half.



33:09

I'm going to tell you, it doesn't matter.



33:12

But also it matters to you. So it matters. So but ask me on a q&a call coming up. You can ask me in office hours tomorrow morning, so that I can share more with you. All right, because there's things that I want to get to with you asked me and I'm so glad you asked that. Were you able to hear that. I didn't actually tell my students at university that I was doing that because they weren't. They were so young. And they wouldn't have understood that. I know you guys can understand that. Right? So y'all heard me that we'd love that's how big are the margins question because



33:41

there's ways that you might want to do it this way or that way. But anything can work.



33:46

And ask me the question, I'll go into more details tomorrow, right in office hours. And then and it's a good, that's a great office hours questions like here's the line and I can answer in writing, right in the office hours. And then if we need to go more, as we know, structures here, right. Okay. So the price of transformation. And that's an editor that has that is so your editor Karen to right, I gotta get it right, I gotta get it perfect. Okay, I gotta have all the T's crossed and I's dotted. I am going to ask you to do things without having the T's crossed and the I's dotted. And if I, I mean, it's not that me letting you you have your you have agency, you have your own life. But if I could, I don't want to impose anything on you because it's not authentic. But if I could, but I don't want to push anything on yourself. And they would if I could.



34:27

I wouldn't want to let you cross all the t's and dot all the i's because it's like feeding a compulsion that will serve you. It will serve you sometimes. And you can have conversations with Yvonne in her spreadsheet. Her spreadsheets has helped me immensely sometimes, right? It's the same kind of editor right? But when you're caught in it, he will stop you so



34:47

I want you to go outside your box and and not have all the T's crossed and I's dotted. The woman who was talking about her hair was it was it was a similar kind of editor because every hair was always in place. You

 35:00

He came with her hair messy.

 35:03

Right? And so it's like, let it be messy. That's going to be the best thing rather than this specific answer to this. I will I will answer it specifically though as well. And we'll fix a there right? No, my internet just slow. Did we hear those answers? You guys could hear so Okay.

 35:17

So what's your why for it? Like that client couldn't find a why really? Because he didn't like smokers. There wasn't a why I believe in a theoretical one. Why? Because, you know, Diane, that what you saw with that autistic child on your table, right? There's your why journal about it, dive into it suss out every detail of it. What happened to him was so beautiful, right? Do I love it? There's a smoker thing, right? features for delivery. That's another place where entrepreneurs get stuck for

 35:53

like, lifetimes, install installs whole companies, right? Well, should be six months shouldn't be your Can you hear I'm so glad I told you that off the cuff, manuscript commission story because it really fits. I can't tell if it should be a year or six months, I can't tell if the margin should be one inch or one one and a half? I don't know. Everything falls on whether it's a year or try one. Dry one. I don't know if it should be like, if I should do it live? Or if I should do it, you know, virtually or if I should have only? Or if I should? What else do people ask? Like? What if I should?

 36:27

If it should be should be a six week program or a 12 week program? Should I include a handbook or not? Like, can you hear these are all manuscript manuscript convention questions. I'm so glad to give you that analogy. Right. Now you can think about it for yourself and go this is a medical convention question. And we still want them answered, and we still get nervous. And so sometimes, in answering that question will, will our nerves will settle enough so that we can actually take the step it's not that it's not valuable. And also it could be pressing for a very particular reason in your company. I all questions are welcome. My students taught me something in that I was missing the boat. Not that. I couldn't see how anxious they were about that. And so I gave that to them, so that they could settle down and I could teach them right. So that was my bad, not theirs. Oh, questions. Welcome. And and Karen, I will answer fully because again, yes. And how do you say thank you, I'm anxious about and wanting to control every detail. That's why I couldn't speak. Exactly.

 37:24



Thank you for that. So in here, I'm giving you some of the details to help you out with this right? features for delivery, run it by that same, you know,



37:34

you know, I can't answer for you. Do you want to have a six month program or a 12 month program? Or if you're let's say you're



37:41

thinking about



37:44

curly here, so she's like, Well, Michelle, but I don't have a program. It's like not does this apply? But how does this apply to you? Right? So features for delivery might be, you know, as an architecture trend thing, features for delivery might be? Well, with every request that you give us, we always reply back within 25 minutes. And then it's like, Oh, my goodness, you're gonna give yourself a really hard life, you know, right. There's all kinds of features for delivery. So not does this apply. But how does it what ideas like, oh, no, we answer back in this time, because it takes you know, this much time to do, would it cetera, et cetera, I, I used to tell my students because it took a while for me to mark papers, because I really did it with deep loving kindness. And it's a big pain point. For a lot of students, it was just part of my job. But I used to tell them, like, it will take me time to get your papers back. I will be in a better mood, I will give you better feedback. Please give me this time. And they all graciously did. So we can do that in our in our companies as well. Like, what time do you need to actually deliver things better? Which reminds me I haven't even put this in writing anywhere. But for me to deliver better the office hours? No. And for you guys to receive it. Office hours. Now we'll go to what did I decided? Just until 10 to the hour. All right. So we'll do 50 minutes instead of an hour. Because that way.



