

Coaching Through Resistance

Hello.

So my lighting is really bad.

How are you doing today?

Pretty good. How are you?

Looks like it's just you right now.

I think it's the it's a little bit early.

Everybody's a little bit late.

So Okay.

Well, so far, just you. So let me just get a check-in with you, Ali. How are you feeling? What's been going well? What's not been going well? What could go better?

I think my You're muted, though.

Can't hear you.

Is it better now?

Can you hear me? No?

My volume's up.

Can you hear me?

Yes.

Oh, now I now I can hear you.

Oh, alright. Perfect.

There we go.

I think I lost a little bit of, I don't know, discipline in a way. It's not I never had discipline, to be perfectly honest. I went and I installed this new belief on being diligent after being, ten day doing the ten day Vipassana retreat. So I was really diligent, and I was, like, doing things.

I think I got into a hiccup or a plateau, and I think it had to do with my nervous system, and I started my like, I was, like, ugh, tight for a while.

Hold on. Time out. You went to Vipassana.

But that was in February.

I got it. But in this last week, before you tell me where the hiccup is or where you fell off your discipline, can you tell me something that you did accomplish? And, I mean, you woke up every morning. Like, it it doesn't matter how small or how big, but I wanna train you to start scanning for what you're doing right.

Okay.

Can I be can I pause for two seconds?

Perfect.

Alright. Sorry about that. I was not expecting to be on hot seat. I put coffee on there.

Yeah. No worries.

And So the things that are going well, and I actually think about it very often that I have a really simple job that I have.

And because it's simple, I received tons and tons of compliments.

And I I think my confidence went up few degrees, notice job outside of coaching?

Yes.

Okay. And just give me a heads Is it tech job?

No. It's a cashier job. That's why it's just, like, easy. And I practice to connect to customers, thirty second, but, like, I have a short window of time.

But create that report. Like, everything that we learned in coaching, in market, like, everything.

You're doing it. You're practicing.

Yeah. It's really interesting. And there are the regulars that we establish a longer thing.

I'm helping few people to quit smoking just by talking and holding them accountable not to buy smokes. Nice.

I'm using Oh my god.

I love it. Go coaching.

Honestly, it's a microdose coaching.

Yes.

And because it's a local grocery store, so I see all my neighbors.

So at the beginning, it was honestly oh, here, I can be transparent. There you go. Sorry.

At the beginning, I was my ego wanted to hide because, oh, last year, two years ago, the architect, designer, and then coach, AI, and now doing cashier was just, like, you know, status wise.

For me, it's fun. Actually, this is way more fun than the job that I was doing as an architect. I'm not exaggerating. Swear to God.

But the pay is not there anyways. So the job is easy, and I'm just like, I feel I compare myself to my colleagues that they say, like, oh my god. We are tired.

And I noticed the mental mindset difference. That is just like because I bring, like, calligraphy stuff to work, and sometimes I write stuff. And one of them, she said, like, oh my god. That handwriting is so good. And my English handwriting was really bad. I practiced actually two, three years ago.

And I said, no. Yeah. Well, if you like it, just practice and you get well good.

She said, no. No. No. Practice, you can get better handwriting. It's impossible. And I'm not exaggerating.

Like and I noticed, oh, everything you know, that thing that they say, everything that I need is within me now. Yeah. So I don't know. These little mental blocks that I have or, like, oh, I get emotionally hit.

I approach the content making this way. It's just, like, a little bit silly to be stoppable, to be honest. But something is, I think it's more on the metaphysical side of the things. It's not the skills.

It's not the time.

It's just something unnecessarily blocks me to go to the next I think like, right now, I'm in the plateau, and it's comfortable, I think. Yeah. I've always been here trying a

little bit, doing a little bit fine. But as soon as it gets real, I think I take it too seriously, and that becomes a blockage or stoppage.

Because I was doing webinar, and then I said, like, oh, the third one has to have this and that. So I made it complicated. I'm perfectionist. And then I, and I was getting close to having I think last time, not last time.

I think it was a month ago or so that we were talking about, oh, I'm getting my first client, and stuff was getting real. And I think somehow I didn't have the balance that requires for letting go, the things that I it's now it's time to let go. Because now if I have regular clients, there needs a time in my weekly, daily, whatever. So I have to remove few of the fun activities there.

There it is right there. If I have clients, I have to make time, and I have to remove some of the ease, relax, fun activities.

That belief right there, I totally get it. Makes sense. People say it all the time. If I have a kid, I won't have time to do photography. Or I understand it. And I wanna ask, do you make time to brush your teeth, or do you just brush your teeth?

Actually, it's one of those things that I actually have to make time.

To make time. Okay. What what's something that you have as a routine? The garbage out.

The coffee, the plants.

Yeah. Like, you just do them as they need them, and sometimes you do it daily. I just want you to realize that there are things I don't even think about where you work.

When you build something into your schedule, it just becomes part of the territory that you're riding your bike over.

You don't make space for your bike to ride over that street. It's just part of the adventure. And I want us to just entertain that, what if just they you've heard maybe the saying that if you want something done, give it to a busy person or a mother.

Okay. When you have kids or clients or work, because it occupies some attention, you it you don't have to create discipline.

You literally go, okay. I have off between two and four between those clients, so that's when I'm gonna do my laundry, or that's when I'm gonna go for a walk. And you end up actually doing all those fun things more because it doesn't sprawl out, occupy a whole day.

I don't know if you've ever tried going to a seminar where they have something from nine AM to five AM. Ever been to a, like okay. So let's look how much they pack into a day. You can actually pack more into a day.

Yeah. When you go to a seminar than if you had the whole day off. In fact, you get more when you pack it. So I just wanna have you entertain that having clients might actually equal more relaxation free time and a sense of fulfillment than you have now.

