

There's no right way for growing an online business. And honestly, me and my guests are more than fine with that.

I'm Haley Thomas. And this is the podcast that lets you be a fly on the wall for candid conversations and many lessons through a variety of online entrepreneurs who are growing their businesses based on their own visions. We're on a mission to normalize and laugh about the behind the scenes truth of achieving a new level of success in your business. This is one year from now.

Whatsup and welcome to the podcast.

Hello,

how you doing? I hope you're doing well. I am doing fantastic. It is May my birth month and I always do lots of fun things in May, because I like celebrating my birthday. And by the time you're listening to this, it will be either late May or early June, which means very shortly, I'll be going to meet my business mentor, my business coach, Sabrina Hicks, down in Austin, Texas for a live event as a part of her big happy Money Mastermind. And I just got to say I love First of all, I love Serena so much. She was on the podcast. And she actually got two episodes, because we talked that much. Her energy is infectious. And she has been challenging me so hard on how I think about money. Like y'all know, I love money. I love making money. I love talking about money. But she has been stretching my understanding of the quote unquote rules about money, how it's created, how much you can have, and how soon and the thoughts I have about it taking a long time or not taking a long time and thoughts about time and our resources, she challenges me on all of those things. And it is like mental gymnastics, but in the best possible way. So when you're listening to this, I will probably be on my way to Austin, Texas to party it up with Serena, and I'll tell you about it when I get back. But today, we're going to talk about what your brain does at each stage of coaching. Now this episode idea came to me because I've have some clients who are coaches, they coach in other disciplines, either relationships or life coaches, or specifically in parenting, they coach and other disciplines, so they understand what the brain does. When you challenge it with coaching. I have other clients. So who this is their first coaching experience I like I'm their first mindset coach, and or they have had what I would call training or consulting, but the person offering it called at coaching. So it's still technically their first experience with causal coaching, which is how I do my coaching. So I'm going to tell you what your brain is going to do at each stage. And I think this is really important. Because if you're not aware, if you're not prepared, half of what I do is going to seem batshit crazy to you. And the other half is going to seem like up this process isn't working. And to be honest, I think this is where like when people aren't expecting these things to happen at each of these stages. This is where we get into like, oh, that program didn't work or that class didn't work or this thing or that thing didn't work. And what I want to challenge you on today is to think is that true? Like did it not work? Or were you just not anticipating where you didn't have what that program was supposed to do for you, and what you were supposed to do in it in the right frame. Okay, so I'm going to start off by saying when we talk about the habit change, the identity change and the business change the level of which I do with my clients. And I would say actually any sincere life change. So if you are really trying to become a different

kind of parent, or really trying to shift dramatically how you think about your identity of being a profitable business owner from somebody who's broke and who's only been in a nine to five, or if you're really trying to not just lose weight, but maintain

a new level of weight, that kind of sincere life change happens in nine to 12 months, like that type of life change does not happen in six weeks. It just doesn't the change that my clients are typically coming to me wanting. Like we don't do it in a short amount of time. And in fact, if you knew me early on, when I first started coaching, I offered short sessions like six sessions, so you can meet with me for just six weeks, or I used to do like one planning session and then like quarterly sessions, but that never worked. or clients would keep having to re up because of what we're going to talk about kind of the stages of coaching because that depth of change requires time. It's not just making the initial change. It's sustaining that change and learning how to sustain that change that different person you want to be and that doesn't happen in a short amount of time. Right now. My coaching packages six months. I'm toying with the idea of just making it 12 months because my clients who are most successful usually end up renewing anyway, because there's more things to work on and more things they want to work through. But it takes you know, that six to 12 month time, sometimes 18 months to really change your life like to really change programming that's been in your body and in your life for 2530 plus years, that's not going to happen in a eight week program. When my clients renew, it's not because it didn't work the first time, it's because the lasting change takes time and ongoing effort. So this episode, we're going to break down exactly what my clients work on on each stage, and where their brains freak out, or what their brains freak out about at each of these stages, and what thought errors they're having about what's supposed to happen and what they think it's going to feel like or what it's supposed to feel like, which is my favorite, by the way. And kind of what my job is to coach them around in each of those stages, in addition to the actual content we are coaching on. So if you're thinking about working with me, you're going to know what to expect. And even if you're not, if you want to hire a coach, I know that a successful coaching relationship is going to require all of these parts like it's not just me, there's nothing special about me. But when you're working with a coach, a dietician a parenting coach, when you are making any significant identity transformation, these are the steps that are involved. Okay, and if these aren't accounted for, then I would be very thoughtful about that investment and what exactly that container is supposed to be, and what exactly you want to get out of it if a coach or whoever you're talking to doesn't have a plan for all of these things. So we're going to talk about onboarding, which for me, I think of onboarding as my consult. So my sales call, and then when clients are first becoming clients, so you know, between the time they say yes, and their first session, often my clients are coming to this consultation, very interested in coaching, but they don't know any details yet. So at this point, they're kind of like, on the edge between being excited and really nervous. Right? What I want to offer at this stage is that that's not wrong, like nothing's wrong. If you feel nervous, you're having thoughts like, I'm not sure, and I don't know, but I'm excited. I'm like, that's totally fine. Some clients come to console calls, and they're like, hell yeah, we're in no matter what, let's do this, either of those things is okay, because you're coming to this call, you're basically saying, by virtue of getting on a console, or sales call with me, or with any coach, really, I