39:03

You're not waiting? Because maybe my full answer was already given but you're waiting, you've got somewhere else to go. And we're not talking to each other, so we can't see. So you know, less is more so that you can get to that next one. And you know that it's already been answered, and then somebody won't post a question to at one minute too. Because I you know, you're I have something on the hour, and then you're waiting, but how do I answer it in a minute, you know, so, yeah, post your question well before and I'll finish answering my 10 to so features for delivery, see, they can change. I just changed a feature for delivery. Are you all heartbroken? Is it going to be okay? Like, do you mind that I'm going to leave 10 minutes earlier. Like actually, I'm really I'm actually asking that question. Does anybody heartbroken about that?



39:44

Nobody's heartbroken, you know, like, so you choose some features. I'm going to give this to the end, you know, this form I'm going to build a portfolio of things of things that it could be and it's going to come to them every week or you know, I don't know about your delivery. Carly, Jonathan, you probably in that place, too. Right. Um,

 40:00

But what are the features for delivery? Do you love it?

 40:04

I don't want to say that I'm gonna get back to you in a certain amount of time like that, you know, if I created something, well, we're gonna get back to you all in 10 minutes, I will not have a life. And then I will be teaching you how not to have a life. Because you only can like I can only transmit what I do. So if the teaching requires me to give up my life and have a horrible life,

 40:24

I will only know how to teach you that. So I will not build those structures.

 40:30

Right? So, so features for delivery that you love and that work for you and your clients, right? But it's got to work for you first. Otherwise, it won't work for your clients if my life is wrecked.

 40:41

Because I'm answering I required that I answer at two in the morning on a Sunday, I will burn out. And I rather have you have my energy, right. So the first person needs to be to be smart. Are you still tracking on this, and I'm just giving you a bunch of information that you can listen to this recording afterwards. And I want you to know that this is these are details that allow us to do this. But the the energy that comes from everything

 41:04

stated in the first block, then these are the details for how we get it done.

 41:10

So be stupid to be smart. This is such a great key about high ticket.



41:16

And it's why I'm not up for even medium ticket or low Well, it's really low ticket. But even some people might call \$3,000, I used to call \$3,000, high ticket 5000. So you can actually put time and energy into that person. You don't have time and energy to put into a \$1 widget you can't serve them very well. And serve people better because you have the resources to serve them. So this is not scalable. But it's it is scalable. In the long run, you can't keep doing the same thing. But it transforms. So the very first person who does something with you, let's say let me give the example of you're new to high ticket you've only ever sold what I would call like low ticket or I like to call it widgets to make it smaller even even though you do work that changes lives. I get that right. But you've not been honoring it in what it's worth. So you've been selling it at a valid value, which is here with me like just a thing.



42:06

So



42:08

if then \$5,000 made some beats you and you met when it started at 5000? Do you have to use our 10 like Heidi the other day, right? And then you scared yourself for a bit, but it's all good. And it doesn't matter if you start with five or 10. It's okay. But let's say like, I'll use the example of Heidi, because the other day on one of our training call sheets, it was on the offer creation calls like Oh, really seeing the value is like this is 10. And then you scared yourself. Right? That's what I think anyway, buy it. And that's okay. But let's say you at that moment at least knew that this was at least a \$10,000 offer? Well, you can you can offer that to the first person who walks in the door at five if you choose not because you're not because of a sneaky editor that saying it's not actually worth it, I don't mean that it won't work.



42:55

You actually have to know the value.




42:58

You know, it's worth 10,000, I don't want you to know, for those who are creating \$5,000 offer, I want you to create a \$10,000 value not by stuffing more stuff in. I don't mean do to double the calls don't do that. You usually have to take stuff out to offer more value.





43:12


One of my mentors certainly tell you guys, this consults with a lot of you know, seven and eight figure businesses and when he goes in to fix a business, if they're a training company, they usually have too much training and he eliminates half their training less rather than more.


 43:30
So


 43:32
so with the first person,


 43:35
you can know that I want you to know that it's a \$10,000 value, if you are an a construct that asked me in the q&a calls what you know, Tuesday, Tuesday afternoon calls are for right?