And just notice that that thought, more clients, less free time, less fun. It's an it's an equation you have in your brain. And I don't know any coaches who are having less fun because they have clients.

Yeah. That's true. I yeah.

I have because we like coaching.

I'd actually if I had an hour free and I could just sit in the park or coach someone, I would just choose to coach someone.

So you can do other things in coaching, and I do. But when you're doing the thing that you are lit up by, it's actually more fun than lollygagging around. And so I just

wanna remind you, when you actually do get to coach people, it's probably one of the most nourishing, fulfilling, relaxing, inspiring things you do.

No. That's true.

Well, yeah, I I experienced it, and I I remember the first few I mean, still the few unpaid clients that I have, few the at the very beginning of the VC, we were talking we are talking here. I was, like, oh, practice coaching every day. There there was few times that I, like, agreed upon a meeting, and I was really tired. It's like, oh, no.

But literally, the one hour or I go way beyond one hour. Like, ninety minutes, I was like, oh, I'm really energetic right now because I know yeah. I'd yeah.

It's a It's like going to the gym.

It heals you and it makes you alive.

Exactly.

And we forget until we it becomes a habit.

Your Ali, I'm just gonna call your pattern out, and I'm gonna give you homework around it. So your pattern, which we've already talked about, has to do with your family imprints, is to scan for I'm not doing something good, right, enough, disciplined. And I understand why you have it. It protected you, and humans who look for what's wrong survive because they see the bushes moving and the tiger.

So they survive. So evolution makes us want to scan for what's wrong. So that's automatic. If you wanna have a life that's fulfilling, you have to do a counterbalancing practice to offset the evolutionary predisposition to scan for what's wrong.

And so you have to breed a practice, which I have read. I've twenty years I've read it. I scan my reality always, and I'm just unconsciously scanning for colors I like,

sparkles, delightful quotes. I just always am scanning for what in the space delights me.

I can always find what that doesn't.

I can always find what sometimes I go to a dirty bathroom in a pub because I have to pee, and nowhere nowhere I look is good. So I just, like literally, I look at my ring, and I go, oh, yay. I'm married. I find something.

So whenever we're in a I I want everyone to track this. Whenever we're in a difficult emotional moment, especially scared or uncomfortable, scan your reality, physical, emotional, external. Scan your consciousness for something that feels good, safe, calm, beautiful. I I remember being depressed walking down the street.

My boyfriend had broken up with me. It's fifty years ago. No. Not fifty, but thirty.

And everything was depressed, and I just saw a sparkle in the sidewalk, like a glint, and it went like a sparkle. And I just focused on the sparkle, and then I re like, I bootstrapped a ladder out of depression just from that. Like but you have to be able to find it anywhere. You know, Viktor Frankl was able to find it in the middle of the Holocaust.

So I just if he can do it, we can all do it.

And feeling disempowered is a crisis of our imagination.

It means we're focusing on paranoia and anxiety. Anxiety is praying for what you don't want.

Every thought you have is praying for something. Every thought is a spell. So what spells are recasting? And so I refuse to shame myself.

If I did something wrong or I snapped at my daughter, I will listen to the the ouch of, like, trespassing my boundaries and the ouch of her squint or whatever. And

then I'll, love the part of me that made the mistake, and I'll go, I know you're a great mom, and you're you're committed to doing better. And I just give her a little pep talk, and I go, next time, you're gonna take a breath. I never make her wrong.

I refuse. I feel like it's an act of violence.

It's almost like, you know, people who cut themselves.

You know, cutters. We might we might think, why would someone cut themselves? Well, they cut them because it's familiar and it makes them feel alive. So I don't wanna cut myself emotionally by attacking and shaming.

I wanna listen to my conscience. My conscience says, hey. That doesn't match what we're up to. But conscience is always about what we can do in the future.

It's never about the past.

Conscience is an attempt to help you upgrade your behavior in the future. So anytime you or anyone else is shaming us for the past, I listen to it, but I won't let the shame hit my heart. Because what I will do is I'll try to convert their shaming me to their pain.

So if they're why did you I'll just go, oh, they're hurt because I forgot to Yeah.

Their source of yeah.

So if I listen to their pain, then my own conscience wants to change.

If I listen to their shame, then I change out of terror in a way that's self attacking.

So I I'm constantly doing adjustment algorithms to see what is the most empowering way to motivate myself without acting violent against my esteem.

Alright. So, anyways, I want you to like, every morning, I would just love for you to be like, what did what what have I done well today or every evening?

You already track what you're not doing, and it's five to one. For every one grumble, upset, shame y attack you get from yourself or the world, you need five authentic props to to correlate.

So we we have to do we have to ramp up. Okay. Cool. Alright. I was checking in with Ali. Hi, James. Hi, Sarah.

Anything alive for you, James?

I would yeah. I have a curriculum today, but I just checked in. Alive?

Anything alive that's wanting to still just I went to Canada last week, so I'm just still getting over that and looking forward to being in touch with some some people.

What do you mean getting over that? Was it tiring?

No. Just I I don't know. Getting over probably.

I just still enjoying the Oh, you're delighting in it, the aftermath.

Yeah. I'm just, yeah, enjoying the the aftermath and looking forward to being in communication and growing it was a retreat there.

And and You met some cool people?

Yeah. Yeah. For sure. And then it's like, okay. I need to grow my business. It's funny because it was a part of a course that I'm in that goes for a while, and I was hearing somebody mention something.

And then they said, well, Evan said that I so they've obviously, they're listening to the same some of the same folks I'm listening to Okay.

Besides the what we're registered in.

Okay. Yeah. I mean, I've been teaching a whole bunch of different courses, so that's great.

Was it about coaching or more It yeah.