want to change a significant portion or an important piece of my life. And we all know what our brains do with change, typically, they don't like it. So it is not unusual that when you go to make a step like this, your brain is not on board. Or it's being you know, squirrely you're feeling anxious or feeling nervous sensations in your body. That's

not unusual. Also, on my consults, I always have my clients as often as I can have them make a decision about pursuing coaching or not, on the sales calls. I do that because I think one, especially as we talk about transforming into a powerful entrepreneur, the best skill, in my opinion, all powerful entrepreneurs have is the skill to make effective decisions quickly. Okay, so that is a skill that we practice in the console. So again, even if you never end up working with me, you're still going to walk away totally having learned something, and having seen something in yourself and challenged yourself in a way. And I call this a challenge and an invitation. Because usually, when clients come to me, they're not yet the person who is effective at making decisions quickly. So it feels really scary to do that. Now, yes, and no, are always good answers in this phase. But sometimes people get really freaked out about having to say, No, they feel pressure. And sometimes they think that pressure is because I'm pressuring them, it's not the pressure comes from the thought, I can't say no, she's going to be disappointed. Oh, not like that's what creates that discomfort? Because you can always say no, or they're gonna say yes. And then their brain continues to freak out. Because what they just said yes to is life altering. It is altering to what your brain knows as the current reality. So the pressure, and I'm using air quotes, you can't see me but I'm using air quotes that you might feel in a coaching consultation is very normal, because it doesn't matter if you say yes or no, the brain is still going to panic about it, because it's doing a thing it has not done before. Okay, so this is really important to know. Because if you get on the sales call, and you don't know or don't recognize that by virtue of showing up, I'm introducing an unexpected options to my brain, it's going to feel like oh, no, something's wrong. It must be a no, oh, no, something's wrong. This must not be right. Because you're feeling nervous. But that's not the reason it's because your brain is doing a new thing. Whether or not you say yes or no, it's doing a new thing it hasn't done before. So let's say for the sake of this conversation, you get into a console, we have all the conversations you decide to pursue coaching immediately upon hanging up. This happens for most of my clients, some it doesn't But again, immediately upon hanging up, their brain freaks out, because it's a large investment of time, right? Again, the minimum, my coaches for six months, many of my clients renew, but the minimum, my coaches for six months. So that's a time commitment. And it's a financial commitment, because again, we're doing lasting life change. This is not a small financial commitment, it's not a small time commitment, it's something that you really have to be committed to. And it's a new identity you're being committed to. So usually, and I tell my clients like, Listen, when you get off the phone, this is what's going to happen, your brain is going to tell you is a bad idea, and you shouldn't have done it. And that's not necessarily true. It's usually not true at all, it's very similar to if you've ever bought a house before and heard of what they call like house buyer's remorse. It's not that you shouldn't have bought a house and the house buying process is so long. So if you really wanted to get out of that process, at any point in time, you really can, there's nothing stopping you from not finishing that process if you don't want to. But even when you go through with it, and you buy

the house, usually people have house buyer's remorse only because the brain is like, oh, no a new thing. So usually I make myself available to my clients in that week between when we have a console call and when their first session is the week or two, or if they're on waitlist a couple of weeks, because the brain is going to get squirrely, and that's okay. Again, nothing has gone wrong. At that point, human brains are going to human brain, it's not a big deal. So I want to talk about the months that I coach. So it's six months, currently, it might be longer in the future. But right now, it's six months, and months one through three is we do a couple things right at the beginning, that shift a lot for people. So in the beginning, we are putting all the parameters in place to create the results that you want. So this time is when we mess with your packaging and your pricing to really create profitability and thriving for you. This is when we start to make cuts to kind of your work life boundaries. So that those play more nicely together. This is when we challenge assumptions that you have about who you serve, and why about how much you have to work or what exactly it is that you deliver. and the value of that like this is where we get into it. And it is typically very exciting. And there's the most shifts and a lot of action, right? Like there's work to do that is like changing external pieces of your business.