 43:46
Ask me about specific specifics of your situation. But you can be stupid to be smart. That's one of my mentors put it. You can it wasn't applying to this necessarily. But I applied to this.

 44:00
That first person who walks in the door when you actually know your bonuses worth five to 10,000 You're gonna be charging that, but the first person you can give out to them for 5000.

 44:10
Never out of an editor if it's because I'm

 44:14
just letting you offer for less. I was always scared about 5000 Not from that. Let me help you with your editor come to one of the calls. That you know we call that a problem about you know, challenge about vision. Come to the visionary post any question on the call right now. It's okay. We want them organized as much as we can the vision state stage one muddy stage to Tuesday, but come with any question. So you can offer that to the first person for 5000 Because

 44:38
well, they're building your program with you.



44:42

And you can tell them listen, if we don't knock it out of the park, after they've said yes, not as a sales technique, right.



44:50

But they've already said yes. And then you say listen, I'm so committed to this. I'm so committed to your



44:56

thing that you would it's your transformation in your field right



45:00

So



45:01

that,



45:03

that I want you to tell me, you know,



45:07

I want you to help me knock it out of the park. And if we don't, I'll do x again. And I do that with with



45:15

teaching.



45:19

For the first VIP days I did years and years ago, that was really something new. And so I told them all it's like, if we don't ask, if you don't get like an amazing transformation, one person after another, I'll just give you that, again, you can't do that as you go on in business, you get that like, there won't be enough time, you would run out of time. And that's stage three leveraging.



45:42

But at stage one and two, it's perfect. Because you get how valuable that first client is for you. They're amazing. They're beautiful. Now you have a running program. And they have just why wouldn't they want it? You're giving them a \$10,000 program for an actual \$10,000 program. I don't mean, pipe dream, I don't mean you actually are just pretending that for the sake of an exercise, I mean, actually owning it. And that is how our one of our clients sold her first \$10,000 program because she knew it was worth more than that. And did it? Well, we were on one of these training calls, the person texted back to say yes, right on the call, because she's so on the value of it. And for her it was a \$10,000 she sold it for 10,000. And she knew it was like a \$20,000 package. And she actually had people like clamoring to have it because, you know, other people around had heard that I taught this. And they were they knew that after that the price is probably going to go up.



46:41

So do you mean offer it for 10,000? They say yes. And the lower the price to 5000? No, I want you to know in your in your beingness that it's 10,000.



46:52

And then you can offer to them for 5000. You can give them and you can ask the technical questions in the



46:59

in the q&a calls, right? So go ahead and ask me them for the sake of getting the training in today. And I love that your posts keep posting questions as perfect as it helps me see what you need to know to track on what I'm saying. So



47:13

you know, it's worth 10. You can



47:19

if you want you could sell it for instance for eight, but give them a \$3,000 fast action scholarship



47:24

or, you know, selling it really scans question if you pay in full, then it's 5000. Right? This is a \$10,000 program

\$10,000 program.

 47:33

I you know, the investment is 8000. And, you know, and I'm making those numbers up, I would probably do maybe 7500. And then 5000. But like I'm saying it's margins, these differences on margins, like the margins on the page, and you know, so but with that first person you can offer it. So I want you to envision a \$10,000 program offered your bet first person for five, maybe the next one is going to be 750.

 48:02

I mean, sorry, 7500.

 48:06

That first person is building the program. That first person has your life force energy you have you you have your time you have your stuff that you offer, that leads to transformation that they want. So you can offer more of your time, because you're not yet working with multiple people doing it.

 48:23

That's your first person. So if you gave them a day, and they wanted more, it only costs you a day to give them another day. Do you know what I mean? And then you knock it out of the park and they become a raving fan. And they go talk to another person about it. And you just and it builds big self you know how good your work is, you know that you're doing your best work.

 48:43

So that all that requires you can see in the if you in the notes that I put stepping into the self, all of this is about stepping into big so

 48:51

and then why action? This is my cue for me. These are my notes for me, right? Why action matters so much. All this could stay as theory. Does this make sense to you unless we actually get on the court and do it.

 49:05

And so to



49:08

end if there's any point of confusion, like Heidi's was a point of confusion, because I'm saying the all these things quickly. So I'm glad you clarified. Yep. Thanks, Yvonne. Got it? So um, that was a point of confusion. And again, I can talk to you more about it in the



49:21

Ask your questions and the sales and office calls, right? So we can apply it to you. And Heidi says, What if you want to offer them a group but you don't have enough people yet? I'm so glad you asked that ID because that's the value of doing this. This gives lets me do another training piece. People stole their companies forever because they want to build a group but they have to get all their ducks in a row and everybody has to be ready on time. Karen, you've been trying to do this. You've done this and we've seen this right? This is the antidote to that.



