

2022_11_28 LYL - From Workshop to Strategy Session How to In...

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SUMMARY KEYWORDS

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All right, of course, it's Anna Maria Michelle, and I'm in my unusual location, I'm important by any background and the and the beach chair. And and it is whatever date I just said it was that I say that already November 28 2022. And I'm so glad we're meeting and I'm so excited for you Annamaria about this workshop coming up. So I really wanted to make a space to talk to you about it just so that I can help in any way that I can as you're preparing. So that's and you've got until the hour, right? Yes. And I know that this isn't really a convenient time in your day. So thank you for making time now. i Yeah, thank you for your time. And you're still very welcome. Absolutely, my honor. My pleasure. So tell me, like, where are you told me is that the workshop I think is supposed to be the Saturday, isn't it? Is that still the

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case? Yes, is on the on the third, Saturday. Third. And yes, is a one of my, my one of my students has a farm close by to me. And she wanted to do, she wanted me to help her. The people are borders to really have a little bit more control and connection with their horses, they have seen her work her horse on the ground the way I was, I was teaching her to work. And they really liked that. So they're really interested in learning, just that connection with the horse. And really, you don't always have to ride the horses to connect with the horses.

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Yeah, this is a perfect, perfect this is this is a fantastic way of you know, when we learned back at practical applications, like start close in, you know, the very first some of the very first work we did a long time ago that this is close in this is fantastic. She is already she already loves work, they're already seeing the the effects of your work. So, like, congratulations on on this and, and one thing I want to say too, before we get to logistics and things to do and so on, like, celebrate all the way along the way. Because you having been, you know, I don't know if she invited you if you just started talking about it, but however it happened, you know, this is fantastic this is what you want, you've done such great work in being in the position that this is coming up for you. So, you know whatever happens from here if she all of a sudden moved to Alaska or anything you know what I mean? Like you are doing and have done great work from

your and just celebrate to the rooftops because also this is it might not come in exactly this form again, it may come in a slightly different form different person, different location different mode like but this will repeat itself this is the first you know not the first in terms of where you are. And in this invitation and what you can do from here with this, the first of many, so I just want that to start out with that as a foundation like you know, you can sleep happy at night you can you know dance in your kitchen like to be here is a fantastic thing.

 03:12

And I have one more thing to add. So I also had a call from from a lady that does interscholastic writing for for kissing in high school or elementary school. And she asked me they do mostly they do jumping. But she asked me they had introduced dressage to the to the competition. So she asked me if I could help her kids the same weekend. So next Saturday and Sunday, I have double everything.

 03:47

Oh my goodness. Oh, my goodness. Oh my goodness. Okay. So it will

 03:51

be groundwork work. And the other one will be for the kids writing for the kids. So they can prepare for the competition the following week.

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Oh, my goodness. So, so the competition next week, okay. So the way that so, yeah, one celebrate, to notice the first of many and already, here's the other one, you know, and in slightly different forms. But so, and that also helps us not go Oh, my goodness, this has to be perfect. You know what I mean? And in fact, I'm telling you this but I need to learn this myself. I'm not above any my teachings and it's really ironic, as much as this Annamaria because the place I was at with Ivana at first we moved places last night, and we bumped into some things with our new place. Okay, and I was like, but I wanted to be perfect for me, you know, because I'm not above any my own teachings. Right. So then I was trying to think, oh, what can we do? And I want to remember that myself because we easily forget, you know, because they just want to be perfect this seminar, like Amy and I will be many places together, you know, so it's like, you know, when I'm going oh, you know, they don't have a bath match, you know? In that it wasn't perfect. And I, I my own best student tear, you know, like, I am just like you guys, you know, because I will go well for me, I'm okay. But it's Amy and I want it to be perfect for her, you know. So I'm telling you that I'm telling myself about this too, because, like, no be at ease know that it's the first of many know that everything is a learning experience know that, you know, go there and have fun with them. And these are things that you've known for many, many years and all the beautiful work you do. But all of that part is the same, right? So that whatever happens, because otherwise we think it's got to be which I've been doing this morning myself with any year. Oh, it's got to be, you know, always broken because there's no bathmat. Like I can be just like you guys in the way that you knows. Oh, but you know, so. So

I'm laughing at myself here. So it's the first of many all is well, you you serve and support those people because it's who you are. And that's always the foundation. Everything after that is gravy, you know, and so, all is well. Do you know? So one celebrate two is the first of many entry is just Oh, as well. Is that all making sense? You know? And, yeah, yeah. Okay, and we'll forget, I forgot this morning.



06:23

And mostly, I was thinking to, you know, genuinely, like what you were saying, does not need to be perfect. But that has to be my intention for their relationship with their horse and their connection with the horse. So I think that comes from really deep inside of me that I really want them to have fun and connect and, and just enjoy the horse and do different things with their horses. And



