



Carey: Hey everybody, It's Carey. Oops, we're on interactive. I'm putting us on an extra mode here. Oh, that's not working. Hold on one second everyone. We're going to take care of the background noise here. Actually, if I could have everyone on the call to press *6 that would be great. So everyone on the call, if you can press *6.

Female: Press what?

Carey: *6. It's going to mute you. Alright everyone, if we could hold on for one second, because we have a slight technical issue. I'm going to call back in in just one moment and we'll get started with the call, which is going to be awesome. Hold on one second.

Hi everybody, it's Carey Peters. My apologies for that technical issue there. Everyone who's hearing the recording, they're going to go, "Yeah. We recorded the whole thing." So thank you for your patience. Sometimes that does happen with teleseminars.

But I want to take this opportunity to say welcome officially to the More Confidence More Clients Academy training call number four, which is titled "How to Create the Container that Holds as Many Ideal Clients as you Desire".

I just want to share with you all that for the purpose of tonight's call I am going to be leading. Stacey is actually – we're at a training, and she is in the training and I am leading this call. So, how tonight's call is going to work. We've spent our first couple of calls in the Academy really focusing on closing the deal. I'm sorry, that was the first two calls.

Then the last call we started to dip into how to create a 90-day intensive. We looked at how to structure individual sessions. We started to take a peek at some of Stacey's health coaching genius, her Best Of exercises for your first paid session with a new client.



So, here's what's coming going forward. We are going to continue to share Stacey's Best Of exercises for specific sessions within your 90-day intensive. We're also going to be looking at – and I believe there's an outline of our training calls on the downloads page – but we're also going to be looking at the technical nuts and bolts that you need to have in place to enroll clients. Because what you may be finding is as you master the closing the deal conversation – and I know many of you have.

It's great to see all of your success stories on the Facebook group and how many people have gotten clients from this experience and from everything you've learned here. How you've been using the coaching questions and experiencing amazing results with your clients. That's fabulous. Please continue to share information on that Facebook page. We have quite a community there.

So, what's going to happen, though, is you may find like, "Ooh, I'm getting new clients. The closing the deal conversation is working. What do I do with them? How do I schedule the time with them? How do I accept payments? What are the nuts and bolts pieces that come along with enrolling a lot of clients?"

Unless you have a container or a system in place for that, it can become very overwhelming. If you have no system for how the administrative pieces of enrolling clients and all of a sudden you enroll 30 people want to work with you, you're going to be really tempted to not do it or find a reason why you can't work with those people because you don't have a system in place for the administrative and logistics pieces that go along with enrolling clients.

So we're going to look at that. In fact, in our first training call for the Academy, we were looking at the six-figure practice path. That was showing you lead generation methods that go into the closing the deal conversation, and then a couple of the nuts and bolts pieces that are involved in the closing the deal



conversation, payment strategies, fixed strategies, all of those things.

Today's call is really about covering those logistics, and how do you create this container, this system, that can hold a whole lot of clients. So no matter how many clients are coming through to you, you know what to do with them in terms of administrative stuff, the flow of the process of taking a perspective client into a paying client.

In other words, what are the specific steps that you take to handle the administrative aspects of enrolling clients so you don't get overwhelmed? Again, if you want to take a look, this isn't included in the handouts for today, but for call one the six-figure practice test shows you that administrative flow in a visual.

In Holistic MBA Core in our core training, we like to kind of use the analogy of a river and a riverbed. The container that we're creating in terms of that administrative flow is like a deep riverbed. So when the water rushes in, instead of going over the sides and spilling everywhere and causing a mess it's just flowing in the right direction.

On today's call we're going to share the basic system with you to create your riverbed, your container, your system. The result of this is that it really helps you feel confident and ready and excited to welcome new clients into your world, because you'll have a place that you know will hold all the clients that are coming to you.

What happens when you don't have this, and we see this with a lot of our clients, is that energetically and subconsciously you don't even really know that you're doing this, but you subconsciously push them away because you really are afraid, and rightly so, of being overwhelmed.

I mean if all of a sudden 40 clients came to you and you didn't have a system for processing them and handling them, that

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would be really overwhelming. You might be afraid that if you're overwhelmed you'll lose time with your kids.

You might be afraid that if you're overwhelmed and working too much – we have clients that have come from the corporate world and gone into holistic health. The reason they did that was because their corporate job made them sick because they worked so much. So that's something that may be a concern for you. You may energetically be pushing those clients away.

