

2022_11_15 Video Training Strategy Session Workshop Roleplay...

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Alright, so November 15 2022. And this is our love your life strategy session workshop. So my intention here is to be super practical and I want you to be able to leave with, write it down. So I can remember to tell you yes, no, you're worthy, knowing your value. Knowing that you can do this knowing that you can go out and create that, that strategy session, do it, or that next level strategy session and do it right here right now today, tomorrow and have the words to say it and whatever's in the way of that or that next level strategy session that we just get that out of the way so and give you just a remind you of the structure of the strategy session so that there's no fear blocking this so that we just an end so that you're ready. And you're excited about going out there and doing that. And so, Mary Kay, you said you had a win that you want to start with? We were chatting, just beforehand. And so I'm like, let's share it for the community. Love to hear your win. Okay.

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Okay. So I had two great sessions with clients this morning. And one of my top level clients in the course of the session, she's in the course of the conversation, she she says, Well, I already told my husband that I'm going to sign up again.

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It's a perfect kind of strategy session.

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I haven't I haven't had that. You know, I haven't had a strategy session with her that, you know, the kind that we're offering it but you go alumni structure ID session. Yes. Yeah. I hadn't even had that with our Yep. It's not even time yet.

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I'm so happy for you, America. This is wonderful. This is how it's meant to be so excited for you. When is it time for? Or is it in, you know, weeks months?

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Well, I guess that's, that's kind of set maybe another question to ask.

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Yeah. You know, if she's ready, and she knows she wants to reenroll then then have a conversation with her right away have an alumni Strategy Session. That's like, Great, I'm so glad you wanted to register. And my favorite example of that was Marie and her third year or something like that. She's like, Michelle, I'm doing I'm enrolling again, I'm like, that's great. But we need the strategy session. Let's have this training session, so we can set you up, you know, set it up for the best year ever, you know, what is it that we want? What is it that you're you're excited about? What is it so that you know if she's excited about that right now, have the conversation with her now. And as Mary Kay, I know, you know, from the alumni Strategy Session documented, if anybody is holding alumni strategy sessions and doesn't have a hold of that document. Send a note in the in the insight to make sure that we can gain access to that for you should be over there and story freedom Academy, but it's a super, super useful document about how to have that conversation with people you're already working with, we're ready to reenroll or ready for that next level. And, and I like having those before that time is over, because then you know how to use the remainder, if that person has a week left, for example, or a month left, whatever the length is, and their ending, you're gonna use that time very differently than if you know, you've got a year ahead of you, or six months ahead of you, or whatever it is. If she's already saying that have the conversation now, so that you can best serve her and, and, and use the time you have still remaining to best effect?

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Well, um, she has like, probably

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see, I set it up for six months. So she probably has like, a month and a half left. But but I've already given everybody two more months. So So I guess that still doesn't make that much difference. Does it?

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Have the conversation now? Okay. I will absolutely.

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And she'll be excited. She doesn't know yet that I've given everybody extra two months.

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Yeah, yeah. So have the conversation right away and see what she's dreaming of see what made her say that see what what is it that she is longing for and and then have a conversation and set her up for success now, you know, so that you're working in partnership right from the beginning. To create that future for her right? Yep. Really good. All right. So. So perfect way to jump in for our strategy session. Practice day. And I what I'd like to do, since we've already leaped in, we all have often start with Dr. Austin. But I just want to leap right in because America, I know you said you've got to go you've got you're going to be in and out today. And Diane, I know you've been on a lot of calls today. And when we were chatting beforehand, it's like, oh, what? So so let's just jump in and do this. Let's just jump in and do this. And just a couple of reminders of you know why It's so important to be just very briefly to set up a framework for this, you know why it's so important to be having those conversations this way, the way they call them strategy sessions, Discovery calls, I call them strategy sessions. Because that's where your your high level clients leap in, they're not going to do it by clicking on a website. It's not like that when it's high ticket, it's a conversation with a real human being really important to be having those conversations. And we have just a reminder, I've got here beside me, make sure you have this printed out your stage two checklist, right? And then go through it is like, have you done those pieces. And so we have some great friends, craft your offer virtual retreat, for part sales and story as sorry, sales, a Story series, the high ticket virtual retreat, and then going through how you actually use this. So there's such great resources and there to go back to and do the parts of so that you know how to get that right. So I'm not going to read, I'm not going to redo that. I'm going to focus on just what was the structure of the strategy session. So you've got the high ticket program, you know that you have something to offer, you've completed the checklist on here. In order to, to do that you've crafted your you know, what it is you want to offer, you know who that person is, you've got that essential idea. And now you're out there, you know, where they hang out. Now you're on the court, you're having conversations with them. And you're saying, Hey, would you like to come and talk about this to see what your best next step is? Happy to hold the space for you. And then you enter into the strategy session? And any questions just about that? That's a whirlwind tour of tons of training that we've already done before, that you can go back to any questions like that, Michelle? Yeah, but I'm super confused about who my ideal client is, or I don't know where they hang out, or what's an offer anyway, I just want to get some of those, you know, 8000 foot view. Yeah, butts out of the way. And then we'll dive right into the structure of the strategy session.

06:56

Maybe Yeah, butts. Good. Yeah, Dan,

07:04

probably, for me, my



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job would be I don't know that many women with children right now that might be looking for what I'm doing. And I'm not part of any other organizations other than this one, and then a global one. So



07:21

if Right, yeah, and so networking, networking being out there and where they are, and if you know, that's who you want to work with, you know, that's your ideal client, then go hang out where they are. Right? So are they in after school programs? Are they going to particular talks, were finding out where it is that they hang out, and then going and going and meeting new people and being connected where wherever they're hanging out? So that's absolutely crucial. And and then if you're not sure where they're hanging out, get get on a call with a community member and go, like, let's brainstorm Where were those moms with kids be hanging out? And very first thing I think, heading to is a school, hey,



08:02

schools will,



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you know, there's, they're on school boards, they're going to talks, they're there, you know, meeting with teachers. That's the, you know, first line of support, they're also in after school programs they're in. They're going to after school programs that are in sports and soccer, they're, they're in soccer, and after school baseball, they're in different activities. Right? And, and if it's particularly, you know, kids with autism, they're in, you know, different kinds of support programs, but it doesn't, we talked about that before for you, Diane doesn't need to be that. And so, you know, where are those mums or, you know, parents and kids hanging out, and then go be there and then one place will find, you know, will lead you to another place lead you to another place you really only need if you even have one place where you know, they're hanging out. And then you go and ask them. Hey, where else you'd like to hang out. Right? Where else are you in? That leads you to them? Does that give you a place to start with that? Need to be on the court or meeting them?



09:02

Yeah, it does. Thank



09:03

you. Okay. Yeah, good.



09:05

Mary. Kay, I saw your eyes get big at one point. Yeah, go ahead.



09:09

Yeah, I do have I have a yacht bought with it. As you were talking about it's like Yeah, but I'm I'm not going out to meet people that much in person yet. Um, and if I do I wear a mask. I love this.



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Yeah. But Mary Kay, thank you for that. Thank you because



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and you wear a mask. And



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the great thing about our world right now is some people do and some people don't and doesn't, you know, like, to me at least where I live and circulate. You know, as some people are wearing masks, some people aren't and there's much more acceptance of all of that, like if you wandered around 10 years ago in North America wearing a mask people would have gone like what's wrong with you? You know, like what's happening? Now, do you have, you know, some disease now in a post in a COVID, post COVID, and post COVID, I don't mean post COVID It's still happening, but post all of the deep regulations that have happened, you know, especially at the beginning, in that those posts, those structures world, people are more I find accepting of whatever is happening, you're wearing a mask, you're not wearing a mask, and oh, well, so you're so you're meeting with them. And then when you're not meeting with them live, the world is so much more open to virtual meetings. You know, I've been teaching virtually for so many years and years before COVID, that it feels natural to me. But it was very highly unnatural for many people. And now, everybody's online. I mean, everybody is online. And so you, I was talking to a woman, a couple months ago, she lives in Costa Rica, she used to live in the US. And she's so happy to be there. And she's so happy in the structure of her world, because she used to have to go live to all kinds of events. And she would travel back to the states where most people most of our audience is. And she's like, now everybody's online. So she sits in her beautiful garden, tucked away in Costa Rica in her Paradise, and she doesn't leave her home and does all our business from there. And happily, so. So does that help? Mary Kay with us talking about those two?



11:21

I think so. Something to explore? Hmm. I mean, around Texas, it's not as it's not as acceptable. Well, there's more political stuff down here.



11:36

Yeah, and, and also, if you are comfortable wearing a mask, and people are uncomfortable, if you are wearing a mask,



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that's not the place to be right, then maybe those



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aren't your clients, I don't like you the way you're moving in the world.



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So the other place that makes sense.