49:49

This solves that.



49:52

Start high ticket with direct your direct work with one person



50:00

Because like, which Think of it this way, which is easier, one person at \$10,000 or 10 people at \$1,000, the lower in price you go, the more they are cranky, it's



50:14

would you rather have 10 cranky people, or one really aligned person who's on fire to work with you, and who's there promising you that they will give you their feedback so that you can make their experience personally better.



50:27

So you get that one person high ticket, and then the second person, and then you start putting them together, I've asked that question in other places, but then you start putting them together, then you got three people that start putting them together. And so you build your program. And instead of building a low ticket group program, which is so many people in the industry, or you know, as entrepreneurs, if they're coaches, consultants don't get stuck with that. They try to build a group,



50:53

you can do that. But do that after and don't do it at low ticket, start and learn your own work at high ticket, that person is highly invested, they really, really want this work with you. The only thing stopping you from doing that is is



51:07

an editor around your own value.



51:10

That's me like pulling no punches, just telling you straight out.



51:15

You're getting the very direct version of me here. I'm always direct, but it's like the extra extra direct version.



51:21

Doesn't me be here with my family right now. I know you have ears to hear. All right. So does that help it? And again, if you want more elaborate? Yeah, you got it? Yeah. That alone could save you years, that one piece that I just said, I have watched people be stalled on that for literally years. Yeah.



51:42

So this this piece, it's like manuscript conventions, but more.



51:49

To this over again, every single piece I could train on for a day, but I just want to give you the framework, she can go out and do it. If that makes sense. I give you the framework, so you can go out and do it.



52:01

And then so why, you know, action will Yeah, all this is just theoretical. If we don't ever do it, am I right? And we can figure out how we could stall on any one of these like, like, Karen let herself and I know, you really heard Karen, that was so beautiful. And I am happy to answer your question. And I'm not trying to brush off any questions. I hope you know that. I'm just

trying to get to the most important piece of the question, which is the boat and editor and perfection, right? That I want to help you with, and will unfold and you'll bump into it again. But you'll notice the sooner and you'll go oh, there it is. I'm mowing the lawn.

 52:35

I don't want you to be mowing the lawn over and over again. Right. So in wanting to get the lawn perfect, you know, so.

 52:46

But, Karen, any one of these things, we can be sold on the lifetime Karen go. She's I don't know if I want to ask them to pay 5000 up front, or I don't know if it's this way or that way. So she could stop from asking anybody? Because she thinks she needs to know the answer to that question to step forward. Does that make sense?

 53:02

And so Kieran needs to step into big, big self by stepping into our big self. So stage two, stepping into a big sell sales and offers only

 53:11

show so you don't need to crawl across it. Not that I hate it. But you know, that's going to be the work that is the work. There is no way to get around that if it's has to be perfect. It's not going to happen. It's gonna be stuck in with old stories.

 53:24

Because we can't get it perfect. I know Karen, you know that

 53:28

we actually can't We can't be perfect enough to be worthy.

 53:33

For whoever that is. It's just we're not going to get there. From there. It's going to grind in our own unworthiness. So we just choose one Karen could choose just let her stop herself from that. Or she could just go man I don't even know in this conversation but all just figure it out and offer something.



53:51

And I remember Mary Kay talking about that in about a month ago with an offer I think it was like and I offered that she goes like wow, yeah, sure. And she's like she's I should have offered more I should have asked for more.



54:03

No problem not know her. happens because we do it one person at a time.



54:09

And next person you can bet Mary Kay offered like a higher price point. Nothing bad happened. Done is better than perfect. Exactly. out there on the court doing it or making sense like



54:21

and if you said jeez, it was a 20% difference between painful or whatever. Like she's I wish that had been 30% do that next time, because you're doing it one person at a time at high ticket. And that offers only there for that one person the next time around you've grown is now different. That was another person in that in that community that you're offering. It's immediate one so far. And you're just offering a different program now and you just the next iteration of that program. So it could be 5000 Then it's 10,000 Then it's whatever it is right? So that frees you up. It's like, oh man, if I don't get it right right now, things are gonna go bad. It's mowing the lawn trying to get it perfect. Or we just take a stab, go and try it. See what happens and



55:00

retorts corrected at peak potentials. They gave a t shirt and gave it we could buy T shirts and ready I've got one at home pretty sure. ready fire aim for so busy ready an evening that we stay there the whole time is like ready than fire. And then it's like, Oh, I see I went to the left of the target, I'll go a little more rice.