So for today's call, we want to solve that problem and give you a system and a container to handle the administrative pieces and details about enrolling clients and creating that container.

Then in our next training call that happens in two weeks, two weeks from today, we're going to go back to Stacey's Best Of exercises for specific sessions within the 90-day intensive. I've seen a list of some of the things that she's been putting together, and I think you guys are just going to be thrilled when you see it.

I wanted to give you a real heads up on today's call. It will run 90 minutes. It will complete in 90 minutes. I also want to just give you an "alert, alert, warning, warning" on today's call. What I'm teaching you today is a streamlined version of something that we teach in great detail in the Holistic MBA Core Training. It's called the simple client enrollment system. In fact, we take 90 days to train people in this.

I wish I could give you every single detail that we give in that 90 days. But I really figured – when I broke it down I was like I can share with you the exact steps, the basic pieces that you need now so that you can handle the administrative piece of enrolling more clients, and you can have more confidence that that's not going to be totally overwhelming and completely, you know, freaky.

I remember when I first started as a health coach I was like just, every new client it was like rebuilding the wheel. Like, "Oh my

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God, what email do I send now? What do I do with this? What do I have to prepare here?" It's just you start to feel like, you know, you're a chicken with your head cut off and you never have an idea of what you're supposed to be doing. We want to solve that problem for you, so that's not your experience with clients.

You can if you like, and I do recommend taking a look again at that six-figure practice test handout that is next to the recording of call 1 on your downloads page, to review the flow, the administrative flow of how someone starts as a lead, someone who's potentially been working with you, and how they become a paying client that you're delivering your 90-day intensive, or any program that you're delivering, to them.

Today is really about getting into these specific steps. There's a main handout that we're going to be working with today. It's a worksheet that's called Create your Container. That is on the downloads page. Now, if you're on the webcast there is a link to the downloads page. I believe it's the bottom right hand corner. It's somewhere on that page.

I believe the password is there too to the download page, so that you can get there to get that Create your Container checklist. We're going to start, of course, on page one. What's going to happen throughout this call is that we're going to work through all the steps on this worksheet.

By the end of the call you will have your complete Create your Container checklist. You'll have all the pieces that you need in place to have that administrative container handled, right? I think you're going to love this.

If you are Type A, like me, if you really need to know the details of exactly how things work and what comes next this is going to be really, really helpful for you. If you want to see how this checklist correlates to the six-figure practice test you can have that graphic in front of you to reference it.



Alright, so I am going to do my absolute best to get to questions today. But that being said, I want to give you the potential – that there's a potential that we won't have time for that on this call. Keep in mind that we're squeezing, you know, three months of training into a 90-minute block. So not only is the content dense, we may not have time for questions.

But this is what you're here for, right? You're here to get the real deal details on how enrolling more clients works. That's what the Academy is about. It's not some fluffy rainbow in your corns and stars program that gives you affirmation about getting clients. This is the training that you see the concrete, the real, the practical, the proven and the easy step-by-step. So that is what we're working on today.

I'm going to go ahead and ask that you pull up that Create your Container checklist, and I have that up as well. I'm giving everyone just a moment here to do that. On this six-figure practice test handout, at the top there's eight to ten lead generating methods. Lead generating means where do you find your ideal clients, and those are eight to ten different places where you can find them.

Then you'll notice that underneath those lead generating methods it says "prequalifying and scheduling system". Now, the reason we have this there is because a lot of holistic health practitioners find that people will say, "Oh yeah, I really want to do a session for you." They show up to the session, if they show up to the session, sometimes they never show up. I know some of you have experienced that.

Other times people will show up and they're just totally unprepared. Like they're not sure what they're doing there. They don't know what you're going to be doing in the call. They're just sort of like, "Uh, whatever." You know? They're not very committed. In both of those situations, and I'm sure you've experienced both of them, the person isn't coming to the



call really – they're not prepared, and you have no idea if they're really an ideal client for you or not.

What we want to do is put a system in place for you that you use with every single client before your closing the deal conversation. You'll see that it's listed – excuse me, graphically displayed – above the closing the deal conversation on the six-figure practice test.

You have that in place so you can avoid that situation and have your highest chance of having a prepared, qualified, great perspective client on the phone with you, someone who's really eager and excited about working with you.

So that's the first step in creating your container. Now, how do you do that? Well, it's very simple. You send out an email to your client. Let's say I meet you at a networking event and I say, "I want to have this session with you." You're like, "Great. I'm going to send you my prepping for your session email."