Yeah. It was about making sure that you have high high ticket clients and such. And and and but the yeah. I mean, the retreat was more about mindset, and it's one of the reasons why I like to to hang out with you.

Yeah. We need a lot of mindset here. Alright.

So great. So you you you're I just wanna encourage you, James, that the aftermath of a retreat can feel really exciting. And we'll we often go, okay. I'll get back to those people, and then we leave it for a day or three days, and then it feels weird to reach out.

And so I just wanna encourage you because I've learned this myself. The sooner you just send a text, hey. Thinking about you. Loved having dinner with you on Friday.

Tiniest the tiniest tendril will never go against you. It'll pop you back into their mind. It reinforces the memory, and then you can wait a few days or a week, but you've cemented it right after. So it's the as soon as possible, and then you could probably wait a month if you wanted.

But something about, basically, every human goes says this in their mind. Oh, it was great, but they did it's not a real relationship. Nobody believes the fun was real unless someone follows up and especially comments on it.

Like, you go on a date, and then you think, oh, it was fun, but no one writes back.

And then you're like, oh, was it fun?

I don't know. But if they write back the next morning, hey. I had a great time with you last night. That was fantastic. I love seeing the movie with you. Let's do it again soon. And then they don't talk to you for a year.

It still sticks.

So that's why it's a high leverage time to That's very good.

Thank you for that. And, also, implementing. You know, people say, oh, what did you learn? It's like, well, let's see.

I have to look back at my notes. I learned some things I know, but I better look you know, and then implement. You know? Evan often talks about speed of implementation.

But just pick one thing, James. I mean, you learned a lot of things, but one thing stood stood out as, like, the easiest next move.

And it's just like texting the person. The tiniest, smallest little thing that says, hey. It was real. What happened?

The tiniest little move that's in the direction of your dream sends a message to you and the universe. Oh, James is serious. It doesn't have to a big move. Just has to be in the direction of that outcome.

That's great. Great.

Very, very wonderful.

One of the people. Wanna be like, hey. Great hanging out with you. I wanted to make sure we stayed in touch.

Here's one thing I'm implementing. What are you implementing from the weekend? Let's be accountability partners or something that correlates the what you learn together. Because they're all thinking the same thing.

Oh, it was fun. How do I start? And I where's my friends?

Right?

Yeah. Yeah. And it's so rare to do an in person event these days.

So They're coming back.

But we evolved in tribe, and so it's very unnatural for us to be sitting in our desk alone and trying to be productive. It's very unnatural.

And so it I understand why many people, including me, can't get any **** done when there's no human, just a human. They don't even have to be tracking you, just sitting with you.

Something about that has you go, I'm not alone in the universe.

Yeah. And and, yeah, just I wanna get back in spending some more mornings with you and Evan's other folks there, but starting getting back with you.

Great. Well, good to see you. Alright. Sarah Jane, I see you were asking, Feeling disempowered is a crisis of imagination.

Love it. A crisis of imagination.

Yes.

And, I mean, every every moment that you're wishing was different is actually a crisis of imagination. Yeah. And the big one I use with Evan, and I've taught you guys this before, but if you just go straight to the moment of death, like, you're about to die, and the universe, god goes, okay. Okay.

Okay. You don't have to die. I'm gonna hand you back a horrible, very painful moment in your life. You get to have that brand of aliveness, but you don't have to die.

And it maybe you're crying on the bathroom floor. You'd ***** that **** up.

Give it to me. Give it to me. I'll take that sadness. I'll take that anger.

Because the opposite of dead is not happy. It's alive. Yeah. And so every moment, no matter what's happening, if you can find the own alive even in the intensity, I mean, that's every little egg and every little sperm's highest dream, and and we we got it.

Plus it's a lotto ticket to to get to be alive. There's so many combinations that were in line waiting to come into existence and didn't get the cut make the cut. So we forget. It's kinda like you get chosen for Harvard, and then you're, like, at Harvard ***** because the lunchroom doesn't have the right coffee.

Right? You forgot that you would have traded you'd literally cut off a finger to get to Harvard, but now you're ***** about har we're all in Harvard.

We're in life. So when I say it's a crisis of imagination, if I can get calm and regulated enough to let my creativity start to flow, which is why self regulation is so important, then my creativity conjures my imagination, and I I'm able to bootstrap a ladder out of hell, whatever hell it. And I think this is the highest use of imagination. I know we use it to paint and dance and make piano concerts. I know we use imagination for many things, but the reason evolution gave it to us is to be able to solve problems.

The biggest problem of which we mostly struggle with is how do I climb out of a disempowered state? Yeah.

In Landmark, they say integrity is keeping your word and cleaning it up when you break it, but it has two parts, at least in in Werner's philosophy. So integrity has two

parts. One is keeping your word and cleaning it up when you break it. The second is always keeping an empowering stance for yourself.

So you're actually out of integrity, I e, you forgot that you're god. You forgot that you're piece of magic god divinity happening once and for all and never again. You forgot, so you're out of integrity with the truth. And so in order to remember, like, sometimes when I'm really in a difficult place, I just, like, scan through my clients who I know I made a difference for or people that I've loved well where I just thought, no question. That was good humaning. And I just scan through them and grab them as proof, evidence that I'm a valuable human.

In the darkest moments, I've been like, I couldn't even find those. And then I would just go to, like, my mom loves me. Like, I don't know. Sometimes you you just you have to scrape around. But what I'm doing in my life is I'm every day putting things in the bank account so that when I need to scrape around for a self esteem hit, I got something to withdraw.

Every time I do something great, use a great metaphor, do something for somebody, help them out, I am I'm not just doing it. I'm watching myself do it going, excellent work, Annie. And I'm taking the visual and the yay human moment, and I'm putting it in a bank account of why Annie's a badass or why Annie's beautiful or intelligent or poetic or useful or valuable. I'm just doing it.