And to be honest, as it pertains to mindset, this is actually the easiest part of the three parts, months one through three are the easiest, because your belief is high, we're shifting a lot of external things. So you can see what's happening. The hard part in this stage is having the courage to make big enough leaps, and deep enough cuts that you're not having to do things again in six to nine months. So sometimes when clients work with me, and we talk really about pricing and packaging, to have you your business and your clients thrive, it means we have to make significant changes. And that part can feel really hard. So sometimes clients will be like, Well, can I just like bump up my price like a little bit like right, instead of the full amount that we have, like done the calculations for that create profitability and thriving, they're like, Well, can I just do half of that, because I feel nervous or scared. But the problem with that is that if we don't cut deep enough, or make increases large enough, you're gonna be doing it again in a few months. And it is more traumatic for clients and more traumatic for you, frankly, to go through this emotional process twice, in six to nine months than it is to just do it once and really sell yourself on the changes that we're making. So that's what can be challenging in this section. This stage is exciting and fun, and a little scary. But that's kind of months one through three depending on exactly where a client is coming in at. And by that I mean how profitable their business already is, and what systems and things they already have in place that can take one to three months to get that sorted. So the next bucket of time, the four to five months, is what I think is the more challenging months of coaching in month four and five, we're dealing with kind of the decisions that you made in months, one through three, right, so you made all these changes, and your brain is now catching up to this new reality of who you are and how your business runs. And it means it freaks out a little bit. You've made changes to your packaging and pricing, so that it's really simple and clean. So now instead of dithering around with colors and branding, and how do we say this and that it's done. And it's easy. Now you have to go learn how to sell which can be scary and hard. We're going to experiment and test some things, we're going to have to stay to the path on other things like make a decision and stick with it on other things. And you're going to have to coach yourself on the

decisions that you make instead of changing them all the time you're going to fail. You will have done the fun, exciting work of getting shit set up. And then you're going to have to find out what parts of that shit don't work. It's going to require failure. This is where we learn how to love ourselves and how we're going to treat ourselves with respect. No matter what happens. This is where we learn that we've made the change. This is where we start to coach our brains of this is where we live now. We are acclimating to this new reality of this is how much money I make. This is what my offer is, this is how I stay. And for the choices I've made, like this is hard. Okay, acclimating to a new reality, even while you're outside, like your circumstances can be challenging life, things happen all the time. If you're a parent, this is absolutely the stage and when something's gonna go sideways with one of your kids, and you're gonna be like, I need to stop, I need to quit. This is too hard, right? Like this is the time in which it typically happens. Or when you're being challenged by your partner, your peers, everything and everyone like this is when all the crap bubbles to the surface. This is also when we have to work on stopping the self sabotage. And it's building the belief that you're never going back no matter what obstacles and challenges come your way. Like this is the mindset work that has to happen here. And this is the hardest time of coaching. This is the part where people question whether or not coaching is working, and they want to quit. And I want to stress it's not because anything is going wrong, it's just a part of the journey. That seems like this seems like a good idea to stop. This is equivalent to like the Seven Year Itch in marriage. So it's not actually a problem that you feel the desire in your marriage at your seven or however that actually goes. But like, it's not a problem, when you know, that's probably what's going to happen. And it's your job to turn inward back towards your relationship. Similarly, when you know that this is going to come up in month four, and five, when it's going to be really mentally challenging, it's not a problem, and you can deal with it. Another example might be what happens after you lose 20 pounds, if you've ever lost 10, or 15, or 20 pounds, you have the part where you did the work to lose the weight. And then you have the part where you learn how to keep the weight off. So you have to learn how to like manage your cravings and not use food in the same ways that you did and keep the new relationship with food that you had. So when you experience cravings, or when you do you want to say fall off the wagon, because that's not how that works, either. But when you like forget this new identity and make a decision out of your old identity, you're not like oh, well, I guess it's all ruined, like no, you just go again, because you know that that's the thing that might happen in weight loss. Similarly, when you are doing business coaching, and entrepreneurship coaching, this is a thing that happens, you quote unquote, lose the weight of all the stuff that's stopping you from having an awesome business and a really great experience as an owner. But then you have to learn how to live at that new weight in this new reality.