As we told you with the Academy, we do as much of the work for you as we can. So, we have that email for you. Let's take a look at that now. It's on your Academy downloads page. It's the only other handout for call number four. It's titled "Prepping for Your Session", "Prepping for Your Session".

Let's go through this email. I'll explain the different components of it, and how this is going to help someone arrive to your closing the deal conversation. This is really going to help you attract more ideal clients and weed out people who are not ideal. So I'll just give everyone one moment to download the Prepping for Your Session handout from the downloads page, and I'll go through it.

So, let's look at the subject line. The subject line says "Prepping for Your Calling in the One Breakthrough Session". This would be a relationship coach example. Calling in the One, there's a relationship coaching program out there that are called that.



For yours it might be Prepping for Your Fabulous over 50 Breakthrough Session. Or it might be Prepping for Your Weight Loss Resistance Discovery Session. Whatever the title of your closing the deal call is is what you put in the subject line, so prepping for your whatever it is session.

Then you go on to say, "Hey Julie," assuming this is Julie, "Congrats for making the decision to take charge of your love life," in your email you might say your body, your weight, your whatever, "so you can meet your special sweetie."

And in your case you might say, "So you can use that last ten pounds," or, "So you can clear your acne." Whatever the result is you're talking about in your session. "Someone that matches you rather than settling, compromising your values of holding back."

Then the next paragraph says, "This email is all about prepping for your calling in the one breakthrough session so that our time together will be super valuable for you." So what you're instilling in that paragraph is hey, your session might be free. I know some of you do charge for your session. We can discuss on the Facebook page charging for sessions, free sessions, etc. We have a couple different ways that you can handle that.

But you're basically – regardless of whether someone was paying or whether it's free, you want to install that this is going to be very valuable time. So, that's what that paragraph is about.

The next paragraph. "This session is 30 minutes and takes place on the phone. If you can, make sure you're in a quiet, private place for the call." So you're giving people the nuts and bolts. It's 30 minutes, we're on the phone, you're not showing up to my house, and you really want to make sure you're in a private place so you can focus.

Then you say, "It's easy to book your session." You always want to make things easy for your clients if you can. "Just do these



three things. Number one, click on this link to access my online calendar and book each time and date."

For those of you who are like, "Wow, that sounds cool. An online calendar." There's an online calendar that Stacey and I use and recommend for all our clients. It's called TimeTrade.com, T-i-m-e-T-r-a-d-e.com, TimeTrade.com. So that is an online scheduling system that I'm frankly not very technical at all, but I actually was able to set it up. If you have an assistant, it's very easy for your assistant to set up.

But it's a wonderful link that allows – first of all, it allows you as a coach to block schedule your coaching time. If you only coach on Thursdays from 8:00 to noon, that's the only time you make available on the online calendar. If you only coach Monday, Tuesday and Wednesday between 5:00 and 8:00, that's the only time that's available on your calendar.

You send that link to people and they schedule themselves, and the system sends them reminders for your call. When the system sends them reminders it automatically calibrates the reminder to that person's time zone, which is really cool. And the TimeTrade can also give your clients information on how they call you, like what number do they use, etc.

So, that system is really handy. It automates a lot for you. I cannot tell you how many hours I wasted when I first started health coaching going back and forth on email with clients to schedule sessions. It is a complete waste of your time. So this online calendar really helps automate things for you.

Number two, "Fill out the attached calling in the one intake form and email it back to me at Stacey@callingintheone.com prior to our session. This will give me a chance to..." Then you're explaining to them why.

First of all, for those of you who are like, "Intake form? What intake form?" I actually realized that there is an additional handout that we need to give you for this call that's not yet on

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the downloads page but will be. It is Stacey's Intake Form from her five-point wellness practice. If you were trained to do like a two or three page full health history or medical intake or full – you don't need to do that.

It can actually be a turnoff for people when they have to fill out that much information. So in Stacey's five-point wellness practice she boiled it down to nine questions really easy for people to fill out that help her identify, "Is this person someone I can help or not?" So we want to share that intake form with you, and we're going to put that on the downloads page after this call.

So in number two you're saying, "Email it back to me and fill this out. This will give me a chance to get to know you better so we can focus on our time on meeting the right man and falling in love. All information will be kept confidential."

Then the third thing is you're saying, "Go to my success stories page on my website, or Yelp, to share others' experience of working with me and get inspired by great women just like you who are terrified that they'd never meet the one, then finally found their Mr. Right." You would insert a link to your testimonials page on your website, or your testimonials on Yelp.