06:49

yeah, yeah, one of the very last things that you know, again, I'm not above any my own teachings, like, I'm learning this read along with you. And so, in the last minute, I would have got here one minute earlier. But Amy is like, Michelle, do you want a hug? Because I just wanted everything to be perfect. And you're not above my own teachings. And then like, all right, I need to remember to give you a hug, just breaking on, it's like, it's okay, there's no bathmat. Yeah, laughing at myself here. So, your intention and like, and when you're working with good people, like I like, like, I have the privilege of doing like, I know you do. And like my team, you know, Amy, like, we're, we're team, team members and friends and you know, like, good people get it, it does not have to be perfect. And your intention will shine through. And so, you know, all as well, as well, as well. And I'm so happy to be here with you. Because it's like I say it's helping me today too. And so, so then when you know that that's the foundation, you can go in there and just also have fun, and you have room to experiment and play and know that, you know, the universe has your back. And that all will you know, like this, you know, the universe has your back and this or something better, you know. Because, um, but what it by that, I mean, you might have an intention, like I have an intention for this room to be perfect for Amy, I didn't know that. I was holding that so strongly in a way that doesn't serve Me or her. And, but this or something better. Like I had tears in my eyes, and Amy was giving me a hug. And I'm like, It's okay, Michelle, like I just so wanted to be so good for her. And if the place had been pristine in the way that I had imagined it, I wouldn't have had that moment with Amy, you wouldn't have given me that hug. I wouldn't have that that visceral visceral, remember, you know, remembering in the moment of what an extraordinary person AMI is, with an amazing team that I have that you know, like, and, you know, the things have happened to me recently, there's been a lot going, you know, said goodbye to a lot of people and all that kind of stuff. So that, you know, when you know that like, so that whatever you intention you have and then something goes differently. That is because the universe has in store for you something so much better, I will cherish that hug from me for the rest of my life. shares the fact that I know that you being the person you are, if I'm a few minutes late, you know, you're not going to be upset with me and you're just have such graciousness about you and, and so it's reminding me of all those things in my life and the very same thing for you. You know, whatever comes up, it's because the universe is sending you something better in a form you just, you know, haven't recognized yet. Yeah. So when you go in there like that, then you know, as I say, oh as well as well and then then and that you've taught for so many years so you know how to do all of that.

And you go in doing what you have done so well for so long. And then we just Add some business components that we've been talking about about strategy sessions and so on in the last little while. And even those are just like human beings talking to human beings in the way that we've been talking about, right. The only added thing with compared to what you've done before, is the intentionality that the business intentionality behind it. That is the deeper level service to them. It's just the next level of service that you're stepping into, right. And the next level of service is that you have your, your high ticket program, now you have your high ticket offer. And so your your added aim is that where they're headed to is a strategy session. That's the only thing that's different. But it's not even different. So I'm wanting you to remember how much this is the same as what you've been doing all along, we can emphasize different or we can emphasize the same. Like if I've taught in different contexts before. And for today, I want to emphasize same because you know this already, and, and it's always in your heart to anytime you've taught somebody, I know that because you're you. It's, it's always in your heart, like, here's a person I'm helping them, and how can I help them more? I know that's in your heart, because it's who you are. Right? If they come for a lesson, you want them to have the next lesson. If they don't, if they've learned this, you want them to learn that next is natural T to us as human beings and so natural to you. With your beautiful heart. Am I making sense so far? Yes, yes. And so now that that just what's next, like what will help them next is just coming in a particular form of your high level offer. But it's not any different from what you've already done. And it's not even your high level offer that you're offering. All you're offering is a chance to talk to you. Who wouldn't want that? I want that. I mean, anybody who spends a few seconds with you, unless there's something wrong in their head would want that to know, your chronic kind, you are gracious, you are knowledgeable, you are so heart centered, you know your field so deeply. That so that's the come from place for you to recognize and remember who you are. Why wouldn't wouldn't people want that? It would be crazy not to want that. Does that make sense? So when you're at that workshop, remember I've talked about like one? Yes, at a time. Yeah. So the only yes, that you want them to want at the end of it. Is that they wants to talk to you.



12:40

And Amy want to come and you want to say hello.



12:46

How would you I mean, those of you guys in that beautiful place.



12:52

It's been a gift. It's just been amazing. Enjoy. Yeah, yeah. I love those colors on you and your earrings. It's still so beautiful.



13:02

Thank you. Joy. You're calm.



13:05

Thank you, Amy. I'm just gonna tell anyway, it was telling her the beautiful hug you gave me before and I'm telling you. I know I wanted it to be so perfect. And like the very things I'm telling embryos I'm like, I do not do that. She's smiling.



13:19

still happy?



13:20

Yes. She says you guys look so happy. How can we be anything other than than happy? We're together. We're doing great things. We're



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gonna be patient. You know. I told her we have no bathmat. I mean, there were other things too.



13:37

There's no bathmat. You know,



13:42

that's how your people will be. Right? Because it's yeah, thank you, Amy. For my example, Amy Pearl, the world of works.



13:53

Yeah, so, exactly. You know, you see the energy here and I'm not above the things I'm teaching and like I'm gonna go to overtake babies. That's how your people will be to whatever it is you bump into you and you'll think oh no, this happened because now they won't want a phone call of course they're gonna want a phone call with you. You know? I'm like Amy came all this way. Now. It's not perfect. You know, it's like she's overjoyed it's a very you know, she's so kind and you have kind of people around who are going to be overjoyed and and then it's just you're like, I have my own editor, you'll have your editor whatever bump you bumped into, but all you're doing is offering them a chance. So we reverse engineer is like where do we want them to end up? And the only thing we want them to want is to be on, you know, however you do it. You could be a zoom call, you could meet with them in person, you know, zoom in person or on the phone. Those are the ways to do it. I've done all three. I've I used to have strategy sessions in my home. And I then of course when I'm that I switched to virtual because many, many years

ago because people were everywhere. And here you have local people. So whatever makes you happy. I've done many, many strategy sessions in my home. I've done many, many on Zoom, I have done one years ago, when zoom lines from Mexico were really atrocious, where the line was breaking up every few minutes. And people said yes, on the street, especially, you know, so any one of those have done the one phone calls, I don't prefer phone calls, because you can, it's nice when you can see the person. So but you know, and also maybe one person is right next door, and it's easy, and you can do it live another person, you're going to do it zoom, but all that doesn't, you know, you can decide beforehand what you want. But however you're meeting with them, that's the only thing you want is for them. Do you have a sense? Like would you meet them in person? Or would you do zoom? I think I would meet them in person. Yeah. Yeah, I like that. And the especially, you know, when you work, because they're local, you work with horses? Yeah. And that's that same principle of close in, because on a phone, you can only hear their voice, you can't see if they said,