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Or even maybe in a given crowd where you go given group of people, these people over here are really non accepting. And these people over in this corner, are really kind and open. And, you know, want people to do, what is they're comfortable with, and so on. So it doesn't even necessarily exclude you from this big X, whatever that place is. Go where these people are, because these people are the ones that resonate. These people don't even resonate at that basic level with you. So if they're upset with you for the way you exist in the world, how are they going to hear your message?



12:36

Okay, thank you.



12:37

So give you a few degrees of freedom. Awesome, awesome. Awesome. All right. So so and I'm glad recently you started here, because just clearing out those editors that are in the way of us actually having these conversations. And one of the editors one of the reasons I wanted to do this call with you, and this kind of in a workshop style, which we'll get to in just a couple of minutes. And we can do that with each of you as you so choose. So one, sometimes one of things is in the ways we get afraid of the conversation itself, we can get afraid, at all kinds of levels to have that first conversation to have the 500 conversation like that that we've had, because now we're serving at a different level, or now it's coming from a different opportunity coming from a workshop for perhaps Mary Kay or whatever it is, you know, so. So when we feel

confident about the conversation itself, and we know who we're meant to be talking to you and we've already played with a conversation talking to real people out there in the world, there's no substitute for that. Do that, do that, do that do that. Like I can't say that enough. But we can set up more ease around that when we practice. We just play with it a little bit. So here's what I'm gonna suggest for this. The remainder of our time together, and then I'll just be open to any questions and the more time more opportunities to ask questions this evening as well. In our usual q&a call,



14:07

let's do some role playing, let's



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do some workshopping of your strategy sessions. And you can think of, we can do this in different ways with this, just the three of us here live, we can go to a particularly sticky part of the conversation. So America, you've done many, many of these over many years now. So it might be that part of the conversation I feel stickier about or I when I've it could even be a piece of when you're talking to them and they're entering in I'm happy to work with you where it's sticky as for you, Diane, it might be you know, whatever it is for you. It's like well, I'd like to be in that conversation. But I don't want say the opening or when they're going to ask me for how much it costs. I feel like you know, so I want you to just envision that conversation for a moment. And then decide which piece he wants to just practice with. So you can just release that whatever editor there is And and joyfully enter into that conversation. And sometimes it might be not be joyfully sometimes it may be okay, here we go. And sometimes it really is joyfully, your so when is working the best, you're really excited to talk to that person who's got pain in your area that maybe you can help. That's the game. So who would like to play first we can just roleplay just even a tiny portion of it, we're not going to go on in a roleplay for 20 minutes, we can roleplay for a couple minutes, talk about what happened. We can roleplay another piece of it. I wanted this to be really fluid and really interactive. So where would you like to be in? Who would like to begin? Okay, thank you. So which piece of the strategy session? Oh, and just for those, again, Mary Kay, you're, you know, very experienced with these practice sessions, and very, very successful with them. Just want to remind people what a strategy said what the shape of it is. You're finding out what the pain what the pain is in their area in your area, you know, how can I serve? How can I help, right? What's the pain and then helping them to understand the breadth and the depth of that maybe they



16:05

have. I like



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that weight loss example. It's so tangible, you know, maybe they're wanting to lose weight. But they're having arguments with their husband constantly, because he's nagging them about losing weight, or that he or he's supposed to be their coach and accountability partner, but it's

getting in the way of the conversations, or maybe they can't get out of bed and the doctors don't like their spin off effects of it. Maybe they haven't visited maybe they haven't gone to a beach because they don't like how their body looks. And so they used to love swimming, but they don't swim anymore. Maybe they feel unworthy. Maybe they're not playing with their kids anymore. So that so what's the pain that they're trying to solve by talking to you? What's actually going on with them? It's a real conversation, what's the breadth and depth of it? And then kind of we can do some work? Just removing objections, either what have they tried before? Or, you know, hey, well, why don't you just do x? Because that's what everybody does? Well, why don't you just go? Hi, Annamaria? Why don't you just?



17:07

Um, try jogging every



17:09

day? Maybe you could do that, you know, it's a weight loss. I tried that. And it just doesn't work. Because you know, so then at the end of may go, Well, maybe I'll just go jogging again, earlier on in the conversation. They said, No, that didn't work. Right. So removing some objections, and then it moves from pain to hope, like, what if? What if, without mentioning the program, what if your life you could jump out of bed in the morning filled with energy in the weight loss example? What if, you know, even one arm? You know, you didn't start your day arguing with your husband? What if you felt good when you looked at a cookie? You know, what if? What if whatever it might be right? And, and then, you know, any questions? And they say, yeah, how do I do this? Right? And there's where you make the offer. And if they're not a fit, you suggest something else? So just a really quick review of what that strategy session structure is. And then let's workshop in place. So Mary Kay, given that structure, which piece? Do you want to? And we'll do a bunch of little roleplay? Is, is my intention for this? Have it really be fluid? We can work with each one of you? Which piece of the strategy session would you like to practice with? And we can do it either way you can play you, I could play you. We could have somebody here playing one of the parts. So which is the part that you want to work on? First American?



18:23

I, I was, I was thinking about making the offer, but that because I'm uncomfortable with that even though they the other person is not? I mean, it's must have worked out pretty well so far. But then the part that maybe then then when you're talking, I thought, well, there's the part that I sometimes



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maybe isn't as



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Yeah, the the parts that sometimes I don't get to is the understanding the breadth and depth

mean, the the parks that sometimes I don't get to is the understanding the breadth and depth. So that's probably more where my mind is gonna go. I mean, sometimes it just comes out naturally, but for for other people that are more service oriented. That's the part that I, I don't always get to. Yeah,

 19:23

fantastic. And this is the part when they can feel that viscerally that allows them to say yes to themselves. And sometimes the conversation when you say Go Go there naturally, because you've been asking them questions than they, we should always be listening more than we're talking. Right. And so they say, in my weight loss example, like oh my goodness, let me tell you about it, because my husband and then the other day, and you know, like they're like, and they'll give the examples and then you know, how's it going with your kids? Oh, my goodness. Well, Mike, my kids won't even let me pick them up at school because there's such a thin obsessed culture that I feel so ashamed that you know, they start talking about it right. So but If they're just going well, I'd kind of like to lose a couple pounds. And they're just okay, well tell me more. So let letting them actually feel it. And it's one of the things I want to mention. And then we'll go into a roleplay is that sometimes we feel like oh, I don't want that person to hurt. So we're afraid to go there, because we think we're causing hurt and everyone in this room is is a kind soul that wants the best for people. But the pain is already there. It's already infusing their life in so many different ways. If they're, they're talking to you, and they are your ideal client, and really need not just a, you know, a five second tweak, but something that will really change things. So we're not causing pain, we're giving them a safe space to actually talk about what's really going on. Maybe for the first time for a lot of for a lot of people, they've not gone there before with another human being big nods for Mary Kay. Right. So being that safe space, for them to speak about that itself is a huge service, no matter what happens. After the strategy session, it's when people have sometimes sent me ties have said, you know, they've asked, Could I give you a testimonial for this, Michelle? Because like, I'm just, you know, even people that you know, can I can I've got somebody else that you should come in, you know, who should be talking to you in this way, just because it's a service to people, whatever happens, whether the person comes to do the work or not. So, remembering that that piece is deeply in service to them. So, Mary Kay, let me see. If I could do this, I could be that person. But since Annamaria, has arrived on and you both work in the horse world, Anna Maria, would you be open to being one of Mary Kay's potential clients? Because I can do it. But you know, that will really well? And how would that work for you? Mary Kay said, Okay. Yep. Anna Marie, will you would you be that person? Yeah,

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very happy to thank you.

 21:53

Yeah, thank you. It's good practice on both sides, right? Because getting to know both roles is really, really great. So Mary, Kay, in order to set this up, let's so you can be a fictional person, right? And



22:07

I think, rather than



22:09

Mary Kay, knowing who this person is, Annamaria just have somebody in mind that you think might be one of Mary Kay's clients. And don't tell her who it is, I think, is that okay with you, Mary Kay. Yeah, because then, you know, just imagine a real life person with a whole whole bunch of things that would, you know, spin off the facts of what's going on, you can play with this, have fun with this, right? Make up stuff. And for you, Mary Kay, just tell us. So we have a basic idea of it, what the



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who your person is,



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like, what's the Who's your ideal client is in a sentence or two, a couple sentences that we can follow along, and what the transformation is that you offer.



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So the



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the person is somebody who's just a little bit familiar with positive reinforcement has done a little bit of clicker training with their dog and maybe has wanted either wanted to do it or tried to do it a little bit with their horse. They work with their horse on a regular basis. They're not just weekend writers.



23:21

I don't know that.



23:23

This is great. And I know you could say even so much more than that. And this is really good. Like, you should know who that person is so much, we know that Mary Kay could speak for another hour about who that person is. And the more you know, them, the the more this

conversation just is easy. And you just, you're just talking to another human being seeing if you can help Alright, so and then the transformation you offer American

 23:45

free high level information is is they will work more smoothly with their horse and feel good about it. They'll be able to do things do more things with their horses, with their horse with their own horse or the horse they lease. And it's gonna feel really good.