55:18

Just gonna do it, just go do it. There's nothing like going to do it to unplug that perfectionism. Does that make sense?



55:27

Yeah, do you think when you go do any piece of this, you're going to bump into some editors.

 55:32

But it doesn't make sense that that's only learned on the court that when you do it, you're gonna find out what those editors are. And when you're actually on the court, you will go, you know, you'll come to the q&a call on sales and offers because it's like, Well, okay, Michelle, I've got the strategy session tomorrow. Tell me now, which you shouldn't be which one, it is no care more. And you'll listen differently because you're doing a strategy session tomorrow. Make sense? If you're getting this because this is so important, I just said raise your hand go out there on the court, when you're doing it one person time like this, this okay? Because you're going to be like Medicaid. Geez, I should have asked, you know, this much more. And then and then you will move on? Go ahead.

 56:10

Yeah, I just want to, you know, say something, because it's been on my mind for the last at least 10 minutes, that, you know, I can't reiterate enough what Michelle's saying that, you know, going out and doing it is the only way to figure stuff out. Like when I have my coaching business, I thought I modeled it after Michelle's you know, how Michelle was doing her work. And so I was going to work with people for a year. And then once I started doing that, Oh, my God, I'm not a one year long person, I need to, you know, I need like, my next person is not going to be with me for a year, I'm going to do them, you know, for six months. And that's perfect for me. So, but the only way that I could figure that out was what I was actually doing it. So you can make up things in your mind, you know, that are that you think, Oh, this is gonna be great. And this is how I'm going to do it. But nothing is written in stone, everything will change and evolve, your vision will change and evolve, your pricing will change and evolve your, your beingness will change and evolve. How you think about sales will change and evolve. Everything is in constant movement.

 57:19

Exactly. Thank you. And I love I just want to chat. Karen says it Done is better than perfect. And yet, I'm going to get a mug that says ready fire aim. Makes sense, right? You gotta be out on the court, you gotta be doing it, because that's how it actually happens. And Yvonne could have sat there for a year going, is it a year or six months a year or six months margins at the unit, you know, on the paper or the university to get it? And it's and it's even worse on the margins? Because the students still wrote the paper, but entrepreneurs just sit there and wait to figure out if it should be six months or one year? No way to tell until you're doing it. No way to tell you don't know, until you're doing it. No harm done. She worked with a person for a year it's like yep, next person six months. So good. Great example. Great example, Yvonne. And, and you know, so So stepping into action, like actually doing it right and, and what it means to take action on sales and offers is like every day, and I love what Marie said at the beginning. It's like what am I doing to make the cash register ring today? Today, it's like how this community began, it began with an idea. Goodness, it was 20 years ago. Now, this seed of the idea for what I'm doing now came and, and my friend Lisa said, Yeah, okay, Michelle, what are you doing today to make that happen? And I just died. I'm like, What do you mean? Like don't you know, I'm busy. Don't you know, I got all these other things. You don't notice it? Just my dream? And hey, you kind of like I'll do that tomorrow, right? But I heard her and I took what she said seriously, and it's like, every day, Maria said, you know, what am I doing to make the cash

register rain, like every day remember when the cash register rings, money that we talked about? It's just that means of exchange. That means we're doing our work in the world. We're actually serving people and we're never it's ready fire aim, we're never gonna get it right. And we don't have to you can see like I could have done the earlier the other version that Karen just watched of the high ticket virtual retreat more perfectly. get what I'm saying. Like I have taught that version of the high ticket pursuit three times. And it freakin rocked. It is great. Tons of transformation. But I have evolved. So I'm going to give you the evolved version, even if it's messy, because I want to give you what's at the cutting edge. Would you rather than it be less messy? Do you know Are you okay? That is messy and I see you the cares going Yeah, so keep it messy you know,

 59:39

is interesting from the one that has the many you know, gotta cross the t's and dot the i's but here you are going give me the messy version because this is the cutting edge. And so we have to fall in love with the cutting edge which is the place of creativity which is the not have to It's like it makes sense to fall in love with it. That's the adventure. You know when we

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goes off to save the galaxy. He doesn't in Star Wars, he doesn't know how to do it. Right. He's figures that out as he goes along and he sets off on the adventure Am I making sense? Everything is always story we set off on the adventure, and we have to be okay to bump into stuff because we'll bump into it like Yvonne did. That was the only way she could find out. It's six months, not a year,

 1:00:21

actually on the court doing it, and, and it's, it's now not later, you take imperfect action, and go work with real people, because that's the only way it ever happens. And we only ever have now you say that, you know, that's like a kind of, you know, Eckhart Tolle The Power of Now, we know it, but we don't really know it. We pretend like well, I'll just get to that tomorrow. Like we always have a tomorrow. I'm here in Edmonton to take away the last things that I choose to take, and then letting go a bunch of things, leaving them for the option here. You know, my parents lives they live

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for I'm so in the knowing of the parents house, right? And I'm at the end of today and so.