 16:11

Yeah, that'll be pulling,

 16:12

you know, they're crying, you know, where they're going, you know, I don't know if I like that. And they're smiling, you know, right. So you get to see things on zoom that you can't see on the phone. And then when you're with them, you get to there's there's little clues that you'll pick up about, you know, how they're feeling and so on that that's helpful to you. So, yes, you can meet them in person. You're only looking for a yes. And and that, you know, to meet with you. And because what's their best next step? Yeah.

 16:41

That's it. And let me see.

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So I have another question. This same, the same lady that owns the farm, she she used to have the horse here with me now she she has her at her at her farm. But she I told her about my life transformation that I will be selling the farm to my partner and going to Florida. So she expressed interest in going in sending her horse with me to Florida. So she maybe can go ride on the weekend. So maybe, you know, she can ride she can stay there for a week. So I wanted to know how I would how I would do a

 17:28


high ticket for for her. Yeah, fantastic. Oh,


 17:32


how do I present to her? Oh, that I think that's a great idea. But I want to, I want to present to her what I would be doing that she knows me. I mean, we have worked together for a long time. So this would be new, very new for her. Me presenting her a new idea about Hi,


 17:53


this is so perfect. So with her to like this weekend, you're not going to make an offer to anybody other than to speak with you that and so you're not going to talk to her about that possibility while you're there one thing at a time. And because that's easier for you to like, as you're learning this new skill. Yeah. And that's better anyway, like, it's it's one yes, at a time. And you can think about it. Like, how did you end up here doing this high level work? Right? Well, there was a yes to come to practical applications first. Right? And, you know, and then then from there, there's a yes, to come to story freedom. And then from there, you know, and with us, it was story freedom. with others. It's a strategy session, you know, and you've had, you know, there were different strike decisions along the way that you had, right. So their path is, it doesn't have to like, for some people, it's different steps like for. For us, it was different steps until there, sometimes it's one call with somebody you know, and you've already, she's like, like, like we were before, just before you joined because we'd already done a lot of work together, you've already done a lot of work with her. So it's very similar, right? It's also similar to the very first person who joined this, this community, because you've heard me say the story before, um, her name is Margaret. And I say I didn't even have the program written down anywhere. But she came and asked me for my program. That's how I experienced it. And then I said, Hey, do you want to sit down and talk about it? Now? She would not describe it that way. She was she was saying something very innocuous, like very every day. She was joining, you know, then at that time, I was working with writers. And she had just started a yoga teacher training program. And she was also a writer. And she just said, Michelle, you know, you know yoga, and I really wants you know, and I think she'd done one writing workshop with me for three hours. or something. And she said, in this year of yoga teacher training, I'm really afraid that my writing is going to disappear. And so I think maybe we could work together for a couple of sessions so that I can continue to write this year. That's what she said. But in my mind, it's like, she's asking for the program that's in my head. And can you hear the parallel with her? Like, she's just going, I think I want to, you know, board my horse with you. But it's a very same, like, you can see a greater possibility than she can right now. And it's one that when you offer it, she's gonna go right, you know, wonderful. And if she doesn't, SW, SW, SW. SW, some will, some won't. So what someone's waiting, right. But the way that you are encountering her is energetically exactly how Margaret first came into this program. And I didn't say to her, yes, we could do a couple of writing sessions together through this year, and all will be well, I had this program in my head. And I didn't even have the languages writing session. And I just said, yes, let's have it. Let's sit down and chat. And I've got an idea. You know, do you want to hear about it? She's like, of course, she came into my home, sat at my dining room table. And I said, you know, so and I think at that time, you know, I would do it differently now, because I know more. But I think at that time, I just said, Well, you said a few sessions, here's what that would look like. And then here's this all this other that we could do. Yeah. And I gave it to her for like, it was it was a it was a multi \$1,000 program. Even at that time, it was many years 2010. But it had so much more. And it provided the transformation so much more deeply than what she even imagined. Right? So how she's asking you is just exactly energetically the same as the way Margaret came into the very first person came to this program. Does that make any sense to you? Yes, yes.


 22:01
Yeah. Then.


 22:03
So again, my

 22:06
my question is also,

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like, I do think I have I have a program maybe like you setting in my head, I just would like to organize that program or that? Because I think that I do think that people like to see the what is that going to take them? You know, what is? How would that help them? Now in in the horse world a little bit? I am not sure that I have ever asked my riders about their goals, you know, what was what do you want to do? So all the questions that are really going to Australia decision. And I don't think you know, and I don't think that people, like sometimes, I feel like it's very hard to put goals, because things happen and like her horse almost died, her horse was very sick now, thank goodness, he's, he's okay. But I still want to make sure that I have some, something, you know, just to say to them, and this is where we're going to do one, this is the transformation. And this is that will be the outcome. I don't know if that's going to last three months, or maybe for after three months, we can continue for the next for the next viewer. But the time in Florida, if she goes for a month or three months, or one month, possibly I don't know. I don't not sure how to,

 23:39
you know how to

 23:41
what would the transformation would be on that write of the transformation to