So on four and five are a completely different kind of growth, they're more acclamation, they're way less flashy. But this is the part that's required for ongoing identity change. Like it's one thing to shift around the details of your business, it's a completely different thing to settle into a new identity. And know that that's where you are, no matter what happens. This is where the actual identity shift happens. This is where you learn how to be proficient in skills, right? This is where you settle in. This is where the forever happens. Honestly, this part is why I don't offer shorter packages. When I did, I did not have the ability to coach

my clients on this part. Shorter packages leave this part out and selling my coaching as something that is life changing. And like talking about the change that I do make with my clients, and especially selling my coaching at the price that I sell it at. And not offering the support is out of integrity like not offering someone support during like the hardest part is like not cool, there are no shortcuts. And I will say I came up with the six months like the length of my coaching package with the idea knowing that some clients are just going to have it be month four and five, some clients it might be months four, or five and six. And at that point, I actually want them to make a recommitment, I give them the opportunity to renew, because at that point, they're going to need to be recommitted to their goal and re committed to getting everything they want out of the relationship that we have, again, work with me or work with someone else. But if someone's offering you coaching, they need to have a plan for not just shifting things around in your business, but being able to coach you when things go sideways, when you're ready to quit when things don't work out the way you plan them to like that reality has to be involved in the coaching. The last piece of the six month package that I have is a hybrid of celebration and evaluation. So this is where we ask Did you get everything you wanted out of this relationship? And if you did, we get to continue to settle into this new identity. And I do that with a lot of celebration at this point. Because as a couple episodes ago, I said celebration is identity integration. celebration is how you remind yourself this is not a fluke celebration is how you remind yourself, Oh, I know how to do this over and over again. So we settle into new identity and we start to plan for what's next. Right? So like sometimes we get so focused on the problem we want to solve directly in front of us like sometimes my clients get so focused on profitability that they have no idea what it is they want next for their business or next for their lives. They have no plans. So we start to create those plans together and decide like hey, do you want to work on those together next, if not, again, no problem. What are you going to do next? Where are you going to put your attention and focus next? Now, if the answer to the question, did you get everything you wanted? Like, did you hit all your goals? Is No. Then we do some evaluation, which we're evaluating ongoingly. But we do kind of a larger scale evaluation of why, what do we need to work on next. And again, I give my clients the option to renew or not, both answers are fine. And I really don't think of not hitting all the goals as a problem. Because the problems that I'm solving with my clients are identity, life shifting problems, most of my clients make a lot of progress and are able to hit their goals that they bring to our sessions in that six months. If not, that's also fine, we just go again, if they do, that's also fine, you go again, with new thing, I think the Miss understanding, not even misunderstanding, but like the frustration can come when you stake your entire success on a single program, or a single coach or a single time through a program that's different than when you're personally committed to getting to that result of I want to be this entrepreneur who has a very successful business and who makes loads of money and can wield the resources they have available to them really well. And really powerfully, like when you're committed to getting to that result, no matter what, then you see the coach or the program as a tool, it's a tool you're using to get to that result, versus if you see all this, like my coaches, my Savior, or I'm going to put money into this program, and I had better work because there's no more money. And this is my only chance, and I have to get it right, this first go around. And if I don't, then that means I'm a failure. That's what creates all that pressure. And when your brain acts up, like if you're thinking of coaching as the

Savior, when your brain acts up, you're going to take it at face value. And by that I mean, you're gonna be like, see, it's not working, oh my gosh, like you're gonna let the brain acting up. And each of the stages of coaching to mean that it's not working, it's not going right, you should quit, it wasn't worth it, all those things, instead of understanding that brains are going to brain always. And the fact that you're going in to make a massive life

change means your brain is going to brain extra hard. And that doesn't mean anything like when my son cries, like when he was really little, and he would get really upset and cry after a really long day. And he would yell at me. So when he was little bit old enough to talk, so he'd be like, I don't like you. And I hate this. And I don't want to live here. If I took that at face value, then I'd be like, holy shit. I'm a terrible mom. But because I understood that toddlers don't toddler or preschooler is gonna preschooler than I saw it for what it is like, Oh, baby, you're tired, and you're hungry, and it's been a really long day. So let me get you the stuff you need so that you're okay, I don't make it a massive problem. It just means that this is the developmental stage that my kid is at. So similarly, if you're not aware of what your brain is going to do at each stage of coaching, you're gonna think it's a really big problem when in reality, that's just the developmental space your brain is at right now. While you were changing it while it's growing into this new place. Okay, thank you for listening to this episode. Tell me your thoughts. You can find me on Instagram at brain space optimized or shoot me an email I'm Haley at brain space optimize.com

I'll talk to you soon.

Thank you for listening to this episode of one year from now you can find the show notes and all the links we mentioned at brain space optimized comm slash podcast if you want to chat me up about all things entrepreneurship, then head to brain space optimized comm and join my email list. This is where we have rich conversations about

the experience of business ownership

is thoughtful, it's funny, I like getting responses and chatting with you all it's a good time. Lastly, you can find me on Instagram at brainspace optimized and we will see you in the next episode.