 24:07

And that's where I was going to ask them well that's the piece I was going to ask you is what's the inner transformation when you say they'll feel really good when once they've done the work with you? What shifts inside them because we want to know both what they can do in the outer world and then what shifts inside them so just say a little bit more. So because I know that that feel good. You know a lot about what that means for them. Just give us a little bit more about that.

 24:31

Decision just for you guys, right? This isn't okay

 24:43

this is just in house for the love your life community.

 24:49

They're gonna be they're gonna mindfully notice they will mindfully notice more things about themselves and their horse.

 25:01

And they experience a

 25:06

thrill of oneness with a horse.

 25:12

And I take it that that's not something that really has happened or has happened a lot with

them before that this is really new.

 25:20

They've heard about it, they've heard about it. Great. Got it.

 25:23

Okay. And each one of these things, we could say more and more layers could say more and more spin off effects of any any one of these. Right, so. So I think that's enough to set up the conversation. So why don't we start from the beginning, and just run it through for a couple minutes. And I might just let it run for sometimes sometimes I might stop so we can hear some things. Are you both comfortable with that? Is that okay? If I stop you sometimes and just so we can see things?

 25:51

Okay, we can medicate? Yeah, yeah. Thinking. Right now I'm thinking, oh, I need my little cheat sheet. But I don't know where it is. So I'm just gonna go with it.

 26:02

Fantastic. Yes, it's a real conversation. And Maria, do you have? Do you have a name for your fictional person? So last night, you who's what's her name? Sara. Sara, it is Thank you. All right. Mary Kay, go ahead.

 26:19

Hi, Sarah, how are you doing today? Oh, well,

 26:23

I'm okay. I have been a little bit concerned about what's going on with my horse.

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Okay, wait a second. I got to do something here to make it more real.

 26:46

Okay. Okay.



26:51

So you've got some concerns about your horse? What's going on? Well,



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he has been acting really, really strange, really weird these days. I am not really sure what's going on.



27:06

What's he doing?



27:07

What's what's, what does he do? When I go into stall? He just like, sees me turns around and, like, doesn't want me to catch him in the stall.



27:18

Oh, my goodness. Oh, my goodness, that must make you feel terrible. Yes.



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And I just feel like he doesn't want to be with me. He. Yeah, he turns around, and I can even catch him in the stall. I mean, I cannot imagine what would happen if you know if I'm in outside in the paddock.



27:39

Wow. So have you tried anything like, you know, when the way of clicker training or positive reinforcement?



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I heard about that. I haven't tried it myself yet. But I would love to learn about it.



27:53

Because when you know that, that really, that really makes a difference when you're training

that way. Instead of the more conventional ways that we're taught. What what are you what else have you tried?



28:08

And Mary Kay probably can't see me. But I don't have I would have spotlighted both you. And I'm sure it's not hard. But hey, we could figure it out. So I wanted to stop you there for a moment. And I'm so glad that you said this. Mary Kay is like, Oh, the breadth and depth of that. That's the piece that is the hardest part for you to go to. First. There's a couple things I love. It's like she said, Oh, casually, Mary Kay starscape. What's going on? You know, it's just really casual and really real, you know? And then when Anna Maria didn't actually really answer the question, or why is this happening? And just acting weird. She's like, well, what's he doing? So Mary Kay's searching for Well, let me know, tangibly what's going on. So all this is really, really great. And, and that must be, you know, make you feel terrible. And, and then. And so one of the things you can do is, so Mary Kay, you were such an amazing coach. And I can see you wanting to coach wanting to coach.



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I felt that and then I got distracted by that. And I was like, oh, gosh, I'm



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glad this happened. Thank you. Because we even with a very skilled person in a strategy session, right? Which of you are Mary Kay. It's so tempting. Because we just want to help. We want to help. We want to help. We want to fix it, they're hurting, we want to stop it. And it takes conscious effort sometimes not to do that. Because what can happen is in the moment of what's what's going on here, it starts out really well. And then I would love to see more of that breadth and depth exactly what you were calling for Mary Kay. And I'll talk about how to do that in just a second. And then we can you can pick up the strategy session where it was. You have some opportunities to do that. And whenever you you don't want to tell them things. You always want them to be saying it because when they're saying it, they will own it, they will feel it. So for instance, they say oh, that must feel terrible, right? There is an opportunity. And even if you said that they say yes, and you're like, oh, wait, I just told her how she's feeling which is okay. It's empathy, right? You could say, you can even go like, if you realize, oh, I want her to say it right, then you can go, well, at least that's how I would feel. I don't know. How do you feel? You think you can back up in a conversation even right? And go? How does it feel to you? Right? How does that feel? Because maybe her terrible is that she feels disappointed. Maybe she feels unworthy, maybe she feels like she's got a stupid, worse, she wants to sell the horse, like, all those would be very different people, and different ways that she's thinking about her pain, and you assessing whether she is your ideal client or not, you know, it's like, I've had 10, like, these would not be your ideal client, I've had 10 Stupid horses, all of them are bad, I'm gonna just get rid of them. And the next one better be better a better shape up and like, boy, you know, that harsh. So how she feels about it can give you more information, and then you still want to solve the problem and suggesting something. But in that place is exactly the place right? Where you want to coach. Instead, go deeper, go deeper, go deeper. Right? So you know, so how, let's pick it up. From that place actually, like rather than me suggesting what to do. I'd love for you guys to to role model that again, you're doing a great, great job. That's fantastic.

So, Mary Kay, if you go back to or Annamaria, you just go back to saying what happens in the stall and Mary Kay, you can say, you know, ask her how that feels. And ask her well, you know, is there anything else is that, like the where I would tend to go as like as well? Does that just happen? That just happened today? Or that? It's probably just sometimes I'm even what do you call that like not? So it's not sarcasm, sarcastic person, but it's



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an understatement. So that they can



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then tell you the depth of the problem. Well, does that just happen? That probably just happened this morning? Right? Is it usually better than that? They're gonna go Oh, no. It happened the other day, tell me more. Well, where else does this happen? does happen? When they're out in the rain? Does it happen? You know? And then and then then you can go to how's that? When you know how she's feeling? Then? Where else? Is that feeling overflowing into the rest of your life? Does that make sense? So right at the place where you want to coach, take a breath,



32:18

ask a question. Mary Kay said helping? I think so.



32:23

This is really, really great. So and take it back from and then if you end up coaching a little bit, try not really try not to really try not to I'm like, my isn't, don't coach. But then if you find yourself doing it, just like, Stop, ask a question, stop, ask a question. Stop asking questions.



32:38

That's good. Because that's that's the, that was one of my first things when I did strategy calls, that I put a big sign ups don't coach. Yes. And, and so that's like a, that's, that's like a indicator for me. Instead of that, I have something to do rather than just don't coach.



33:02

Right to the point where you want to coach because you want to solve it, what your job is, is actually to find out more of the breadth and depth of it. Because otherwise, what can happen to his false closure? It's



33:13



33:12

like, Great, thank



33:13

you. I'll just go I heard a handy dandy easy version of clicker training in a special ad just the other day. Thank you, Mary Kay, I'm gonna go try that. Have a nice day.



33:25

That is what happens on one of the first strategy calls, yes, I coached so much that she went somewhere else. Right.



33:31

And what we do too, is sometimes we and that's why it's a disservice not to make an offer to because we don't want to coach you want to get the breadth and depth of the pain, and then make an offer is a disservice not to if we don't make an offer, they figured out what the problem is, they bump into somebody, maybe it's somebody who just entered your field, he may be working in your field for a long, long time, somebody who doesn't really know how to help them, as you know, they're not a match as much. But they've gotten so hungry, and so wanting to sell the they go sign up for the next thing they see. And it's like, Oh, missed opportunity to serve that person and really serve them in a way when they're really your ideal client. They were meant to be served by you in that way that you do. Right. So take it from, you know, I feel like a movie director. So Annamaria feel ticket from Oh, the bad thing that was happening in the Mary Kay, resisting coaching, not resisting, pushing against, but just taking a breath and doing something else. Asking questions, breadth and depth of the pain. So Annamaria take it back to there was problems. There were problems happening or a problem or what's going on?



34:33

Oh, one of one of the things he's doing is when I come to the stall, instead of greeting me he just turns around and puts his hat in the corner and he brings his hand in towards me. So I don't know what to do about that.



34:47

So you don't really know what's going on.



34:50

I don't I don't know why I really want to figure it out what's going on with him? Why is he doing that? Break.



35:04

So glad we're doing this right we get to do this, see how it works?



35:06

Go ahead and say what you said



35:12

again? Oh, you don't know why he's doing it. Okay.