 23:47
write. And we can talk further about that too. And remember that you don't need to, you don't need to know all the steps, okay, all at once. What your aim is for this week, is to have a wonderful workshop with people and have them want to talk to you further to figure out what their best next step is to connect deeply with the horse and have a wonderful life or you like

the like, like I say to people the best except with their business in their life. Like it's it's a simple phrase, it doesn't have to be complex, you know? And, you know, so all you're looking for on Saturday is that they want you to talk to you. And then remember then after that, come to the q&a calls because we're backing q&a calls next week, right? Yeah, so let me just double check his of Mexico, did we I might not be able to be there on Monday, I think as I'm flying home okay. Or maybe let me just double check just because of the timing of things right now. So I home. Yeah, I think we don't have one Monday because I'm in flight. But we probably yes, we have our usual one Tuesday. So strike Did you sessions, let me tell you one thing too, that I would have told you sometime along the route. But let me just remind you here, strategy sessions, they have sort of like a shelf life. Like, if you suggest that somebody comes to a strategy session, and they are booked a month out, they won't even remember why they wanted to, and things will get in the way. strategy sessions kind of have a shelf life of about a week. Right? So he wants to talk to them within about, you know, seven days give or take. Because otherwise they'll forget now, if they if you can't book a strategy session with them until two weeks out, you give them something to do you think you can give them some home play, you can check in with them. And, again, if you're not trying to run 50 strategy sessions, you're talking about individual people, and you can be texting with them, you could check in with them, you could give them some something that they ought to do in order to prepare for the strategy session. So don't worry if the strategy session is a little further out than that. But don't you know, try not to book it a month out if you can book it within a week, but book it after the q&a call on Tuesday, right? Yeah, don't book a strategy session with them this Sunday or the Monday or even the Tuesday, if you can make it so that they're talking to you. You know, probably Thursday or Friday or Saturday, the next week. That's what I would do. Because then there's time for us to talk, right? And then also, I will be home by then. So don't hesitate to reach out like when you're on the court. And you're with these strategy sessions, like I'm at this stage of the game. Because because I can right now I can, you know, like, if I'm able, I can't, I can't promise that. But if I'm able to which I should be able to, I can make myself available. So we can meet up q&a Call if you have posed a question about it. And then depending on how many other people are asking questions to you, if you have further questions, we can book another call. But you know, before you're doing them, once you've done one of them, and then so that we can see how it went. And you can ask me questions. And then when you're like, as you're on the court, let's be in touch. Because if the first one you go, Oh, you know, it was one of the borders. And she was so close to saying yes. But then this happened? Well, then I can tell you about you know, for the next time, and then you learn, you learn you learn and then the next one, and then that one who almost said yes, she'll come back. And she'll say yes, later, it's all always good, you know, but like, for that one, she was definitely I didn't even want to work with her. Okay, how can we forget that up for the next one? And what is it you're looking for, you know, so on the court coat before you talk to them. And then in between, like, after you've done the first one, make sure you're talking to me, and I want to leave it in your court to reach out and make sure we've got times to meet. And I will make time for that. Because you're in a place where you get to do some really wonderful, quick learning to on the court. Does that make sense? Definitely. Yes. Yeah. So reach out to me, and reach out to me. Normally, we want to use Slack. But reaching out to me in this case, because it's time sensitive via text. Okay, your text sooner? And if I don't answer right away,



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or you can reach out in Slack, a good way to do it is



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to reach out and slack because then we have all the information in that one place. Okay. But then send me a text and let me know. That's a good way to do it. Because otherwise I don't check in on Slack all the time. I might not look at it till 24 hours later and a text. I see my phone multiple times a day. I might not answer in a text because I'm leaving it there. So there's a little number there. So it reminds me to talk to you right? Or to go check. Does that make sense? I'll leave it in your court to reach out to me, but please do because you're at a great, great time to be learning quickly as we as I can, you know, teach you things on the court. Does that sound okay? Yes, since Great, thank you. Fantastic. You're so very welcome. So yes, so the only thing that you need to do this week is have them watch to come to the workshop and have them watch them want to say yes to talk to you. Okay, that's it, and then have like a schedule of when they can have those strategy sessions. So you can bring it's super low tech, it's always close in to start you're there with people. If you don't have technology set up or they have booking, you can book an appointment online or whatever, doesn't matter. You can have a piece of paper



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and it says, name,



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phone number, email address time or whatever, you know, you just make a little pit, you know, or here's the here's the times and they sign up for it right. And that's the super low tech way and then you can even let you know it's really nice to add them to your list. But all of that even at this stage is really extra it's fun. You know, if you have more technology set up for booking or whatever, you can use that if you don't don't worry about that one thing at a time. I did that For a long time is like a little piece of paper with Margaret. I just talked to her. I don't think we had anything in writing. It's like, I'll see you Tuesday.



30:07

Yeah, so



30:10

yeah, so that's your only task this week. So remember that it's just one step at a time. Okay. So you don't have to you're not. And your listening is more important than your talking. Like in terms of like, yes, you're gonna teach and train them? Yes, you want to serve them? Well, but it's like, what is it that they're struggling with? What is it that they want that we've learned in many different ways through the year, right, and through the time that we've worked together, so and then and, and so you'll teach them something at the workshop? And then there's probably something like about about, hey, this is my imagination of it. Again, you're the one who works with horses. So you'll be able to adapt to this and the way that you know more than I do, right? But my envisioning of it is something like, Hey, we've seen in this workshop that