And this is what I was teaching sharing with Ali earlier is to get yourself into the habit of scanning for where you're being a great human because you already have a default mode of where am I sucking? Where did I screw up? We already have that going twenty four seven. So you have to conch and that's unconscious. So consciously now, you have to actually it's like mowing the lawn or cleaning up leaves in the in the yard.

You it the default of reality is it gets messy, and then you have to go proactively against entropy and clean it up. That's I don't know. Some people maybe don't clean up, but if you don't clean up, you have to clean up at some point. So if you don't put stuff in the bank account regularly, then you're gonna have to go get a loan.

You have to go get it. That **** has to get really hectic, and then you have to have a therapist and an intervention. I'm like, so much better to just be saving. So that's how I think about it, and have a lot of tools for in the downtimes, putting stuff into the bank account.

I love that.

I I really love that.

And kind of on that, I I don't know if it's okay to ask here. And if it's not, that it's totally okay. It's just when Ali was speaking and some of your responses kind of resonated because you were talking about, you know, when you're feeling scared. I've got sales calls kind of booked for current clients just now, and I've got I'll be opening up sales calls for a wider audience as of next week.

But so far, everybody that I've had a call with has said, basically, love working with you, love your stuff, want to continue with you, and Flat Croke. So I'm really working to stay out of the the fear and the scarcity and the lack of, oh, ****. What happens? Because these are my warm warmest people.

What happened and some of my warmest people spend all their money with me, so they have none left. So, yeah, how how do you keep scanning for the yeah. How do you how do you not allow yourself to spiral into that fear place and keep bringing yourself out? And so today, I didn't go to work.

I spent two hours. I walked for an hour and a bit to go and sing in a rock choir, and then I walked an hour and a bit through the woods and then didn't go to work. I just sat in the garden because it's beautiful here. It's now evening.

So I'm I'm trying to replenish and do the things that that are bringing me joy.

But have you got any other top tips for that kind of scenario? Because I'm sure I'm not the only person that has faced sales calls that haven't gone quite as well as you would expect.

So I'll give you a little crash course on sales to do with money.

I just this is an ethical decision, and everybody has to figure out their own edge. But I don't want people participating in my programs and my courses if it interferes with their lower Maslow food, rent, basic stuff. Absolutely. That doesn't work for me.

Yeah. And I just can't do it. So I think we're agreement in agreement there. So for someone to even be in the conversation with me like, I don't go to Ben Mercedes Benz dealerships and to just chat with the people about the new car.

Like, I I would I'm I'm one of those people that just wants a pragmatic car. I'm not into fancy cars. Maybe it's a guy thing. I don't know.

Even if I had all the money in the world, I'd probably just get a Tesla. Like, I'm I don't care about name brands. So but what I'm trying to say is I I'm only having conversations where I I'm in the running.

Like, I'm not going to, I don't know, a yacht convention.

I wouldn't even go because I'm not there's no more part of me interested in buying a yacht even if I had a billion dollars. I'm just not into yachts.

So if someone is a is is on a call with you to talk about the next level, some part of them wants it, and some part of them thinks it could be possible because I wouldn't even get on a call about buying a yacht.

So that's what I hold on to. Now I ensure this is the case by when I'm doing the webinar or talking about, hey. There's this opportunity. I give a head nod.

I don't just go, oh, it's something I'm doing. It could be two k. It could be twenty k. I give them a head nod of an air you know, an average amount.

So everybody knows if they're getting on a call with me, we're gonna talk about what's up for you next. And, you know, do you wanna be in my five k per, am in my ten k per, whatever?

The every once in a while, there's someone who, like, has zero zero zero ever any possibility that they're going to participate, and they're just trying to see if they get free coaching or something. And, like, you know, that's you need to sort of take that. Like, that's part of the and you can figure that out pretty quickly and kind of curb it. But most people, for them to say, I wanna be on a call to talk about it, their soul, their intuition, some future part of them is like, I really like Sarah Jane.

I really wanna be more like her, her energy, her vivacity. I mean, Sarah Jane, you you channel robust, triumphant, magical woman just the way you move through reality. Forget what you even coach them. Just how you speak, just how you talk, many women would be like, I just wanna pay to be like that.

I don't even care what she does. I don't even care if she makes money. Just want you to get that. There's a just that's what they don't know.

They don't maybe have a thought. I wanna be like her, but it comes up as more interaction, more connection. Yeah. So how are they gonna be like you?

They think they wanna be like you, but what they really want is to be like themselves because what they like about you is that you're very yourself. So that's what you're gonna teach them anyway.

Part of the sales call is a coaching session, and what I'm coaching the person on is several things. One is get clear on your dream, and they're gonna I'm gonna ask them specific questions. And two, hold it as if it's a done deal. It's it's a done deal. It's happening. And you deserve it.

Well, how do I know I deserve it? Because I say so, literally.

I I literally say, you deserve and I don't I'm not lying. I actually think if you have the audacity to dream a dream in high high def and granularity, you deserve it. In fact,

how do you know how do you deserve a dream? You dream it. Yeah. You don't ache and wonder. You dream it the way a woman who's trying to rescue her child out of water that's drowning dreams it.

Like, she doesn't know if she can save the child, but she damn well jumping in there, and she's gonna damn well try, and she's running a picture of her saving her child. Nobody jumps into the water to save someone with a picture called they're gonna drown.

So it's with that tenacity. So that's what I'm doing on the call is I'm helping them believe in their own dream, see the deserving and the worthiness of the dream in themselves, having them feel like some authority figure is saying you and the dream belong together, and I'm gonna stand for it. That is priceless. Now to the money part. What I've noticed, especially with women, is oftentimes women will spend five, ten k on something for their kid or their house or their husband.