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So now, like we have now we have this moment, if we're not doing it now, then tomorrow, we're gonna say tomorrow. Right? It's right now. And



1:01:22

you just see,



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to see. Yeah. And so what is it that we do, then? What are the actions that we take? This is what most people think, is rocket science. And it's not the all the work? Can you feel how deep we went in that first part. Like it's the inner work to go, I am worthy. It's the inner work to go, I have something available to give. It's in order to know like, I don't have it perfect. But I know, I help moms who have autistic kids. And I want to work with the ones who are a little further along the path like there's so I help them feel better. There's Heidi's transformation doesn't have to sit on this for a year. Now she goes on to talk to somebody. Does that make sense? And then where she was stumbling earlier, is because she wanted maybe she wanted to say it. Rachel wanted to get it right. But it doesn't matter. It's okay to be messy. It's okay to not quite get it right. Because that's how Heidi is going to go out there and actually serve that woman who's so needs IDs work. And again, here's the tough love. Can I give you the tough love version? Heidi? That is for everybody? Yep, thank you. If Heidi doesn't go out there and help her today who's going to do that? And then a woman is sitting there suffering? Heidi doesn't know who she is. But if she calls her out, and will she find her? And if he's not that woman, maybe she'll later to another woman? Does that make sense? So the actions are not the thing. Does that stop us? Well, it does. We don't do we don't act but we don't act because all these stories inside, right? But the what I'm trying to say the actions are crucial. But they are not complex. We complexify them out of our editors, are you getting that?



1:02:58

If we miss what's happened, that's why when it's energetically similar, is energetically similar to what I was working to accomplish in the high tech virtual retreat they've before, it's always been that the inner game part is first, the inner story part comes first. And one of our clients tried to skip that part just didn't listen to it, and only did the technical part. It's like she only learned about the margins on the page, and didn't find out about the stuff I was trying to teach about words and story, right? And it radically failed. And I'm like what happened when you when you listened to it gibberish retreat always skipped over to this part. So that's why I started the beginning. Start at the beginning. And then the actions are simple.



1:03:38

All it is is. And Karen we just did that. Hey, I'm meeting with you in a call. And the end. Karen, can I tell them some of the first things that you gave them were indicators? Let's take this deeper in case right. And Karen started asking me as I've got your permission, okay. Start Kim started asking me more about the program. She was, you know, interviewing me for coming to to Phoenix to speak. And she started asking me more details about programs. So I'm like, why are you asking?





1:04:09

And then she's saying, well, well, I kind of been interested in your work. I've seen you speak and but you know, and can you tell them what you said to both she just and then she said an editor. And she said an editor thing. One, like, let's meet let's have another call? Can you see how simple this is? It's heartfelt and simple to try and help somebody because Karen was expressing a whole bunch of pain in my area. You were right, Karen. Like you can see it now. Like a whole bunch of at my area. Let me sit down and see maybe I can help. I'll hold space for you to see what your best step is not rocket science. And if there's somebody that was not like Karen, who was a mean an awful it's like how can I rule the world I want to take over the planet. I'm like, go over here.



1:04:49

Come take this personal development workshop and work out your anger or whatever it is.



1:04:54

You know, we will always just help that person. It's real human relations. If you think that you could have



1:05:00

have a real conversation with a real person, hey, if you let me put it this way, if you've ever had a conversation with somebody and helps them, raise your hand, ever once had a conversation with somebody, okay, so you know how to do this, like?



1:05:14

Many of them with me this week,



1:05:17

ultimately, right? So you know how to have a conversation with somebody and see if you can help them. Maybe somebody just, you know,



1:05:25

broke up with their spouse and you go, oh, let's have coffee and see if I can, you know, if you're really hurting, maybe you can see if there's something I can do is just human relations. And then if there and then we'll talk about the structure of the strategy session next week to give you so that you won't even that is like the margins of the page. But I don't want you to worry about it. But it's just human relations. And caring you guys like this was just a conversation? Yes. It was just like, Hey, how are you hurting?



1:05:50

Well, let's actually face that, hey, do you think you might want some support? If that makes sense that in their mind, their details will help us but if you get it, that is actually not rocket science? Raise your hand? Do you get that? It's not? Yes, thank you, 100% of you that I could see so. And there's details that I can give you that will help.