give me one of their names. Do you know do you know their names yet? Harley? Harley? Yeah, we saw as we're working together here, you know, I'm gonna make this up in your life. And me, because it's not my world, right. But But currently, you know, how her horse went from, you know, the way their horse turned to her head away from Carly. And now she's looking to or whatever the details are, right? Now she's looking toward her. But then, you know, but now then Carly reached out and she's still backing away. And I'd love to have more time with Carly, to show her or to see, because it's different with each horse. Like, when she's, you know, I don't you know, the details. I don't, when she's reaching out to her. Like, it could be in her own. I don't know what the more complexity is, but you do that, when she's, you know, here, there's something different she should do out in the field. And then when she's in the barn, and and also, like, you know, other things that she needs to know for this next step, whatever it is, right? Something that you genuinely don't know. But like, I, in the time we have, I've given you everything that I can this is the feel of it. Right. But you know, but you know, with more time, we can see what the best next step is, because Carly said, not only does she want her horse to turn her face her nuzzle, you know, she wants to be able to, and you know, and she, whatever it is that you're doing with them, and she jumped I don't know what you're doing, right. But she jumped over this, but like, it's like Carly was feeling like her heart was racing and, and how to change that. I don't know, because it's different things for different people. And currently, I'd love to have a conversation with you, for example. So we can figure out what to do with that racing harder, you know, the details, you fill in the blanks, right? And what will help you get to that currently, you said you wanted to be at that competition in in three months, but you don't can't even imagine doing it. Let's sit down and and I would love to sit down with you, Carly. And with each of you and figure out what your best next step is for what you really want. So I've got something for you. Because, you know, I adore the owner of the you know, we've been working together for a long, long time, she means a lot to me. So, and it's been amazing working here with you. So I've carved some time out on my calendar next week, if you guys want, where we can, where I can have more time with you, or with each one of you, I can figure out and you can because you'll know them, you'll mention them like with you, Carly. And like with you, Susie, because you know, Carly wants has got competition in three months. You've never been to a competition before, but you're so excited about it. So it's a different, like, I'm doing my best to tell you both at once. But I'd love to sit down and help you see what the best next step is for that very first competition. You fill in the blank about the details. Right. So I have a signup sheet here for you, if you if you'd like to come and, you know, and though they made you like I've got a couple strategies for myself this week, going something I did. And Maria and and you're talking as me like, I have a couple of straight sessions coming up. And by the time I was saying, Do you want to come? They're just going like, of course, you know, right, of course. And I don't know if they're my ideal client or not yet. I'll talk to them. Right. But they were so overjoyed. And she said, yeah, like there were a couple of them, you know, a couple of them that I was talking to you. And one of them. She had said yes already. And she signed up. And then she said, By the way, how much does that cost? But she already signed up? Yeah. And I'm like, oh, it's free. And she's like, No way. Yeah. So when you have sincerely taught somebody, and then shown that they've done everything you can that time, but usually it's about individualization like, there's things that you can show them when it's one at a time that you just don't have time for in the context of the workshop. And you know, there's the more or we're getting at this one thing, one piece, but there's more that they're aiming for like this is how your horse doesn't turn away from you, but you want to aim for that competition are these these 10 Other things, but I don't know which one's the most important for you. And so all over Trump is designed to do is to have them say yes to that, and really, really want it. That's it. There's nothing else you need to do. And you're sort of you can see how you're sort of aimed at something bigger. Yeah, but it just be all worked out or all figured out, because it comes from them. Carly, you've got that competition in three months. Susie, every time you walk up to your

horse, you cry, I don't know what it is right? Like, but but I don't know, the genuinely I don't know, we did this and this. And now, you don't cry. When you walk up to you fill in the details. You'll cry when you walk up to your horse, but your heart is still pounding. It comes from different places in people, when we sit down, we'll be able to figure that out. And not only, like, how to really set yourself up currently for that competition in three months. So you know, what would it feel like? If you just knew what to do tomorrow for that? And then I know you didn't even you barely whispered it to us. But beyond that one, I know you want to be at that next one. And you've driven been dreaming about it for 10 years, but you haven't even wanted to say to people, thank you for saying it out loud here. Yeah, I just why don't we sit down, put our heads together? And so one step at a time one yes, at a time. That's the only thing you want. You give them a deep dive experience. You It's PSPs there's a problem, you solve the problem for them. Problem solute then there you give them a solution, then there's another problem that remains. Usually personalization, the solution is going to be come talk to you. And then from there, you'll have data. And all results are fine. You know, if they go No way, Annamaria we want to throw tomatoes at you all as well. Because then you find out. It's not gonna happen, right? But we make friends with the worst case scenario. If that happened, all as well, we go Where did the tomatoes come from? You know? And, and if they go, yes, I would love to. Oh, but that time that you've got, I can't make any of them. Annamaria I'm so sad. You know, it's like, hang on, because it's just, uh, you know, how many people do you think you might have coming? It's not hundreds of people, right? So then you can put like, you have those times. And if somebody says, I really, really, really want to come that that just happened to me last week, but I just can't make any of those times. Again, you got the piece of papers, like, let me just check. Yeah, and we're so overjoyed, you know, like, let me just check. Okay, these are the best times I had. But, you know, we looks like on our calendars. We can both do that. Does that work for you? Yeah. Yeah. So that is your only task this week to just do an outstanding job, the best you know how to do what you've been doing for decades, to take care of them, which you will do automatically. There's no note, there's nothing hard in that for you. You're because you're so good at what you do. And then just to let them know that in that personalization. And when you can say, hey, Carly that give them examples, you know, yeah. And then have a piece of paper for them to sign up. That's your only job this week. And then also whatever job it is to have them come to the workshop, but there are a warm what we call a warm audience, because of your student. Is that Carly? Or is that her