The money, it's not that they couldn't get the money. It's that some part of them goes, it's not worth it for this. For what's this? Oh, just some course on me or just my little business or my little walking through the world with more kick in my step.

It's a self deprecating, self sacrificing martyr game. It's everywhere in their life when they go to buy pantyhose, when they go to buy orange juice. Like, they get the cheap orange juice. But if their kid wants the fancy fresh pressed orange juice, which is five, six dollars more, they'll get it.

So what I'm really working on, once I know I'm not taking bread off the table in their rent, then I'm like, she needs a boost in self esteem. No one has ever stood for her. So that's why she can't stand for herself. And so what I'm gonna do is when it comes to finances, I am going to stand for them.

So what I do is I encourage them to get clear with questions and inquiries on what is their intuition saying, what what is actually right for them.

But I let go of it having to be a yes or a no. I mean, of course, I'd like to have them in the program, because I think I'm teaching the thing I'm teaching better than

anyone else. And every human is an autonomous soul, and they know what's best for them.

And I have to trust that.

If someone just had an intuition, oh, I shouldn't go to work today, and then there's a fire in the building. Like, I really believe that intuition is your future self whispering what to do next. So my job in the call is to get the person to commune with their intuition.

And after I help them connect to their dream, describe their dream in high granularity, share with them how I believe in their dream, I'm standing for it, and how I have a whole bunch of tools to help them get there.

Then they have to decide whether dream completion with Annie is resonant for them or not, and I'm not gonna coerce them. I'm just like it's like a no one at Whole Foods or in the grocery store comes and says, you need to buy these donuts. They're just on the shelf. You get to take them or not.

But they make sure you can see them, and they make sure they're all fluffed up and looking good. So I'm like the grocery store. I am not gonna push it, but I'm gonna make sure that they see what they can get here. Then I tell them straight.

Listen. I'm gonna I can tell you're wobbling, and I then I'll say something like, if money wasn't an issue, would you be in for the program? I always ask that.

If they say yes, then I know their heart wants it. They really want it. It's just let's so then I go, okay. Great. It's obvious that this is the right program for you and that you really wanna do it. Now all we have to do is figure out the money. But figuring out the money is usually helping them have the self esteem to believe they deserve it.

Yeah. And so then I'll have conversations about so, basically, the move that I that I find ethical is I let them know, listen. I am a stand that you leave this call with a transformation.

Whether you buy or not, I want you to leave with a breakthrough. And the breakthrough I want you to have is to get clarity, pristine clarity around what you want and to be able to articulate it to me, and I'm gonna make it easy for you. Because I'm okay with a yes or a no. I'm gonna love you either way.

We're always gonna be friends. And, yes, I have a preference for a yes, but, honestly, what I really have a preference for is that you listen to your soul, that you listen to your intuition. That is a win. And if it's a if it's a congruent no, I'm gonna clap for you. And if it's a yes, I'm gonna clap for you.

So you win either way. And now I'm forcing them out of the confusion, and I'm gonna stand for them attuning, listening, connecting, and making a call. I won't tolerate an I don't know because that's what's keeping them stuck in their whole life is this wobbly I don't know. That's why they're stuck.

That's why they can't make movement. So on this call, we're gonna make movement. And it's okay if it's a, Annie, I love you. Then now is not the time.

Or, Annie, I love you. Let's do this.

So that's how I nudge them into taking a stand. I don't even care what the stand is.

Yeah. I I really appreciate that. My languaging is is a bit different from yours, but the end result is so what I've said to everybody is if money wasn't an issue, what would your response be? And they're like, it's it's a hell yeah.

They just don't have the money. And I know for at least three of them, that would be money out of their you know, coming off their food money. And and as you said at the beginning, that doesn't that that doesn't feel okay for me. So I'm just in this kind of stuck I like that piece you said at the end about, you know, if it's a no, I'll I'll clap for you because it's it's clear.

So I'll I'll find a way to weave that in because I I really like What we're trying to do is get the clients to feel the truth of this statement.

Yep.

I want more than more than the sale. I want you to be aligned with your highest truth and your intuitive wisdom more than the sale. I don't say that, but first, it has to be true because you can't fake it. Yeah. And second, you have to actually stand for it, and you have to breathe through the discomfort because the client will be like, I don't know because no one's ever held them to make a call for themselves.

And even if they say a no, there's a esteem that comes from taking a stand and saying, no. I don't want that. That's an upgrade.

It actually raises their self esteem.

But if they leave the call with a wobbly wobbly and then they end up not joining the program, they didn't get any breakthrough. Yeah. So I didn't I didn't produce produce maximum value on the call.

So a sales call is a success if the client makes a decision. It doesn't have to be a yes.

Yeah. And and I get I do get that, and I I know that I could stand behind that because it's their truth. And and and that's always a win. I I think the piece I'm struggling with is is there something about me and what I'm putting out there that I'm attracting people that want to come on board that don't have the funds?

So that that's an inner piece that I probably need I see what you're saying.

Yeah.

I need to sit with. Because I this is, like, everybody.

Yeah. I wanna check what beliefs you have because when I used to charge, like, early days when I would charge, like, two fifty, which is the average call coaching call price, two to two fifty. When I entertained making the move to five hundred an

hour, which was more than I'd ever seen anyone charge I I didn't know Tony Robbins. Like, I had never I had never seen what these I didn't know how much people could charge, but I had I would never have paid more than two hundred and two fifty for anything an hour, acupuncture, nothing, even a doctor's appointment.

And so I can't remember when it was or why, and Evan had to coach me from hours for me to raise my prices to five hundred. And I was just like, who would ever pay for this?

And when I hit five hundred, a new kind of clientele started to come into my world, but that's not the interesting part. The interesting part is when I hit a thousand dollars an hour, I got more clients than I ever had at two hundred, two fifty, or five hundred.