Why are we doing this? Because we want people – those success stories and people who give you reviews on Yelp are sort of doing the selling for you. So let's say someone arrives to a closing the deal conversation, they're familiar with your work, they know other people have gotten results by working with you. That makes your job real easy when they get on that call.

Then under number three you say, "Important note: If you have to cancel or reschedule your session for any reason I ask that you give me 48 hours notice. If you cancel the reschedule within 48 hours of your session I can't guarantee I'll have a new session time available."



So what you're doing is – because what you'll find too at times where people don't – you are teaching people how to value your time. You have a cancellation policy. It's 48 hours notice, and if you don't cancel before 48 hours you may not get another session. So guess what? You're going to lose it. Then you say, of course, "If you have any questions my team or I are happy to answer them. I look forward to connecting."

So, this email is doing a whole lot. It's scheduling their session. They're scheduling their session. They're filling out an intake form and emailing it back to you prior to your session. If they don't it's a pretty big red flag that they may not be coachable. They may not be someone that you want to work with. You want someone who's going to do the work.

You're also sharing your testimonials with people on this email so that they can get to know your work before they ever talk to you, and you're sharing the cancellation policy and saying, "Hey, my time is valuable. If you cancel within 48 hours of your session I don't know that you'll have another one." Great. So, that's a pretty simple system.

Let's look at the action steps for how you implement this in your business. Now we're going to go back to the Create your Container handout, and we are going to look at the action steps. So the action steps are to one, edit the done for you, this email copy that I just shared with your, the prepping for your session email. You want to edit that for your business and who you help, the problems that you're solving for people.

The second action step is to set up your online calendar, which is going to be item number two below. We'll talk about that in a moment.

The third step is to systematize how you send out this email. You want to know, and do it the same way every time so that every time you get a new client you know exactly what to do.



Here are your options for systematizing this. If you have an assistant your assistant can send it out. If you have an email marketing system of some sort you can set it up to send automatically. I know that a lot of you are going to go, "Oh my God, I don't know. This is a lot of information. I'm not sure what the best thing is to do." So I want to share with you that that's okay. What you want to do is take the option that sounds the absolute easiest to you and do that.

The third option here is to just send it manually from an assistant email address. Even if you don't have an assistant in your business, you want to have support@CareyPeters.com, because you want to establish right off the bat that clients don't have all the time access to you. This is where practitioners can get way burnt out, because clients feel like they can email them all the time. They can't. There's a barrier between you and the client and that is your assistant, even if your assistant doesn't exist right now.

So again, if you have an assistant your assistant can send this. If you don't you just create an assistant email address, and you can send it from that. It could even be like CareyPeterssupport@gmail.com, if you don't technically know how to do that for your own website.

Here's the thing about some of these technical details. A lot of them used to stress me out to the point where I would cry and want to puke. All I can tell you is keep this in mind. There's always an easy answer. The easier you can make it for yourself the better. You can always change things down the road when you are able to hire people to do stuff for you, but make it easy. So if your option is you always manually send this prequalifying and scheduling email, then that's what you do. Real simple.

Alright, let's go to step two of creating your container. You're going to set up your online calendar. Again, we recommend TimeTrade.com, and it's there on the handout. Here are the action steps to implement this for you. This call is really



practical, really detail-oriented and pretty content dense. So I'm telling you guys already you're doing an awesome job.

Action steps for this is choose your block schedule coaching days and times. Now, if you've not heard us mention block coaching before, you want to choose the day and time that you coach. For example, for me I coach on Wednesdays from about 8:00 a.m. to 3:00 p.m. That's it. There's no other day of the week that I coach.

One of the things that is going to save you from burnout and overwhelm, particularly if you have another job, particularly if you're a mom and you have kids, if you have both, you need to be very, very protective of your time. There are only certain days and times in the week when you make yourself available to coach. Your clients are going to have to adjust to your schedule. So you want to choose that date and time, or several days and times during the week, when you coach. That's step one.

Step two is you'll set up, or have an assistant set up, your online TimeTrade calendar. For those of you who are thinking, "I'd like to have an assistant," you can go to Craigslist, Elance, AssistU, A-s-s-i-s-t-u.com to find an assistant, someone who can set this up for you. When I first started I was like, "Well, there's no way I'm doing that." And that's fine, you don't have to. TimeTrade, I'm telling you, for the technically challenged it's easy.