35:16

And I love to interject another would it be helpful because I also want you to just get to run it and play with it. And then there's more one more piece that will I believe help you at this place. And then sometimes we get to full we just have to have the conversation. But one more piece, I think can help you here with that. Can we go there, Mary Kay. So you don't know what's going on? No is like in her head. Right? You don't know what's going on? No, is knowledge his head? And then Annamaria said, I can't figure it out.



35:46

Thinking right.



35:47

So people in our strategy session moves by what people are feeling especially right. So. So you know, when last one we said that must feel terrible. That was there was nothing wrong with that, that was fine. You could do that. Like, let them get to that feeling or you know, because that was your natural reaction is perfectly but it was beautiful. Right? You can go right there if you want. Or it's like, wow, like, because because I often do that I just go wow, this sucks. I must hurt. You know, I just because it's my language is like just me being real. Right? And you know, it's your language. So it's like, Wow, that must feel awful. And then space, because in that space, they may start to talk about it. You don't have to run past that pain point.



36:33

Okay, gotta make sense.



36:35

 36:35

Yeah. And then I'm just gonna try to sit back and let you guys go for a bit. All right, so you're doing great, you're doing really, really good.

 36:43

It's harder. This is a lot harder roleplaying, than it is to point it for

 36:47

real, incidentally. So I want to tell you that you guys are doing an amazing job. And when you can do it here. infinitely easier out there with real people. So thank you for the you know, courage and the stepping up to to do this. And that is infinitely true. And also, it's wise, it's good to practice with each other too. Because, man when you can do it, they're so much easier out there and then on the court, then this guy's doing great job. Okay, so go ahead and just let the court will let the conversation run for a bit.

 37:17

So that makes me wonder how your horse feels. would wonder how he's feeling.

 37:25

He I know.

 37:27

He's probably maybe feeling

 37:31

a little bit upset at me. upset at you?

 37:35

Maybe he's feeling upset at me because maybe I'm not doing something that he needs me to do.

 37:42

So what is what do you what do you think he really thinks about you? When you when he sees you there at the door for the stall?

 37:52

Oh, he probably thinks that I am. Maybe I'm not doing something right when I'm writing him. Maybe I'm causing. It's possible that I may be confusing him when I'm writing him and he just doesn't want to come out of the store when when I come to write him.

 38:09

Oh, so what happens when you ride? Oh, he

 38:13

just gets like so uptight and tense and spooky. And so then I just have to hold on because I don't want to fall off.

 38:24

Ah, okay. So break.

 38:33

I was gonna, I was I was going actually, this is us going into a comment that I didn't realize was coaching.

 38:41

You know what I like?

 38:44

You it is so tempting to coach that we really have to keep going keep going. We're just trying to we're just it's more like a doctor diagnosing or even investigative reporters to like in your face, it's more like, it's more like a friend listening. It's like a friend listening when they just told you their you know, their husband died or the neighbor has lost their house or the their kid just failed an exam. You know, like, think of an everyday situation. And if they're if the neighbors friend just you know, their kid just failed an exam. In regular conversations, we wouldn't tend to go well have you tried tried enrolling them in 123 school? I bet that will help next time. Like that's not for Heart Center people. That's not our go to right? We we tend to go you know, so it's natural to you as heart centered people. It's natural to you. But we think of it differently somehow when it's in business. But I want to emphasize a similarity here for a minute. And then the kid has you know, just failed the exam. You may go oh man.



39:53

I'm so sorry.



39:54

How's he doing? You know, like simple language. Oh, man. He's He's kicking and screaming he will come out of his room. And it like, I'm so sorry. How long has this been going on? Man, you failed that test a week ago, and he won't even eat. Wow, what's going on with the rest of your family? Josie, I'm so sorry. And you're talking to the person you really love, and you just want to be there for them, you know and hear about what's going on. So very same thing. And when you said you wanted to coach because go in going to what do you think your horse thinks about you? That's your, that starts to hint at your high level teaching, you know, in the sense of really listening to the horse and so on. But that person might not be there. But actually, it works really well. So, you know, trust yourself in the questions you asked you. Because when you asked, What do you think the horse is thinking about you? What you actually were getting was what she was thinking what what what Sarah was thinking about herself? I liked when she asked that, actually, yeah, I and that's good. That's good. You want her to be talking? You know, when you asked about what you think your horses feel is feeling. She say maybe I'm not maybe the horses think I'm not doing right, maybe I'm confusing the horses, which is what she's thinking about herself. Beautiful, beautifully done. So even though it came from some of your higher or higher level training, as you just keep asking questions, keep asking questions, let it let them talk about what's going on. And, you know, and then looking for the openings to see that depth and breadth. And again, it's out of deep service to that person. Because if they don't recognize the problem, they're not going to want the solution. If they don't recognize the problem, they can't fix it. If they're not willing to own it right in that moment. So when when Annamaria as Sarah was saying, oh, there's my horse is uptight, sticky. And I I don't want to fall off. There's there's another opening for what's actually going on, right? Oh, wow. Yeah, it's scary. The idea of, you know, scary thinking about falling off. Has it ever happened to you? And even if it hasn't happened, you know, it's like, well, yeah, I fell down once when I was a kid. And every single time I get near a horse, I get so frightened. Oh, there's a depth of pain, right? Or, or No, I've never fallen off. But every time I'm riding my horse, my, my hands are clenched on the reins, because I'm so afraid to fall off. If I ever fall off, like I will stop riding horses. So I'm gonna make sure I don't fall off like, because there are different versions, but both deep pain. So opportunity. And even if they doesn't, we don't know what the answer is yes or no. Right. And but whatever it is, and we can keep drilling down further further. So you fell off your horse when you were a kid? Wow. Oh, yeah. I didn't ride for like 25 years. And then when I had my first horse, I was like, I was going to do everything right. So I went to the hit your horse School of training. And they told me to do this, and I've been doing it, but it's been getting worse and worse, you know, the depth and breadth of pain?




42:42


Is this helpful?





42:45


Right? Because there's, there's two, there's two ah, oz. One is, one is I, I, there's a way that I sort of mildly coach and yes, doing it. Exactly. And then there's an end it's, it's also because it comes out of because I don't, I'm not sure what to say. Right? That's, that's natural to do that. And then and then my other AHA is, is,


 43:18
um, this

 43:23
is, is a foot my imaginary horse beside me while I'm talking. Because that's where that's where that that's where it came from, to ask about how your horse feels? What it's, I don't know if that's if the horses can they can guide me in the strategy calls.

 43:47
And that's so profound. That's so beautiful. It's so beautiful Mary Kay. And each one of us has something like that for us. Intuition, higher guide. Animals, we connect with nature, whatever that thing is. Trust in that and then also, when you don't know what to say, it's okay to pause. Because in that, like, don't be afraid of the pauses like when she when when Annamaria as Sarah said, it's uptight, spooky, I'm afraid to fall off.

 44:27
You can just hold space for that like

 44:32
you don't know what to say. You can just be silent there for a moment. And in that silence often will be born the next thing they're going to say it's probably because I fell off a horse when I was such a such a you know, they may well elaborate. And, and and in this space where you don't know what to say. Practicing not rushing in because it's the same thing when we say that the you know, what's the investment \$25,000 or whatever it is. Is pause, like practicing to pause on leaving the spaces, the spaces in the strike decision are just as important as what we're saying. And more important than what we're saying is what they're saying and what we're listening to, and the questions we're asking. And that, you know, that very natural reaction of wow, you that must have felt terrible. There's, I want to emphasize again, that was that was great. That was just, you know,

 45:25
wow,

 45:27

this is real with another human being. And then she can elaborate on that terrible. She might go, Yeah, I just wanted to throw up that day, or, you know, for somebody else, or, uh, yeah, I, I didn't speak to anybody for three days, or, you know, whatever it is, right? Or sometimes they're going to want to go into denial. Well, no, it's not so bad actually. Because you know, I just managed with my horse, and then you know, that there, there's something really deeper going on that they're trying to push away. So and then you can even go to, oh, well, it sounds like you're doing really great with your Warson. Like, you can follow that. Let them lead in that sense, right? Sounds like everything's going just fine. So tell me what what made you decide to talk to me about this? How do you think I can help you?

 46:08

Well, nothing. Really.

 46:09

I was just curious. I'm really doing fine. I'm so glad everything is going great. Keep doing what you're doing by No, no, wait. Don't go. So Mary, Kay, any more pieces that you want to do with this? Or do we want to go to a next?

 46:23

I think that's good for me. That was very helpful. Yeah.

 46:27

Excellent work. I'd love to hear just one very brief Aha, from this, because, you know, when we're when for Mary Kay doing it, it's so instructive. Like, oh, I'm coaching there don't mean to you, but you know, that newest level? Right? And, and then for those listening, what are you hearing? So just a sentence from each of you. I want to hear what you're hearing in this. And then we'll go to our next roleplay.

 46:51

I think for me was, I'm sorry, the younger you're going on? Just that is important. That is okay. If I don't know what to say next. Yeah, just pause, maybe take a deep breath, then it will, most likely will come.