38:15

name card in the student? Yes, yes. So



38:20

it's a warm audience, because Carly knows you. She loves the work. They've seen the results of the work. So, you know, getting them to the workshop probably is not hard is Am I right about that? No, that's not hard. Yeah, yeah. And that's a wonderful situation to be in. So celebrate that so. So that's your only job is to have them come to the workshop. And sometimes people have realized if something comes up. So you know, the more they can, they already want you to come to the workshop, if something comes up. No problem, because if somebody missed it, it's like, you reach out to them. And you go, Oh, I'm so sorry, Your daughter was sick that day, you couldn't make it. I wanted to reach out to you because I gave a chance to others there. Just have a a session, a private, you know, console, or whatever you want to call it to have time

together. I like everyday words, not even console Don't you know, I usually say just to have time together, where we can figure out what your best accent is. I'm so sorry. You couldn't make it to the workshop. But you know, the other zones? Oh, Susie, enrolled who? You know, are Carly's coming. And would you like to do that too? Who will the whole business reason for the workshop is for them to come to the Strategy Session. Even those who don't come are probably going to come to the strategy session when you phrase it that way. So like there's no way to lose. Do you know what I mean? The business part of it. And the business part of it is designed to help them further right. So I really wanted to like this. I hope if I presented it well, this should put you at ease. I hope and if I found the words to say it because it's so much of who you are. It's what you do. You don't have to know yet what the best next step is for them. Exactly. You know, you're going to take them to your You know, high ticket offer. And then we can check in. And you can also let me know about what they were saying. It's like I was, so you might come to me say I was so surprised. They were, they all have a competition like, two months from now. And, and they're so excited about that, and they're so scared. And they're like this, I'm like, great. And you'll have your offer, but we'll talk about it in ways that will help you present, you know, not present that offer, listen to them further, and pull up their, you know, help them describe their pain and so on in the ways we were learning in this strategy session, practice, right? But one step at a time, the only, it's so easy to think and wanting them to want the program you're not okay. You're only wanting them to talk to you personally, privately, one on one. And it's just like the workshop, they still want to come? Why wouldn't they want to come to talk to you, it's a generous thing you're doing, I want you to just keep remembering what a gift it is you're giving to them? And if they say how much does it cost, you just say, it's, it's free? All we're doing is seeing what your best next step is? Okay. And then if they like the people, kind of sometimes people think it's too good to be true. So they're almost like, what's the catch? You know? Yeah, cash, right. The, you know, will really and sometimes if they're looking for a catch, you know, well, the only catch is, if you're looking for, sometimes I say this to people, if you're looking for a band aid solution, like maybe you haven't slept in 10 years, and somebody says, Oh, just take a Tylenol at night and your sleep, not that kind of person, if you're looking for a band aid solution, like don't come because we really want to see what's actually going to help you get to where you want to go. And people that you and I work with, of course, they're going to want that they're not surface level people they're not looking for, you know, he my horse almost died? Will you let me know that if I put a Tylenol in their mouth? Will they live, you know what I mean? Like, they're not that kind of person. So. So if they're looking for a catch, the only catch is, you know, if you really want to get to where you want to go, come if you really want to, like nothing to change, and don't come, you know, you really don't want to fight. It's like it's such a no brainer. Of course everybody's gonna say, Yes, I want that, you know, real answer to the thing that really is close to my heart. And and then you can say the words to it's like, how do we find them? If they're asking more about it, if they're curious about it? What I often say you've heard me say this before is, you know,



42:32

well, like,



42:34

sometimes it's sometimes my example I give is, if they say how long will it take? I use, you know, and you've heard me say these things before. So all these things come into play now. So it's all only about the strategy session, that's all Oh, and then we can figure out the next step.

Next week. All right. Keep your mind there. You're wanting them to want to talk to you, that's all. And so I sometimes they say, How long will it take and you know, you can decide what you want. You can you can set it, tell them, you know, it takes different lengths of time, like book, I like to say, just don't put something behind because it takes more or less time. But you know, have them set aside at least an hour and, and then I say my shortest one was EIGHT minutes, because I just referred her because it was, but you can say it just depends. Like, maybe there's somebody that I know that can help you. And then it's really quick. Maybe there's something so it's either somebody else or them or you, right? Because those are the only options. I might know somebody who can help you with what you want. That's what we'll figure out. Or there might be something you can do yourself that we'll figure out. Or maybe this is the language I use as a maybe there's something I can help you with further. I don't know. But together and I use lots of together language together, we'll put our heads together and figure out whatever it is, I'm just here to help you. Like who in the right mind would would say no to that who's a heart centered person? And who just received so much, right? Yeah. So that's, you know, that's the only thing you have to deal with. Sometimes it's like, why are you doing this? And really, when they've really actually been served? And, and you know, then, and if it's somebody sometimes they go Annamaria I love this, I just want to work with you. How much does it cost? Don't answer that question. You say, Well, I do lots of things because you do right now you have your high level program. You've done other kinds of things. So I can't I have no idea because I don't know what you need. That's why I'd love to have the just everything goes back to this Friday session. That's why I'd love to have the conversation with you. I can't I don't know. It depends on what we do like. And then if they ask, well, what are the things that you do and how much does it cost? Well, there's all kinds of things like just keep it general, you know, the all kinds of things I do. I have some new exciting opportunities to you. I'm not sure if it would be for you or not. You can start to see it. like that, don't get Don't be specific, though. And but let's just all you want them to want as the conversation. And then with Carly, she said, you know boarding, that's just like Margaret coming to me and you can say, I think that's a wonderful idea. I'm sure there's a general, something that we can do. In fact, I've got some ideas about that. Do you want to sit down and talk about it? Next sometime next week? Of course, he's gonna say yes, because I have some ideas about how we could do some really neat stuff with that with, with you doing that. I'm so glad you suggested it. You want to sit down and flesh it out and see what that might look like? She's asking you, why wouldn't she say yes, you only want her to say yes to that. And I, I start to, you know, we call it seating. Like, I start to suggest that it could be something more, you know, like, but it doesn't even matter if you do or you don't like, none of it is scripted, none of its, you know, it has a shape. But it's doesn't have to be perfect. It's, it's just coming from the heart that you want to help them and that there's that they just, you know, want to have a conversation. There's about there's only a couple minutes left, you have to leave right on the hour. We've got like three minutes left, I can stay longer. If you need to go right in three minutes. And we can do you feel like you've got what you need right now to step into the workshop.