1:06:12

Like,



1:06:14

making sure that the person in front of you isn't evil.



1:06:21

More in your ideal client zone? I think that will help. If you didn't know that, then you know, like, or we didn't know, because we had that conversation with him. We thought they were and they will course correct. But you know, some general things that can tell you that will help you and some specific things. But you don't even need it to be able to do this. But I will help you even further with that. Right? And we'll do more of that next week. But the very first things are, hey, who's who might need help in your area? And if you're not sure what you're offering yet choose one, I think if you Annamaria? We talked about it yesterday. So just choose?



1:06:53

Do you know, somebody who could maybe use work in your area? Or who's somebody who might know somebody who might need work in your area? If you do raise your hand? That should be 100%? In the room? If not, it's your editor? And don't raise it a view that you know somebody? Interesting? How do you like? I'm not sure. How do you do you know, any mums who have autistic kids?



1:07:18

Somebody there, you know, lots of mums who have autistic kids.



1:07:24

Somebody there needs your work.





1:07:30

What was it? I didn't know if you were asking if I know or whether Anna Maria knows. Oh, I see. I see it. Got it. Yeah. So so if you know that, you know, somebody's leaving right now, who needs your work? It might not be perfect. It might not be the person but they'll lead you to the next person. If you know that. Raise your hand. Like you know, somebody, there's somebody in your fantastic 100% of the hands up. Great. Okay, so want to check. So then all you do is you reach out, right? And you book a call with them, if they're not ready for a strategy session, because they don't know that language is like, Hey, let me hold space to see what your best next step is, then you could start with a connection call. Actually, that's what we did. Karen, you know, it's like we were connecting over something else. And then it came up. So if they're not ready, you don't think for a call where you can help them because you're not they're not talking to you about their pain yet. Go take it in two steps. One is a connection call. And then if it comes up, and you can bring that up, because you already know the opinion, your area. How's that going with your son? Oh, my goodness. So we still have to give Diane here still like fidgeting everywhere? And you cancel down and it's so scattered? Wow, do you want to have a conversation? Because I'd love to hold space for you. But that really hurts. You know, do you want to have a call. And we can help you see what the best next step is for you is just human. So it makes sense. You just call and say can I help you book the call. And if you have some provisional idea of what you might offer, you don't even have to know before you book the call. Does that make sense? Because if you've got the call booked you will



1:08:58

you're gonna get lean into the community more more insistently. Because he got the call now you're going to do it, you're on the court. And you'll have questions because it's there. And it's really a want to serve that person.



1:09:09

And then we have



1:09:11

some questions, hey, what's going on? You know, can I help you? And then and then the whole thing about the strike decision is what's the best next step? And is your favorite one what to do in what you're looking for. That's it. And I can talk to you more about the details of that. But if you get it that there's somebody sitting there right now that you can reach out to that maybe needs your work again, raise your hand because I want to make sure that it was it was easily 100%



1:09:33

Okay, that's so great. I'm so glad because that's what we're doing next.



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1:09:41

So Yvonne, how much time do we have? Let's see, we have until

1:09:47

223 20 Let's move on. Can we give them till 330 and shorten that up? Is that okay? Were you able to shorten it up? Yeah, okay. So you haven't till 330 Mountain Time. You can go grab a bite to eat

1:10:00

as well, like, just take this as you know, we're this is like jumping the fourth time. And so if you need to grab a sandwich or something on the go, this is or you know, drink a smoothie or whatever you can grab quickly, because you have, what did I say until

1:10:15

330? Is 222 Right now, go and book three strategy sessions for next week. If it's an Australian session, then book the connection call if they're not ready yet. That's your task. We just talked about it. It's now you know, there's somebody that you need to reach out to go do it. Go do it. Just go do it. Because everything we just said, it's like, it's today. Well, then it's today. And Karen just said, I'm going to buy a mug that says, ready, fire aim, I want you to do it. And then I want to go do it right here, right now on the court. So you have from 222 until 330, watch how you're playing. Because you might just like woke up what happened to the energy in the room? All sounded great when we said do today, but now I'm asking you to go do this today. And watch are you playing? Are you playing at 99%? Well, I would do that. But Michelle, I really need to take a nap because I'm scared.