And I don't can't explain why, but I think it's some kind of feedback loop, like me thinking, I'm getting a thousand dollars for me to just target my intelligence to where this person is stuck. And then I bring my full attention to it, and they they are happy with it, wanna pay, and wanna keep going. So there's something that I go, oh my god. I'm the the world thinks this is valuable, and so I exude, this is really valuable. I think the the the place where the clients are coming in from the world so for example, if if Evan puts an ad out on Instagram or Facebook, there's, I don't know, some ad that says, one dollar try. Try something for one dollar, which we've tried before. You will get certain people in.

Those people are less likely to join a ten k program. It's just two different realities.

I don't even click on dollar or one cent things anymore because I just end up being on someone's email list, and it's cost me more than the cent or the dollar. We none of us do that anymore. And so you have to think wherever the client is first getting to meet Sarah Jane, the message you're saying has to be speaking to the kinds of clients you want long term, not just how do I get them in the door.

I mean, you can do that to just get them in the door, but then you have more work later. I'd rather have only five people come in the door, four of which are gonna

stay with me for a long time, than have a hundred who only wanna pay a dollar. And I will do those. I'll do those free, or I'll do a book, or I I have no problem teaching any per I'm go to I say yes to every podcast, every interview, and I say I teach everything I can teach. I don't hold anything back in that podcast. So it's not that you couldn't learn it.

It's just if you want the concentrated customized attention that you get in a program that has a different price. So my sense is, like, when you cast the net so for me, when I'm doing a webinar or if I'm doing a post that's gonna touch lots of people, I literally think, what what is the Avatar client? And I think of it someone that's, like, in my peer group.

People in my peer group pay five hundred to a thousand dollars. I mean, they're all entrepreneurs and Yeah. CEOs and high end coaches.

So I speak to them.

I think there could be could be something to So, oh, so this is the thing I was gonna say. When I remember I've told you this before, I imagine say, I want twenty people in my next program. I imagine when I'm doing the webinar, a a big group of people, all the people on the webinar, all the people get all the emails. I don't know who they are.

They're just a whole group of souls. And I say to twenty souls, hey, twenty. You know who you are. We're meant to dance together.

We have a synergy. I am gonna support you, and you're gonna get really, really high value from this. And I don't know their faces, and I don't know what they feel like, but I send, like, a energetic memo to the twenty souls, and then I see twenty of them step forward. I don't know if they're men or like, they just step forward, and I commune to them.

I'm like, I'm gonna send you a signal so you know this is the this is the chance. And then that when I'm casting the net, I'm thinking of twenty souls that are gonna stay

with me, that are gonna be ride or die future coaches that I hire. Like, that's how I think about it. I don't think about it as like, oh, come take me apart when I leave.

I mean, I guess if you sell something in retail I don't know. I like long term relationships. That's how I think about it. So it might be something you can upgrade at the front end as a Definitely.

I definitely could use that because the program that I'm offering just now, I would love them to stay and then do my next level program. So there is that longevity potential in the relationship there. I think I've just had a I've had a weird year, and I know that other people have as well. Launches aren't the same as they were a few years ago, and I think all that's just kind of knocked me a little bit because normally my launches would be quite successful.

And the last couple haven't been, and I've really had I just want you to yell at everybody.

All the industry leaders are reporting.

Yeah. And I'm aware that your launching has changed. So I think that's just kind of knocked me a little bit. And, and I'm just like, oh my god. But I'm creative enough. I can pivot and change.

Just anyway, that's that's really private coaching?

Pardon? You like private coaching? Yes. Okay. Have you chatted with your next two clients that are looking for you?

Oh, sorry. I thought, sorry. Could you ask the question again?

Do you coach people one on one?

Yes. Yes.

Okay. Great. Yeah. So there between now and the end of time, you're gonna have at least two private clients.

Right. Okay. So I just need to look so my two yeah. Right. Okay.

Start talking to them. I know you don't know who they are.

I teach my, you know, my single clients, you need to dream your partner into existence. Now did that person who lived in Morocco that you met at a conference not exist before you dreamt them?

No. They were living their life, but they didn't exist for you. So you literally dream. What are two clients that you would love to work with? What's their issue?

What would you love to help them with? Start literally right before you go to bed. Tell your dream self. Dream self, go find my next two clients. Commune with them in Dreamspace.

Let them know now is a great time. I have the time, the energy, the width, the wherewithal, and I I'm gonna focus all my creativity and intelligence on supporting them.

And they'll hear it. Now is this crazy woo woo and just your imagination, or is it real? It doesn't matter. It literally doesn't matter because we're trying to change your mindset.

And I can do all of that, and that's when I need to uplevel. I I've I've got it. You got it? I've got it. That's an that's what I need to uplevel.

That's the that's where the uplevel the magical realm that lives at intention in the intention layer that is preaction, pre three d outcome, and and, like, result.

Everybody's focused on results and actions, and I love that. What you're coming to this part of the class is the stuff that no one else is gonna teach you. Evan's gonna give you results and actions, and I can give you those.

But this if you don't have this, there's an embargo, literally, because there's something unclear.

In order for my client to dream her future partner in high def granularity, we have to move through. Oh my god. If I have a partner, I won't have time to do my photography. Oh my god. What if I didn't have to give up my job? All of these things we're gonna get through en route. So the dreaming is the beginning of the actual work, the invisible work.

Yeah? K.

I love that. Thank you very much. I need to upgrade my vision line and my dream work. That that's exactly what it is, and I've been too busy to do that. So I'm taking the rest of the week off.

Wanna let you know, it's three minutes before you fall asleep.

Nothing to do with time.

Yeah. Yeah. Right before you fall asleep is the best time because you're literally sending a suggestion and an intention into your higher order self. Yeah.