 47:11

Many times Australia decision out

many times Australia decision out.



47:12

I'll just say, I just need to think for a moment. Hang on,



47:17

just want to write something down because I think something's brewing inside me and they'll go Go right ahead. And they're thinking too, and they're like, just, it's perfectly fine.



47:26

Because when Mary Kay her how just resonated with me when when you when my guest said? I started coaching, because I don't know what else to say. So that that comes easy, because I know how to coach so I can. But then I don't know what to say.



47:42

Yeah, you pause and you ask questions, you pause, you ask questions, you pause, you ask questions, breadth and depth, and where this conversation could have gone next to is like, if they're so afraid of falling off, it's like, wow, do you think that fearfulness on the, you know, out in the in the, or in the stall with your horse? has that affected you? It could be in the worst role to add shows has affected you when you're writing? And then also, are there any other places you find that you feel afraid? Like just a general question? Oh, jeez, I never thought of it. Yeah, but you know, taking my kid to school the other day, and I was terrified I was gonna do something wrong. Because that's what's happening in the ring is probably happening over you know, in the stall is probably happening over there too. So that breadth and depth, breadth and depth, so thank you, Anna. Maria, good. Mary. Kay, Diane, just a quick AHA and then we'll go to the next



48:31

roleplay for me too, it was the power of the pause and ask keep asking questions and more feeling questions. Yeah,



48:45

I just saw wanted this to be empowering for you guys just want to know you can do this is natural to you. Because you care, right? It's like the most important quality to do strategy sessions as well as caring and listening and letting that person express what's really going on



49:00



in your area. Mary Kay,



49:02

just one quick



49:03

yet



49:06

it's



49:08

go into my hakomi mode.



49:14

That's That's my aha



49:16

and a call me because just give people a phrase. So if people are not familiar with a Comey, what that I think they get it by the gist of it what you said but give them a phrase so they understand what that is for you so that they



49:27

move on. It's a mind body. Assist assisted assisted mindfulness, and loving presence. Beautiful. Thank you. And part of it is a lot of it is the contact statements instead of



49:44

trying to do anything,



49:46

right. Yeah, we still want to fix it. We still want to fix it. I'm so reminded I do it with my daughter

too. I don't mean to so we could practice it. There is good for life skills as well. With my mom and my dad. My mom would just Listen to me if something was going on from when I was, you know, very small and my, and my dad would want to fix it oh, I had a fight with somebody at school today. Well, here's the three handy dandy things. Don't tell me that. I'm gonna my mom just like had a fight with somebody my friend at school today.

 50:19

I'm so sorry. That's my that was my mom. You know? I'm so sorry. It was It wasn't Draya Oh, you guys are

 50:29

such close friends do what happened? Oh, well, we were sitting in the corridor. Right? So, and when my parents had anything to sell, they were selling their trailer or selling something. My mom used to joke because she'd say, you know, she would try to keep my dad occupied. And she would always make the sale. And it was super exciting dance, loving her and just want jumped on, you're just she would sit and actually listen to that genuine human being there who might or might not want to buy the trailer while my dad was talking about all the features of it. And when he bought it and how he used it over to Christina Lake and how our family is doing this or whatever. My mom would go, Oh, you have a couple kids? What do you think about doing with the trailer? Oh, well. Do you want to take a look at ensure she has essential human skills. The more we practice this too, the more it carries out into our world. And the more we let our world like listening to a friend come into this it, it it's a wonderful human skill to have. It's when I when I reached my last day, wherever that might be, I want to hone this skill, because it's such a human skill to listen to another human being and see if and how we can help.

 51:49

So I'm

 51:50

Anna Maria, Diane, I would love for you to dive in with a little roleplay, where you get to be doing just what Mary Kay just did. But for whichever part of the strategy session, maybe it's the part that you're curious about that you're not sure about that you're frightened of that you'd really like to hone the skill of you want to drill deeper in. First, who would like to go first? And if you're scared of doing it great. That's why we're here. Like to let that go.

 52:18

I can go

 52:19

Annamaria. Okay, perfect. And just because So Diane, if you're if you're okay with me, if you're willing, because they both happen to work with horses. I think it'd be wonderful if we just flip it then. And allow America to be the to be the the the person who's coming to Australia session America, are you able to do that?

 52:39

Are you willing? You've got a minute. Yeah, okay, perfect. So

 52:44

Anna Maria. And again, it's really instructive to that you're going back to back because you have overlap in your fields. And also you do entirely different things. There can be, you know, I know like six different relationship coaches, they do utterly different things. There's like room and space for everybody on the planet. So you both work with horses, and then from and you're both heart centered. And from there, you do very different things, right. So Annamaria give us an idea of who your ideal client is, and what the transformation is just in a

 53:13

sentence or so.

 53:15

My ideal client is someone who is anxious and afraid of a horse, and very nervous to take the horse to competitions.

 53:27

And what's the transformation?

 53:31

I help I help them with trust and confidence to be able to ride the horse successfully in competition.

 53:39

And so interestingly, when Mary Kay described her transformation, she started with the things were in the outer world. And then I was asking just a little bit more, because I know you know a lot about it, about what goes on in the inner world. And you're an MRI, you started with what happens with them in the inner world, right? So the trust and the confidence when they go to

competitions? And then what happens about we could drill down further into that inner transformation, is there an outer transformation that you will also the inner is really where it happens. Like, you know, that's where, really the the transformation happens. But is there anything that you want to say about the outer world transformation as well, just in a sentence or



54:17

anything? I'm gonna develop the skills to be able to change the horses behaviors?



54:22

Yeah. Yeah, perfect. Okay. Perfect.



54:28

And, and also because your your field also focuses on competition in a way that's different from Mary Kay's primary focus, right? Competition is is an important component of what you're doing. So they have trust, they greater trust, there's greater confidence and because they're developing the skills to change the horses behavior. They also have and again, I'm not talking about marketing words, I'm just talking about what actually happens. And then we think about like how we put out there The world but that they have a much better chance of doing well at this competition because of all of the Enroll pieces that you teach. And because of the the confidence, the trust that the shifting of the horse behavior and so on, right? So I'm not suggesting about what you're actually going to go out there and market, but I'm just saying some of the things that will happen for them as it comes to work with you. Am I accurate in that? You own your transformation? So don't let me tell you something that's wrong. Does that feel right?



55:25

Here's right,



55:28

in my mind that it has to happen on the inner world first,



55:31

absolutely. Oh, absolutely. Yeah. And the reason I'm mentioning these outer world pieces is for anybody, sometimes people will come with the outer world first, or they'll come with the inner world first. And because your area does relate to competition, you might have people coming in with that, you know, outer world to start like Annamaria my, I'm really nervous about my horse, but I have to make it to number one, if there's so much about making it into number one, and

they're fixated, they may not be your client, right, but you know, they could come in in different ways. And so I just want to have some idea of both that enrolled and the overall transformation, yes, enter is really what we're offering, is really what's going on, always, like no matter what we're offering, weight loss is like, so the person will lose 100 pounds know, they'll feel better, they they they, they will walk they will be confident enough to go in where their bathing suit again, they'll be able to play with their kids. And you know, they, they they know that they who they are again, they remember all those things, right? So different to each field. Alright, so Anna Maria, beautiful. We have a good idea of who your person is, what the transformation is. So now, where is the place in the strategy session that you would most like to play with? It could be any part of it?

 56:41

I think the beginning of it, I don't know how to express or how to start really the conversation.

 56:48

Perfect. Let's jump in. So Mary Kay, what is your character? What is your character's name?

 56:58

Oh, you're muted? Taffy,

 57:02

Taffy. Okay. So Anna Maria. Taffy is waiting here for you. And she's, you know,

 57:11

arrived for her

 57:13

strategy session, you might be sitting in your home or you might be, you know, a virtual, whatever it is. And you're ready to have this conversation. She's been wanting to sit down to talk to you about this issue that she has been having with a horse. And

 57:28

so go ahead, just dive in.





57:31

Hi, Taffy. How are you today?



57:34

Oh, I'm I'm doing fine. I just I just saw you teach the other day. And that's, you know, that's, that's kind of why I wanted to talk to you. And



57:47

how do you think I can help you? Is that a good question? Sorry, break.



57:53

It's so easy. It's so great that we're doing it here. This is a safe place. So I want you for a moment to pretend that this is not a strategy session just for for a just a kind of experiment. All right. And I want you to pretend that it's not exactly I was trying to doesn't get to go. But just for a minute here. I want you to pretend that Taffy is your next door neighbor who happens to own a horse. And they just moved in. Right? And now talk to



58:29

taffy. Okay. Hi. Okay, go yeah, go, go, go. Go.



58:36

So good to see you.