46:20

I do. And I really



46:24

just put me at ease, you know, more relaxed, and just again, focus this week on really given them a really good, really good workshop. So they really get, you know, connected and

happy with their force. And, and yes, maybe happy to follow up with the next work. Exactly.

 46:47

And then the if they say, Well, what would we be talking about? Annamaria? You know, then people don't ask me that. But in case they ask you that, because if there's any, you know, if you're wondering yourself, then they might be wondering to you, they might ask you questions like that, like, what are we talking about? Just keep repeating like, well, we're going to figure out what your best next step is, and repeat their words. Okay, Charlie, you've been talking about how you don't want your horse to turn away, and we got the horse to do that once. But how do you keep doing that? Or, hey, you mentioned that competition, or, Hey, I know that you've been having X problem with you know, and we, we managed to do that once. But then there's this and this, and this is connect like, you know that your field is more complex, and what you're able to do in that one, so give them examples from themselves. And it's like, with each one of you, we're gonna be talking about what it is for you. That's why I'm so excited to talk to you, and give them examples so that you know you because it's not some scripted conversation, right. So like, so you can let them know, we're going to be well with you, Carly, I imagine I often give examples. I imagine we're going to be talking about whatever, you know, like, Yeah, well, what will we be talking about? Well, currently with you, I'm so glad that you said you wanted to. Maybe you have your horse in Florida. And it's like, I've got some my you know, ideas about how that might work. And I want to hear more from you about what that might look like. So let's figure out how that could just be amazing. Let's talk about it. You know, all of that is very general language.

 48:13

So always listening and wanting to know more what they want.

 48:18

Yes, exactly. And also, you can take it from what they've already said, like you said that you wanted to that you were thinking about boarding your horse in Florida, I think that's a fabulous idea. I've got some ideas about how that might work. I'd love to hear more about what you think that might look like, and how we could do this together. Let's let's just chat and figure it out. Super informal language. Why would she say no? Like there'd be zero reason to say no, she'd be really you'll take the time to do that. And you've got some ideas do of course, I want to do that. Right. That's a strategy session when it's the right with the right person. And in the right context, that that's kind of their feeling is like, of course, I know we didn't talk about your program and I know you have some what what's it look like? What What's it look like? But I want to help us stay here where we are? Yes.

 49:06

Because any more pressing to?



49:09

Yes, because the temptation is for you to be talking about it. And if we started talking about its components or whatever right now, you're gonna want to talk about it to them and it's not what you think one yes at a time, you don't even want to be talking to them about it like right now. And you know already much about it because we've talked about it before. It's next week that we talk about that and you'll be bringing to me what they said like maybe all of them are in a gym older in a competition in three months, or one of them is thinking about it but has never done it before or one of them their horses lame or angry and they don't know why and like, so how you're going to position it. It's an imposition is listening, listening, listening. And we've already created bullet points for your end. We can we can revisit that next week. And see how what you have designed matches up with what they're looking for. And we'll be certain I want to do some work to so about the price point. Like, what's the price point that really makes sense? And have you owning it? And yeah, so let's make sure come to the q&a call this, make sure to meet at least once, before your very first, like both both at the q&a call. And we'll meet one at least once before your first strategy session, and at least once after your first strategy session, and we can use both the q&a call at one q&a Call and office hours next week. And let's also meet privately, and I think maybe we've got we probably have another I think we've got another training call. You have to leave right now. It's one minute after Do you have one more minute? Yeah. Okay. Perfect. So I think, hang on. So that's, yeah. So you'll have them sign up on the third. And then I will see you on the sixth, you'll book the strategy sessions for maybe the on the third. If you can book them for the eighth ninth 10th 11th, like 12, somewhere in there, you know, then we have time to meet. And then I think we've got a call. Yes, I have a just a love you like training with Michelle. It's only listed as that December 8, because I wanted to see what was needed in the community. Before I told what the content was. So we've got the q&a call, we've got the training call unnamed. And we've got the office hours, plus, as I say, what I'd like to meet with you privately about this. And so through all of that, and bring your questions, bring your questions, okay. And let's just say I want to help you at a price point, I want you to help you be you know solidly about that, I'd like to know about who those people are, and what they're looking what they are already what you think they're already looking for. And I would like to meet with you before the first Friday session and after the first Friday session privately, as well as what we've got next week. So you'll have tons of support for doing this. That sound good. Sounds perfect. Thank you, thank you. And then I'd also like to, I didn't know that we're gonna do this. But I'd love to release this recording to the community, because this is an excellent training for everybody about not trying to sell the program. But how you beat people with one yes, you know, one step at a time. So are you okay, if we give this recording out to community owners? Yes, fantastic. And we'll probably do the same with the other private sessions, because this is such a great training for everybody. We'll see how it goes. But I think this will help everybody, but we'll wait till the end of the call, in case or something private personal comes up with you. Because, you know, this is what I want for everybody. So we'll put we'll release this one for sure. to the community. Yes.