When you when you dream, you you release back into your higher order intelligence that has no laws of physics. There's no laws of physics. Oh, the person's in Morocco. How am I supposed to get a message to them?

Well, in dreamland, a thought instantly becomes reality. So use the dream space, which is literally a thirty second suggestion right before you fall asleep. You don't need any more time.

Okay. Thank you.

You can also do it when you're doing a meditation or walking down in the park as much as you want.

I want to do more fun things. I think I need to do more fun to free up just to free up the energy, to create the right speed to bring everybody in. That's the up level.

And and when you're walking around in the park or going grocery shopping or at the pharmacy, I want you to scan for people. She'd be a good client. Oh, I I could help him. Just scan and just say, If you ever wanna talk, don't say it with your words.

Yeah. Just say it with your heart. If you ever wanna talk about, I'm your girl. And then you see them a second time, and then you see them a third time, and then suddenly they start talking to you.

And the problem they have is the problem you can fix.

Oh, love that. Thank you. I needed to be reminded of that. Really appreciate that very much. I hope that was helpful to everybody else too.

Alright.

Alex, I'm moving through everyone today. I did have stuff I wanted to teach, but I'm just checking in to see how you're doing.

I am doing extremely well. I had breakfast with Minka in San Francisco Oh. On Saturday morning. Yeah. It was super exciting. She's I'm in the Western United States with a tour group. She's leading a tour of, I think, four different couples.

She's leading a tour?

Yeah. She's leading a tour. Four different couples from Slovenia, people she's worked with maybe twenty years or so. She said she guided maybe a couple of these couples on another tour, maybe in Peru or something. Anyway, she's doing this big tour for almost three weeks.

And, when she mentioned she was gonna be in San Francisco, I had a kickoff day with my new client on Friday, in the East Bay area.

And I was like, hey, Mink. Is there any chance we can just even get together and take a selfie? And and we had breakfast Saturday morning in San Francisco. It was awesome.

I love that you drove that.

I it just it just totally happened because I had this meeting when I was flying out for a one day kickoff on Friday, and she happened to be in San Francisco on Saturday.

But what had you drive it? You'd wanted to you wanted to meet her in person?

Oh, of course. Yeah. No. Because I'm with Minka in so many of these calls, and we've been in breakout sessions together. And I you know, what's the chances I'm gonna be in Slovenia? Not very good, actually. But for her to be in San Francisco on just the odd weekend that I was there, it was perfect.

Oh, I love that.

This is so great.

She must have been so happy to meet you too.

Yeah. I know it was a lot of fun.

And the previous day, I was with my new client, and we had a, a kickoff for the the coaching work that I'll be doing with my clients. So that was really exciting as well.

Do you feel challenged by this project that you're taking on, or does it feel easy?

Oh, no. Definitely challenged. We had set from nine AM to four PM. This was gonna be our time, just the two of us in a conference room, not even at the the

main place where this person works. And when I showed up at nine, my client says, well, change of plans. Got an email late last night from my boss saying we gotta put together a big two year strategy plan today, and my boss wants it by four o'clock this afternoon. So I out of those seven hours, I got, almost three hours, little bits and pieces between meetings, which gave me some insight into, you know, the real thing that's going on, you know, all of the the chaos in this individual space.

So that was useful, but we didn't get to a lot of the things that I wanted to get to. So anyway, that's gonna sort of drag out the the startup is not gonna be you know, sometimes we start with a new client. It's like we're just coming out of a a shotgun. It's just like all this energy, and there's this big explosion. Everyone's excited. This is gonna be a little bit slower ramp up because there's a lot that we have to establish.

But, yes, challenged, excited.

I trust that a bit more, actually. Yeah? Like, especially if I think of relational dynamics, romantic.

In my experience, the come out with a bang, all the big da da da, I've just seen it so many times.

The intensity doesn't get assimilated and integrated as it goes. And so it accumulates, and then they have huge breakdowns.

But a slow ramping up allows kinda like, I could teach you for four days straight, or I could teach classes across, you know Time.

Yes.

Twelve weeks, and it gets to marinate. And then they come back with iterations, and I find that that long term if you want a long term relationship, it works better.

Interesting. This will be this will be very interesting to see how this initial startup affects the, the coaching relationship. I mean, each client is a different person, so it's not really an apples to apples comparison. But you're right. During the the the time that we did have, I really focused on the energy of what was going on in that moment.

My client wanted to know, okay. What's the structure? What are the KPIs? You know, very focused on what are we gonna and that structure and all of that is developed over that seven hour kickoff day.

But I spent more much more time listening and connecting with my client who was in a very frustrating sort of overwhelmed space with all of this work that had to be done in a short period of time.

So So you had to regulate them too?

Did you have to regulate their nervous system when they Oh, certainly.

Yeah. Oh, definitely.

Yeah.

That I mean, when someone says what are the KPIs or the structure, I don't know if this is the case, but it it the image I get is a blob, like a blobby white flesh that needs a skeleton. It's like, give me structure. So it indicates to me that they don't have native structure, and they really want you to give them some. And structure product provides safety, kinda why a lobster has an exoskeleton. And so it's almost like a lobster blob going, can you help me with an exoskeleton so I'm safe?

And so as you work with them, just knowing that they code safety as structure I mean, check to see if that's true. Yeah.

And whenever they're a little disoriented about whatever they're doing, wherever you can inject structure, that they're gonna find you valuable.

That's obviously, it's not usually what I give people. Actually, I guess I do give them emotional structure. Like, what kind of structure do I give people? I help them distinguish the sea of chaotic emotions that they don't know how to differentiate. But the if you're building structure, I feel like slow and steady is gonna win the race.