58:38

Oh, I'm kinda glad to be here. I've been wanting to talk to you. Oh, that's great. Can I help you in any anything that I can help you with? Well, I kind of saw the other day I was, I was watching you with your horse. And I just, I just liked what you were doing. And, and you know, I don't really like what I'm doing with my horse.



59:02

So tell me what's going on with your horse. Okay, so



59:04

I just want to pause you there to show you what a great job you're doing. It's just your

I just want to pause you there to show you what a great job you're doing. It's just your neighbor. You let go of all this stuff of what you think that strategy session capital S is supposed to be.

 59:19

And you were just you.

 59:23

And that's beautiful. What you're doing is beautiful. I hate to just stop it. But I also wanted to stop it. Just to show you how beautifully you were just having a regular everyday conversation.

 59:36

It's almost in one stop because it was going

 59:37

so beautifully. But I wanted you to pause and notice and see

 59:40

it like you got this.

 59:43

Alright, so go ahead with Tapi who happens to be your neighbor who happens to be in this conversation with you. You can pick it up right where you were, or start over again, whatever you want because, you know, actually because you are a little bit afraid about the opening, start over again. And then it goes you You like it when you don't like it when it doesn't matter if you're just talking to your neighbor, if he went, Oh, I can't believe I said that. Anyway, how are you doing? You know, he's this is a real conversation, you keep going. Alright, so start really start from the top again, you're doing great. And then however it goes in this take, it's all fine. So go ahead.

 1:00:16

Hi, toffee. It's so good to see you.

 1:00:19

Oh, I'm kinda glad to be here, because I've been wanting to talk to you for a long

Oh, I'm kinda glad to be here, because I've been wanting to talk to you for a long



1:00:22

time. Yeah, what's going on?



1:00:27

Well, I saw you with your horse the other day. And I really, I really liked the way you rode. And, you know, I don't, I don't really ride so well with this horse. I have. I mean, not with this particular horse. I you know, I've had a lot of horses, but this one's different. Yeah, so let's go no with him. Well, he just seems to be like, he just like, he just has this disgusted look on his face all the time. He doesn't ever have that. That soft, soft eye. And, and, you know, I think maybe there's only been like twice where he's nuzzled me, you know, but he bumps me with his lip, you know, with his nose sometimes like, and I can't tell what he's doing. I don't know if he's, I don't know why he's bumping me like that. I don't. And then when I ride my bike. I don't know. I just don't feel comfortable. It feels just like, I don't know what he's thinking. And he's just, he just looks disgusted.



1:01:38

So



1:01:39

has this been going on for? Like, what just happened today? You're this.



1:01:44

This is a tough outing.



1:01:46

Oh. So how do you think?



1:01:56

So is there anything that you have tried to do with him?



1:02:02

Yeah, he's he's had a lot of health problems.

 1:02:07

And I'm going to I made your time out there. And great job. Great job, you guys. Actually, we didn't give a round of applause the first time. But let's give a round of applause for all of it. So far, this is really, really great. Super helpful for everybody. Right? So it's so interesting. Do you notice like, that's the very same moment that Mary Kay had earlier? It's like wanting to go into what well? What have you tried? And, you know, maybe some coaching happening, but But you know, but it could, but the conversation could carry on from there, it's fine. It's, everything's fine. What you're doing, you're all good, right? Just the thing that I wanted to present is just keep remembering. There's more of this going on, and you can find out more and more about what's going on, you know, so you're not looking for solutions, right. Now does that that's what I'm trying to say. Does that make sense? Yeah, but the way that question can work is like, what have you tried? Why try this? Where Mary came, where we know it's Taffy might go is I tried this. And I tried that. And I tried that, and nothing works. That's helpful. So that can go well. Right. But all this You're doing great. And Maria, How's it feeling?

 1:03:14

It feels good. I felt I was getting a little stuck. And then I just took a took a breath.

 1:03:22

Exactly. That is the most important thing that that's happening here. So this is a conversation with a real life human being that maybe you can help. Well, Taffy is a character. Like, when we're out here on the court doing it. So let's let's run this. Let's just keep going just a little bit further. So just keep going. And remember, all you're trying to do is find out what the pain is. And it's not find out like intellectually hold space is maybe a better word. Hold space, not try to fix anything, be like my mom and not like my dad in this instance. Right? And and just allow that person to voice something that maybe they've not voiced to another human being

 1:04:05

before.

 1:04:08

You know, the self for you to access Annamaria because I told you that because I've just lost a number of people in my life. And we were on one of the q&a calls recently. And I think it was before we started the recording. And Annamaria you had such a compassion hard for me in that moment. I'm just gonna say, you know,

 1:04:27

it's natural to you. That come

it's natural to you. That same

 1:04:31

way that you were just naturally because I told you about my antipasto a different, right. Is that is

 1:04:40

what you're accessing. It's so so natural to you.

 1:04:48

It's we're not trying to figure anything out. We're trying to be there with that person, as they're telling us things that are really hurting for them. And there's not we're not it's like Not so much like investigative reporting, because I've mentioned that earlier in this not the right feel to it. It's much more like listening to a friend who's had something going on. And we want to hold space for them. So they have the chance to even say what's what's happening that maybe they've never had before. And just having

 1:05:17

empathy for them. Making Sense.

 1:05:21

Feeling that sense? Head feeling that heart. All right, so let's pick it up where you were, and you would just asked, well, what have you tried? And that's all perfect, because that has always the intent of it is let them speak more about what's going on and the breadth and depth of then where else is it happening? And how's it really actually affecting them as a human being right. So let's take it from Why don't you pick it up from America with what have you tried?

 1:05:48

Or taffy? So,

 1:05:50

so I've consulted about and you know, he's he's had some health problems. He said some lameness issues, I had to have a different farrier and, and then I've tried some of those. I've tried lots of those calming supplements. And the vet even gave me one I forget the name of it, I think, I don't remember what it's called. But anyway, I just, it doesn't seem to make that much difference. And I don't really, I don't really like to ride this horse. Like, like, like, I used to ride

like, my other horses. This one. I just nothing. He doesn't do anything bad. But I don't feel safe wanting you know if he's going to do something or, or like when the neighbor's pastures horses start running or something. I don't know what he's, I don't, I don't know what he'll do.

 1:06:46

And how does that make you feel?

 1:06:53

Like, I don't know what he's gonna do. And, and

 1:07:03

I don't, I want to know what he's, I mean, I don't have to know what's going to happen. But like, I just want to know that he's going to be with me that, you know, we can at least just walk around and he can relax. He doesn't ever seem to relax.

 1:07:22

That would be a great thing to happen. Yeah,

 1:07:27

I don't, I can't relax when I'm on him. Sometimes I can't even relax when I'm just leading him.

 1:07:35

That feels terrible.

 1:07:39

Sorry.

 1:07:42

This is good. You're doing great. You're doing?

 1:07:47

Yes, it does feel terrible. It feels awful. And, and, and I, you know, I forced myself to work with

Yes, it does feel terrible. It feels awful. And, and, and if, you know, I forced myself to work with him. Because, you know, I mean, I got this. I got this fancy horse, I paid a lot of money for him. And he's, you know, I was supposed to be going to a show next year, or you know, to show him and that's what everyone expects me to do is show this horse and he's fancy and all this stuff. But we just don't get along.

 1:08:16

Hey, I feel that those are a lot of expectations for for both of you.

 1:08:24

For my horse. My for

 1:08:28

My Horses expected. Now what?

 1:08:31

I think people have a lot of expectations for both of you, because they want you to be showing. And you're not?

 1:08:37

Well, yeah, and this horse is, you know, he's fancy and, and he's had some training and stuff like that. And so it's like, I don't want I mean, I don't really want to waste. I don't want to waste a fancy horse.

 1:08:54

And what have you thought about doing about that? Well, that's why I'm talking to you.

 1:09:01

I saw you ride with your horse. And I saw a little bit of what you were just out of the corner. I saw how you were teaching too. And I I don't know that just I don't know. It just made me feel like maybe there was maybe, maybe there's something different I just don't know about. So,

 1:09:26

can I ask a break? Because Mary Kay tells me a lot or Taffy tells me a lot of how she's feeling. Then I feel like I cannot answer much of how she's feeling because she's already telling me how

then I feel like I cannot answer much of how she's feeling because she's already telling me how she's feeling. So my next step is almost I want to tell her that I can help her. All right. I'm so glad

 1:09:49

you're saying this. So glad you're saying this Annamaria because you don't want to do that right now. Like we want to coach we want to tell them what we can do and yeah, have to stop yourself from doing that. She's gonna, like, you know, especially that moment when she's going, I even saw you teaching. And it's great that you didn't pounce there because our instincts are going to be yes, I can help you and hurt is, you know, five steps, right? Take a breath. No, no, no, because they're not ready. You're not ready to hear that yet. And also, it can feel like and you didn't do that. So that's fantastic. Because it can feel disingenuous or can feel like, like pickle people can feel taken advantage of, or something like that. Like I just told you this heart centered thing. And now you want to sell me something, even though the conversation is about sales, right? That there's going to be an offer, but that's why we go from the pain to allowing them to feel the hope to to then the program after right that the hope stage comes in between that so that you're envisioning that together. But she's not ready for the hope stage yet. And the reason for that is, so thank you for time, I was about to call timeout myself. This is a perfect place for timeout. Great instincts. Annamaria. Because, yes, she's telling you a lot of how she's feeling. But her mind is confused about it. Can you feel it? Like she doesn't know what to make of it? And I don't want her to get into her mind. But what you can do with somebody like taffy is she's feeling it, but she's not feeling it. Can you feel that? She's still even though she's saying a lot of things. She's still kind of staying saying on the surface of things like she's not letting herself deeply feel like, this hurts me. And in a big, big way. Like she's talking about it here. And it's really happening on a deeper level. My right can you guys feel that?