52:36

That's perfect. Thank you, Michelle.



52:38

Thank you. Thank you. Fantastic. Annamaria. Any last? Is there any? Are there any last? Oh,

you also get to meet with Murray this week? Yeah, you know. So I don't know if you've booked a private with her. And then also, there's a mastermind calls, tons of support in order to move through this time, because again, you'll be learning lots and lots on the court. It's really, you're at such an exciting time. I'm so happy for you. And however, it turns out, you're learning a ton as you're doing this. It's just really, really wonderful. And serving all the way along the way working with great people like this is how it's meant to feel it's really good.

 53:14

And really another thing just for the point that for myself that they were workshop, really start by asking them questions. Yes. Questions? What are the what do you need? Why do you think whatever is happening, and and just so they, they start knowing maybe more what they want to know exactly. ahead and just teaching them what to do? Because it's what I see. But it's not what they're feeling. Really?

 53:41

Yeah, yeah, you can start out with, you know, hey, what brought you here? Yeah. And then you find out, you always want to find out about them. What brought you here? What are you excited about for this time? I don't know, Carly started to come, I have no idea, you know, then you know that there's a or they go, I saw Carly do this thing. And that was amazing. Or, hey, my horse is always looking at me. I don't know what's happening, or I've got this major competition. I've won the last time but I want this is the next level or like, then you know where they are. And then they can serve at that level. And that's super exciting. And all the way along this whole process. It when we have figured it out, right together, it should feel it's new skills you're learning but it should also feel very natural to you because all the way along. It's serving, it's serving, it's helping is coming from heart. It's using your skills. It's listening to people and all that you are already from years and decades and from what we've done together so skilled at that.

 54:37

Yeah. Good.

 54:38

Good to go for now. Yes. Okay. I'd love to just do a mini consolidation if you can stay just for another minute or two. And that's because I'd love to hear what you heard in this. There's, this is a rich call this this is a really, really wonderful way of understanding how we step from people in front of us that are coming to us. And then take them from that thing we're doing to the Strategy Session and not get caught up with our program and do things when it's like a fabulous example of that. So, and I'd love to hear what you've heard in this. So, three A has there should be or not should but there could be more than that. But what are the first three that come to mind? So I'll hear what you've heard.





55:20

One on one. One on one? Yes, exactly. One Yes. At the time. Yes. And just stay present in in what I'm working with them listening, asking questions and listening to, to weather worries with a horse or the pain is. talking to them about what's possible, the next possible



55:58

step would be for them. Yeah. And got it. You got it?



56:04

Yes, it is the most important thing. And that's why I chose with the hour that we had not to even go there because your mind was probably going there. And then if we go there, and that's what we're talking about, you're going to end up talking about it to them. And I don't even want you to I just, you know, it's not, that's not my strategic and it's not what most serves them. And it's not best for you or your company or them or and you know, it's just like, exactly what you said one on one, one. Yes, at a time. The only lit yes, you're looking for it's a very easy, yes. Hey, we've done this thing. But there is that individual thing with Carly. And there's that individual thing that Suzy, I would love to talk to you individually. Because there's more that can help you get to that thing that you're doing. And I've done my best with the time we have to help you all. But each of you, you know, Carly loves getting onto her horse and Suzy cries every time and different things are happening here or whatever it is, you know. So then let's figure out what the best next step is. And for you, it's so natural. It's it's so heart centered. It's so you. And then we then we can take it further. There's lots of support, you can use your calls with Murray. To help you further with this. You can use your q&a calls, training call post questions, and and then we'll meet and I'll leave it the responsibility on you to make sure we meet before and after the first strategy session. All right. Let me personally, thank you so much for this. It's just been a joy and a pleasure to be here. I didn't ask you what you want inspired action was let me ask that before we go.



57:39

It's really become this week. Yeah, really prepare for the workshop, but but really coming from my heart and my intention for them to really connect and enjoy the horses.



57:52

Exactly. There is no better preparation than you could be doing. Get lots of sleep, be out with your horses, you know, you can envision the workshop and how you can best help them and, and how happy they're going to be as you're helping them with the different things they're looking for. And, and, you know, there's nothing better that you could be doing this week. It's fantastic. And then we take it one step at a time, so that your mind also stays. You're in the present when we do in this way. Yeah. Good to go for today.



58:00

 58:23

Yes, thank you. Let me say thank you for your time. I so appreciate it. Thank you.

 58:28

You're so very welcome. Truly, my honor. My pleasure. Have a beautiful beautiful week, have a wonderful workshop with them and let us know in Slack. Like let like post a little note about it. And that's a good post in Windsor, you put it posted in the program channel, you know, yeah, yeah, I held the workshop. It's a win prevent channel, I held the workshop, I have a question about this, or I just, or I want to say I, you know, you can post it as a win, you can post it as just letting people know or, you know, questions or anything or sharing knowledge, like, wow, I learned this from that that could be you know, anywhere like program channel or when or both, you know, there's a great place to communicate that. And of course, post a question. If you don't know what question to ask. Post, make sure you post a question for the q&a call because anybody can be there live and then and then make sure we have that private time as well. Okay.

 59:16

Okay. Yes. Have a wonderful, fantastic time. Enjoy.

 59:19

Thank you. I know I will. I know we will. Thank you for this time. You reminded me about things too for me and my time here with Amy. So thank you so much. Have a beautiful beautiful day and Maria and we'll see you soon.

 59:31

Thank you, Michelle. You too. Bye bye for now.