1:11:07

Or Well, Michelle, I you know, I like if you're diabetic, and I'm like, Well, Michelle, I have to you know, do that I take my insulin or I'm gonna go into shock. You know, like, I'm gonna take care of yourself. I'm not saying like, went into your that somebody ended up in the hospital wherever, right? But notice how you're playing. Here's the task at hand, go book, at least three calls for next week. Can you imagine how much more on point your questions are going to be about how this works, and what to do next, when you book those three calls. And you can text them, you can email them, you can call them if you had a friend who was suffering, you would know what to do to reach out just be human. Just go be human. And go book three calls for next week. I would prefer strategy sessions. If you think somebody's ready, maybe they've already expressed pain in their in their area. Karen, we went out, we went out with somebody you know, I'm talking about that could go straight to Strategy Session. Right? You know what I'm saying? Somebody's already expressed pain to you before. And you can just have a call going like, Hey, I've been thinking about that conversation we had. And I really feel for you and talk to them a bit, don't like just jump into that even when it's a free offer of helping them out and be a real person. It's got like, even when, you know, a friend is like, wow, I just lost my spouse. And you were talking about I'll help you, you know, oh, man, I'm so sorry for you, you

know, like it or whatever it is, right? And tell me more about that, you know, like, so be a human being you all know how to do that, like you were so heart centered. And then by the end of the time, you could talk to them, you have the Strategy Session booked three for next week. And if not, then three connection calls. And then maybe do maybe book six connection calls, you could book 10 strategy sessions for next week. And if you've got other stuff in the way, what could be more important than this, and you're gonna carve out the time, cancel the things you're doing. Because if you're designing your website, that's to lead to this good, go straight there. Just go straight there. You're clear on what you're doing for the next



1:13:00

65 minutes.



1:13:03

All clear. Any clarity questions like I don't know, you might have all kinds of editor questions. Remember, I said watch your life.



1:13:11

Alright, just notice what's happening, what's arising in you, because this is how your company's going? And just go do just go do just go do right? And again, what are you playing? Are you is any party pulling back a plant? 99%? What does it feel like to play it 100% for these next 65 minutes, and at the end of those 65 minutes, Yvonne is going to be here for you to gather the threads of what you have.



1:13:38

All right. What have you discovered? What do you where do you bump into yourself? How many calls do you thought you could do? Right? So it's going to be the end of our time together today will be Yvonne helping you to gather those threads together of what you have received. But actually being out there



1:13:57

doing this, that will happen



1:14:02

330 So in 65 minutes, and then I have two q&a calls. I will see for sales a story which will build on this for next week, when you already have your calls booked. And you're going to be asking onpoint questions for sales a story and you might go I don't know what to say on that call. Great. They'll be training for that company q&a calls lots of places to get that that help. So you can do this in the form of ready fire aim, not mowing the lawn being preferred.



1:14:27

The TV perfect. Ready Fire in any clarity questions like I don't know what I'm supposed to be doing before we go. All clear. And if your editors screaming right now Oh, good. Then you're bumping into the editor now and that's exactly what we want, because that's gonna happen and then you move through it anyway. And then some of you might be going great. I'm already calling Why are you still talking Michelle? All right. Have fun.



1:14:50

Notice how you're playing. You got this. I'm so excited for you. Yvonne will gather the threads for you in as I say in just over an hour.



1:15:00

And



1:15:01

let me see. Oh, that's



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Yes. Got it. Okay, hang on.



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I think it's like this.



1:15:14

Yes. If I have I just feel that now.



1:15:20

Have a question. Yeah, quick, only. So it sounds like Yvonne is going to come back and you're not? Is that what you're saying? One's coming back. Yvonne is coming back. And it's gonna be like at the end because there's like, there'll be 20 minutes left, because I want you to be able to share your stories. And then we will come back in the office hours tomorrow, in the q&a call Monday in the q&a call Tuesday. And it just fails the story Thursday. All right. Got it. Okay, and watch how you're playing through all of this. And listen to other people's stories when they

arrive. And then you might have an editor about sharing your story later on. Don't think that just go do don't think that just go do you have until 330 and Yvonne Have you got everything you need. So that and yeah, you can just leave, leave the line open. can stop the recording and I'll leave that to you, Yvonne. Sounds good. All right.



1:16:12

Michelle, I'm gonna send you a message privately. Just a quick question. Everybody can go. Yeah, go ahead. Yeah, not here. So you can send me a quick text if it's if it's something, okay. Okay. You're okay, great.



1:16:26

Guys, watch how you're playing. And I will see you tomorrow morning for office hours. Notice the energy that you're bringing to this notice things that are happening. This is the work. Alright. Have a great time you guys. We'll see you tomorrow morning and have fun. Have fun with Yvonne. She's held space for me all week long. I want you to experience some of her brilliance. She's just been amazing hours with me helping me with my story. She's gonna be there to hold space with you. Alright, love you guys. We'll see you