 1:11:27

That makes sense? Yeah.

 1:11:29

So one of the things that like in the real conversation, so I'm really listening, I'm really deciding what to do in the midst of a real conversation. But if I were having that conversation with taffy, my go to place would probably be to pause and have her really feel it. And almost, because it's just a whole tangled mess in her mind of this and that and that's going wrong, and I don't know what to do. And I've tried supplements. And it's kind of like that sticky note. I mean, so I'd want to almost slow her down. And you've watched me do this with teaching. Whether it is I want you to really recognize the value of that when, or I want you to really feel like, do you notice that this is really hurting for you've watched me coach in that way, right? I'm not asking you to coach. But instead notice those moments where I'm slowing somebody down. You've seen me do that. Right. And so I would be slowing her down and saying something like, let's can we give this a try just for a moment. And everything you did was fantastic. And then I wanted like what would I do next? Right? So America, will you be tough? I'm really okay with that if I pick it up. Okay, so Mary Kay be if you can be taffy and just tell me anything that you've just already told me.



1:12:41

I'm not Annamaria Oh,



1:12:45

okay. I have to reorient myself. I'm watching the time and I'm not distracted. So. Okay. Um so that that's, that's what I'm talking to you because I thought I saw you ride and I just liked. I liked the way you had like the way you rode your horse. And your horse just seemed so wonderful.



1:13:13

It's not a timeout. And



1:13:14

that would go to the hope but I don't think she's ready for hope. So I'm going to acknowledge what she said. But I'm going to pull back from the hope you're gonna watch me do this. Okay, so thank you. I'm so glad there's something you see that inspires you. That's great. I take it though. It's not really going like that for your horse. Usually. No, I



1:13:33

never does, ever.



1:13:38

Maybe once in a blue moon. But I don't know how to. I don't even know how to make it happen again. Ah, so



1:13:46

every now and then. So I'm going to mirror back to her so she can actually feel what she's saying. Every now and then. Like once in a blue moon. You've had a moment like what you saw, you know, when I was writing so thank you for that. But like the thank you was probably not the best, but you're like thank you for you know, let me wait time out for me.



1:14:07

All right, so once in a blue moon. You have those moments. But you have no idea how to make

them happen. No, I



1:14:19

that's I don't I try all I mean, I try all everything I can think of and and sometimes like I think it may happen but then it doesn't and nothing happens happens is just to feel just feel that this like I says face just looks disgusted.



1:14:38

So it's not like he's you know, threw you off last week and then he's like kicking you and stuff. It just air it sounds like every time you're with him. It's okay. I don't know. He's like it's pushing you away really?



1:14:52

Well. Maybe not.



1:14:56

I don't know. It's something when he comes up to me. He comes up to me In the pasture, and he, he leaves his hay, you'll come and go come and visit me from leaves hay and come over to me.



1:15:10

Okay, so from time to time you have those moments with him that where you connect. Yeah. Yeah,



1:15:15

those are those those times happen almost every. Yeah, pretty much all the time.



1:15:21

So some things we're going to acknowledge was true, right? So sometimes, sometimes your horses connecting with you and but at other times not not so much it sounds like it's really like I'm actually trying to listen to what she's saying. And then see if I get it wrong. It's okay. Because she'll tell me, right? So it sounds like it's just really inconsistent for you. Like you've had moments where he's giving you this scholarly face, right? And you just don't like he's disappointed in you, or what was the word you used again? Because I can find their words and I would have written it down and remembered right?



1:15:50

Well, it was just disgusted face, but it's



1:15:54

disgusted, like that's, and you see, I'm like, I'm just letting her feel that so I'm actually taking her word and like,



1:16:00

disgusted.



1:16:02

Like, what does he actually do with his face? Like, what's a horse? I don't know. What's your what's worse look like when they're disgusting. What's he do?



1:16:09

Oh, is his nose wrinkles?



1:16:12

His nose? Wrinkles, eyes kind of get hard? Oh, geez. Well, so does that happen very like that happen every day. Every week. I just feel like I'm taking that place where she's saying it really hurts on the nose a place that hurts and trying to like both find out and then also have her realize and so what's today's answer



1:16:31

now? Go ahead, Taffy.



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What was the question?



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The question was, how often does this happen? Oh,



1:16:39

well, I don't know it happens. I never know when it's gonna happen. It comes unexpectedly. So at



1:16:46

any moment, while you're riding your



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horse, your horse is coming over to you. And I'm eager to find out the horse's name so I can use his name right? Your horse is coming over to you. And at any moment your horse could give you this disgusted look.



1:16:58

That must



1:17:01

find out maybe not every single moment, but kind of



1:17:05

Yeah. Sounds like it's kind of going okay for you then. No, crazy,



1:17:13

like, you know, when she starts backing off of what's really truly real. Oh, actually go over there. And then it's not actually true. So she's gonna be truthful. She'll do what Mary Kay is happy just did right. Thank you so much. Really good. I know, Mary Kay, you were watching the time too. So I really I really, I really need to go. Thank you so much for playing Taffy for playing yourself. We'll see. We'll see you tonight or next time. Mary Kay, thank you. And let's go over to Diane from here. And let's do some Oh, one quick Hall is to run really quick, a hostile we have time for roleplay with Dan. One, pick a ha from this roleplay with Anna Maria in your area Annamaria.



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Let's go with you first.



1:17:57

In really get get to the pain. Yes. To really understand the pain that they're feeling? Yes.



1:18:06

Because how could we possibly help them if we don't even know what the problem is? And how could they possibly decide to invest in themselves through this work that you do, if they don't acknowledge and really get a chance to feel that pain. So everything that I was doing was not not ever telling her what she's feeling, but actually opening out and slowing down those places and letting her know what's really happening. And if I had more time, probably where that strategy session would have gone to is like so at any moment. And I would make him give her a list at some point. You know, when she's already saying how she's feeling in answer to your question. Like, at any moment, your horse could give you this disgusted look, you don't know when it's gonna come up. And where else did you say this is happening your family? Like sometimes you look at your husband and you think it's a disgusted look to and wow, what's going on or whatever it is. Right? And and, and then you feel bad in your body because you know, go to those other things and like, Wow, just letting her actually feel what the different things are. And if she's actually being real, and it's a real conversation, she'll go like, geez, that's true. And they'll start to realize what they've actually been living, you know? Yeah, really good. Dan went Uh huh.



1:19:19

To me it was the slowing down. Yeah.



1:19:24

And then hearing back some of the words that are being spoken.



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Absolutely. And this is a with a cinematic and literary technique really, that we're using. And if you guys want to do an exercise with me about slowing down, ask it on one of the q&a calls. I wanted to do it at story freedom. I was hoping to do it I told the team and I just couldn't there wasn't enough time and I wanted to do other other things came up in the room that I wanted to play with. But if you asked me about the slowing down exercise by Yeah, how to slow slow down, I can show you how that works, technically so that you can, but you guys already know you watch me do it. You have that facility, but I can, you know, teach you a little bit more about that if you choose. Alright, really good. Dan, let's do a little roleplay here with the time we have remaining. And so are you up for that? Sure. Okay, awesome. So let's do and also let me know, do you have to leave both of you exactly in six minutes? Or do you have a couple minutes play? If you have a couple minutes play? We can play a little bit more if you have to leave right on

the hour, then we'll do it differently. Dan, got a couple of minutes. Yep. Got a couple extra minutes. Okay, fantastic. Gives us a couple of minutes more play. So Dan, tell us who the person is you work with and what the transformation is.



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So it's moms with children. And home is chaotic. So the transformation is



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creating more colonists at home with different techniques to improve like, communication and connection with the family. I love the way



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you describe this. I want to have your own that when first I'm slowing it down right here. Right. It's also a coaching technique, right? Because I want you to really realize that's really beautiful and what you said, you know, and so and one of your modalities is Reiki is one of the ways you do this. But in your program. It's a it's a it's an overarching aim. That can be guarded in using all of what's lying around in your shop room floor. Right. So so beautiful. Yes. As that feeling just to articulate it firsthand, because I've never heard you have heard you say piece of it. But that's the best articulation I've ever heard you do about your about your transformation who it is. Did you know that?