But, you know, when they build buildings, any building that goes up really fast, like the Salesforce building in San Francisco, which apparently is slanted.

Too bad.

But it the foundation wasn't laid right. And so now it's too late, and the whole thing's tilted. I don't know.

Alright. Well, that's exciting that you're working with them. Keep us apprised. Are you charging what you want with them? Just wanna check. Are you at the level was it an edge for you to charge what you're charging? Is it totally in your domain?

It was it was more than I've charged my previous corporate client if that's the same sort of space.

The one that I'm even more excited about is a client that renewed with me for this year. And in that case, that one is probably three times the the first contract that we had. And that's because this person just got promoted into a chief technology officer role and now has a new team, has a lot of, you know, I need to bring these people together. We need to set some so we developed some workshops that are gonna be done with the team in addition to coaching. So that was a a bigger contract.

And that one's really exciting to me because it really gets into this innovation space where for me as an engineering researcher in academia for thirty plus years, I get to pull that into the coaching work that I do. So that's, yeah.

That would be say you're engineering.

In in coaching, if you were to rebrand yourself as a x engineer with your coaching game, what what are you engineering for your clients in their own mind?

I so in for that one, it's, an innovation system. So chief technology officer, the key is innovation across the entire organization.

No. I got it. I'm saying something different. I'm saying when you talk to the individual client, like the guy who runs the team, what are you helping him as an engineer? What are you helping him engineer that's invisible in his mind? I'm just we're making it up now. I don't know.

Well, so it it's engineering the team. That's what it really is.

It's So how he how he disseminates, tasks in his vision?

Exactly. Exactly. It it's it's about developing the team. It's it's not about, telling them what to do. It's about developing the team so that they they're building capabilities, as opposed to just, you know, following a road map and getting tasks done.

Okay. So you're engineering congruent leadership, motivation.

So you're teaching your client how to engineer leadership and motivating the team to move towards the vision that he's standing for.

That's your engineering leadership, really.

Yeah. Exactly. Yeah. It's it's definitely focused on leadership. Now in this case, the CTO, started the role in January, has a roadmap already developed, gave the roadmap to everybody on the team.

So very much the traditional here are the tasks, now do it. And we're gonna take a little step not really a step back, but it's it's gonna be another step with the team, bring them all together and focus on the vision and allow them to take their own personal visions for their own professional development growth in the

organization and find the connections so that then this thing is not just a you must do, it becomes something that they're excited about, something they can own, and then that allows them also to have some more autonomy and their creativity shows up. In the end, when things get hard, when people own the projects they're working on, that's when it makes a big difference.

K.

Well, I think you're a visionary. Engineer and visionary.

Okay.

Alright. I wanna see I'm I'm I don't think we have time to do what I was gonna talk about, which is basically well, we we touched on it. I all of us are really good at solving certain kinds of problems.

And when I meet people, by the way, that's five you know, three minutes in, that's my favorite question lately to ask. It's like, what kind of problems do you love to solve? It's such an interesting question, and everybody likes certain problems. And it's a great way to understand someone's passion and their psychology and their skill set, also to see how they answer that question.

So it's a much better question of what do you do for a living, which is it's similar. It's in the same category usually, but what kind of problems do you love to solve? And so I want you to have a think about what kind of problems do you like to solve. And I don't want us to pair up and share with each other.

Put some attention to actually answering the question. So instead of, like, oh, I'm a relationship coach. Like, it sounds like what problems do you like to solve? Oh, I'm a relationship coach. That's not specific enough. The real problems I love to solve, I love to solve when someone is disempowered, disenchanting, in despair, about to give up on a dream, an idea, a relationship, a situation, and I have to find a way to help them bootstrap faith out of nothing.

I love to help skeptics believe in something that they've lost connection with. I can solve many other problems, by the way, but that's my favorite.

It's like they're about to fall off the cliff. They're literally about to die, and then I help them pull themselves up by their fingernails. They have to almost be at the edge. Something about that.

I guess some people like to come in, like, turn a company around from the red about to be in bankruptcy to making money, and other people just wanna, like, innovate the IT department. But what is the problem that most lights you up? I'm gonna put you in a little group. I want you to coach each other on extracting that answer and then honing it so that if someone came up to you at a party and someone asked you, what kind of problems do you most love to solve?

You'd be ready to share it. It's just another way to speak about what you do.

Yeah? Okay. So I'm gonna if Gloria oh, Gloria was here.

How long is this gonna go for, Annie?

We're just gonna do twenty minutes. Yeah. So I'm just gonna do groups of two.

Alright.

Two minutes. What did you learn? What did you notice?

Was it helpful to articulate what kind of problems you solve?

It's no wonder Alex can charge millions of millions of dollars per hour. He's amazing.

Yes. Okay. Great.

I I have to say the same for Ali. We really connected on this idea of formulating problems before we jump to solutions, which is hard because people wanna make

progress. So they're like, I want the solution. I want the let's get going. Let's get going.

But really understanding the the root causes or the the deeper issues is where the the big opportunity exists.

Yeah. And then you don't build a ladder up the wrong wall.

You know that Woody Allen joke where someone lost their key, and they're looking under a a street lamp?

Under the lamppost. Yeah.

The lamppost. But they lost the key, like, I don't know, in a different part of the road. So good. We wanna make sure that we get clear on the problems.

What is the real quick quote? Or it's about asking questions, not finding answers, and I think it's similar. Like, if you formulate the inquiry, it puts you in a state where the information that you're wanting flows to you. But you have to be congruent with that state and not rushing to get a hit of dopamine.

That's really what we're doing. Wanna make progress is actually I wanna hit a dopamine because progress is actually undermined often. Okay. Anyone else?

Okay. Actually, I gotta let you. I gotta teach you another class. Thanks, Doug. See you next week.

Bye, everyone.