1:21:53

Fabulous work?



1:21:54

Fantastic. All right. Which part of the strategy session would you like to go into which where's the either the most fear most curiosity you'd like to practice?



1:22:02

Probably the overcoming objections permanent? Thank you. Sure. I need work in all of us. But the off kind of sticking out from you right now.



1:22:11

Right? And so let me just say that,



1:22:16

that when we



1:22:19

are having a heart centered conversation, we don't even have to like even the language, the salesy language. And I know you didn't make up that language that comes from business, right? It comes from like, overcoming objections sounds like it's like a battle almost right. And I've even you've heard me use that language as well. But I want us to even reframe it and think of it differently, like there's, you know, things that will pull them out of standing for their best self and taking the action that's going to transform their lives when they really are your ideal client. And so we're helping them to transform that or get through that so that they can say yes to themselves when it's the right, move for them, right. And so what are some of these objections that you are potentially afraid of things that you think that they're going to object you



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will have in mind, one of them will definitely be time. Because some of the moms will be working. And then of course, there's



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no school sports and all the other activities that go in there. Yes. Wow.



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So I would say that in terms of, yeah, this is great, great work already here to and seeing where you're, you're concerned about it so that the biggest work is going to be it first internally with you. Knowing that that freaking doesn't matter. Because how much how much time is it costing them when their entire home is in chaos? When they can't sleep at night, when they're, you know, it's like, so when it's deeper and deeper into the transformation, when they get the transformation, that's not going to come up. So it's getting rid of the objection? Not by getting rid of the objection, but because they see the transformations and the pain first, and then the transformation is so deeply that it doesn't that they will make time they will figure it out. They'll do whatever they need to do because they see and feel the urgency of the of the problem. Does that make sense? Rather than because often at the end, we think of it. So we might not do it as roleplay just because of out of time sake right now, and because of where you were looking at but feel free to post that in the q&a calls, right? Hey, can we do a roleplay on a on the objections and we can do that. I love the structure of the q&a calls. Diane, I strongly encourage you to do that. So that will gain us back some more time to do this right. And see same thing like why would you do that? Why would you take the time to do that when you understand the urgency of that the importance of that for your strategy sessions and how you feel even about having conversations, then you will ask me that question, right? So I can overcome the objection of Oh, but Michelle, I've got something else to do. When you really

understand the transformation, if if those objections didn't happen in the way that you were afraid of them, then you'd be so much more likely to have those conversations, then they're going to be so much less likely more likely to leave, you'll have fewer conversations, and so on. Right? So the more I tell you about the transformation, the more likely you're going to take the time to do that thing. Am I making sense? I'm using the example of this coaching situation right now. Right? Okay. Really good. You got that? Okay.



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So so the



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way that I would best model this, if we do decide to do that roleplay later would be to deep dive into the transformation.



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So that would be part of the hope part of it, though.



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It's well, though deep dive into first the pain actually, first the pain, the pain, the pain, the pain. And and then knowing what the transformation is, the transformation is getting out of that pain, basically. Right? So they're, they're linked. And so deep, deep dive in with the pain actually, I should have said rather than transformation, the pain



1:26:09

and and



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part of it, because time is an issue. I would probably again, people sometimes think well, we'll get to the end of the conversation, then I've got to overcome the objection. Well, I'd love to do this, Diane, but I don't have time, that won't even come up. Because of how the whole conversation has come. You won't even get that people won't say that. And one of the ways you can do that is you whatever you call it overcome objections, you go into that part of it earlier on, and you actually have questions in and around so that they become conscious of the time that this is costing them that the problem is causing them that's part of their pain. Wow, exactly. How many sleepless nights have you had, you know exactly how much longer you're sure you're sleeping just three hours a night? What your kid wakes you up five times a night, whatever the thing is, right? You Wow, you. So you tell me your your your kid had a tantrum, you know, and you were with him for two hours. And you were so exhausted that you slept for

12 hours that next night. So Wow. So and they have a tantrum like, and it usually lasts for three hours, I'm making these numbers and you will fill in the numbers right? For three hours a day. And this happens, like three times a week so so nine hours a week you're spending with your kid having a tantrum, you must be exhausted. Wow. And then what's happening with the other kids? Oh my god, you had to go see the teacher for the other kid. Because the other kid is wanting attention. So how long does that teacher meeting take churches this week? For example? Oh my god. So three hours of the tantrum you had to sleep for 12 hours? What do you usually sleep eight before this happened. But now so you slept an extra four hours, you have three hours in the tantrum. So you're telling me that this is cost you, you know, 18 hours this week alone. And they didn't really know that was the case, but you add it up with them right?

 1:28:09

And then when they really get the pain, and then how this is you know, and then your story about how you know only one one outburst, tantrum I forget the name right? In nine months, you know, and like save 500 You know, right? Right? Yeah. Then then as it's like, what would it be like if you gain back even a little bit of that time? What did you gain back an hour a day? What if you could let that becomes part of your transformation?

 1:28:39

Well, I would love that. Do

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you have any questions? Yeah, I'd love to do this. I am. But I don't have time. That will never happen after you've had that conversation, right?

 1:28:49

Because if it did, if they said she's

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Diane, I still need your work. But I just don't have time. You probably just pause and they go, they will figure it out, you know? Oh, and that's exactly what we're talking about. Isn't it? Shoot?

 1:29:04

Helpful? Hmm, very much. So,



1:29:07

Gregory, question about how objections don't even come up. And how also not to be afraid of them. Because the more you learn about those objections, because maybe they come up in the first conversation with somebody or whatever, because they haven't really understood the pain or the transformation yet. But then that you circle back and you fill that in earlier in the conversation from the conversations you're having with people. So that that is teaching you about your transformation, the objection teaches you about your transformation, because a person who had that objection didn't really understand the transformation and all the time they would get back to them. And so they have just taught you another level of what it is that you're offering, which is wonderful, which is why you don't have to be afraid about the objections because it's going to help you with that next person. If it did come up at the end. It's not going to happen in that way anymore.



1:29:51

And always all the objections



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come from not knowing that not deeply getting the pain not deeply getting the transformation, like in a Mary Kay's if we'd stayed in the head, or like in both of them if we'd started coaching or whatever, you know, so the full disclosure, and they can pretend that the problem isn't as deep as it is, or they're not really facing it. Good. I know we're over by a couple of minutes already here. so helpful. Yes. Great question. Let's have just a couple of haws. Let's take 30 seconds more just so that I can hear what is your hearing and what inspired action, you know how this goes. So that I know you're out there on the court doing something with this. So one of the one inspired action will be and then we'll finish up here and last next few seconds. So who's first?



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I can go ahead. Putting the objection into numbers, so it can be related to better? Yes. Beautiful. Yes, quantitative



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and qualitative questions. We want quantitative questions because they can get it then it's not just oh, you're losing a bit of sleep. It's like, when we add that up, you've lost 365 hours of sleep in this year, or whatever it is, right? Yeah. That's like 10 weeks, or whatever. And then you're inspired action.



1:31:09

Oh, dear. I'll ask you a question for the I've got one for tonight already. But I'll ask you another question for the slowing down techniques

question for the slowing down techniques.



1:31:22

Fantastic. I love it. I'm so glad you're gonna be asking him and looking forward to that. And I will be answering that one. I will be in Mexico. So it's a perfect time to be asking me about slowing down. From there. Thank you, Diane, beautiful and Annamaria 101 inspired action



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to bring down my hair.



1:31:43

It stick to really go deeply into the pain. Yes. Understand that transformation that you offer that I offer.



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Yes. And it's right here on the love your life. Love your business, Sage to checklist. But we can read it on the page, or you can hear me training about it. But then seeing it on the court how that actually works is really, really, really helpful. Because I mean it more than I can even say it and you can feel it when we're in that practice role. So thank you. And then what's your inspired action?



1:32:18

My spirit action is to do a question and answer for overcoming objections. And I think there will be objections about money.



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And very same answer time or money. It's when they don't really get they haven't felt yet what the pain is. They haven't felt in their bones, the possibility and the transformation. And that's the only time that that's when the money issues going to come up. But when they really get what it's costing them, they'll figure out a way. So same answer that I gave before. So and yeah, and this is great, great work. Great, great house great actions. Looking forward to seeing you this afternoon, I hope or I think you're both like me both got questions on deck. And yeah, thank you for being willing to play here. This is really really really I know this will be really helpful for everyone as well. So keep going out there having those conversations there is no substitute. Go have strategy sessions just go do them go do them go do them go do them. And if it's not perfectly watch me going like Wait timeout, I had to start over. So perfect. These are real people who are really hurting you just have a real conversation with them. And they meet

bring me your questions about it. And and I can help you get there further faster, but nothing will do that like actually having the conversations on the court. All right. Have a great day, guys. I'll see you in a few hours. But bye for now.