What's going to happen once you set up your online calendar and the information for your closing the deal conversation, TimeTrade is going to give you a hyperlink, going to give you a hyperlink. That's what you'll put into your edited prepping for your session email copy from part one. You'll see in our copy that we did for you that there's a place that says "insert TimeTrade link". It all goes together. There's a method to the madness.

Okay, let's go on to step three. You've heard me mention. You saw on the done for you copy that we provided in the prepping



for your session email, that your closing the deal conversation in that sample had a title. You're also going to see on the six-figure practice test in the closing the deal circle, number one, the thing you have to create for the conversation is a title.

A lot of people will say, "Let's have a health consultation. Let's have a getting to know you conversation." None of those things are compelling at all. People won't necessarily show up for that.

You really want people to understand that this closing the deal conversation that you're about to have with them is focused on a specific topic and it's valuable, whether it's free or not. The title for the conversation let's people know the focus of the conversation and the title actually increases the value in your perspective client's mind of that conversation.

So, the question is then how do you choose a title for your closing the deal conversation? Well, this is very easy. We have on here, at the bottom of page one of the Create your Container handout, three easy title formulas to get you started. We're looking at the top of page two now on the Create your Container handout.

Formula one is the something breakthrough session. You're going to insert some sort of result. So let's say you work with women over 50. The example here would be the Fabulous over 50 Breakthrough Session. That's the title.

The second formula. And again, this is the title of the closing the deal conversation, not anything else. You're not calling it a health history. You're not calling it a consultation. You're not calling it a getting acquainted session. You're putting a really specific result-oriented title on it using one of these three formulas.

Formula number two, let's look at that. This is where you would have the insert a problem discovery session. So for example, like I said before I mentioned the weight loss resistance as the



problem, If Your Body is Experiencing Weight Loss Resistance Discovery Session.

What that title says inherently is we are going to discover why you have weight loss resistance. Is that more compelling to you than a health consultation or a getting acquainted session? For me it is significantly. I don't have the time to get acquainted, but I do have the time to discover why I have weight loss resistance. Right?

Let's look at formula three. The [insert results] Strategy Session. So here's an example. The Skinny Jeans Strategy Session. So if you're looking to get into your skinny jeans, let's figure out how you do that. We're going to create a strategy for you to do that. So, that is part three here of creating your container is having a compelling title for the closing the deal conversation.

Let's go look at part four. Here's another title you want to create. That is a title for your 90-day intensive. So you're looking at two titles, one for the closing the deal conversation and one for the 90-day intensive. First of all, why do you want to do that? It's the same reason that you want to create a title for the closing the deal conversation. Calling something a getting to know you session versus a weight loss resistance discovery session, which one is more compelling?

Your 90-day intensive, is it more compelling to say – by the way, we don't even say three month program. We're teaching you a 90-day intensive, which essentially is a three month program. But what's more engaging and exciting, three month program or 90-day intensive? Ninety day intensive sounds to me like a shorter amount of time, and it sounds super focused. It sounds intense, much more interesting to me than a three month program. That doesn't mean much.

You increase the value of your 90-day intensive by adding a really compelling title. I have two easy title formulas to get you



started. These are really easy. The thing that you want to keep in mind as you are starting out in your practice, or you're feeling like you're ready to really put the gas on, wherever you are in your business, because some of you are advanced and you want more clients.

So you do want more confidence. You may be looking at your branding. You may be looking at things like that that we go into in much more detail in other training. But for the purposes of this and what we're teaching today, this is about the easiest, simplest way to put only the pieces that you need to get clients in place.

Stacey and I believe, and I never understood this when I first graduated from school. I thought I had to have everything perfect and in place before I started getting clients, and it's actually the other way around. I needed to start getting clients before I could figure out what I even wanted to have in place.

So in the Academy what we're showing you is what is the bare minimum, simplest stuff, you need to know so you can enroll a bunch of clients? Because the truth is about health coaching and about your niche and about all this stuff, is that you learn when you actually do it. It is almost impossible to try and plan from the sidelines what your business is going to be in terms of holistic health until you start working with clients, because that informs so much.

The entire purpose of today's call, and of course the Academy, is to give you the basics of what you need so you have the confidence to enroll a lot of clients. Essentially – even if you feel like, "But I don't know what I'm really doing yet. I don't know my niche. I don't know all these things." No problem. Consider this paid training and paid research is what you're doing.

So these two title formulas that we're giving you for the 90-day intensive are super easy. Watch if you try and make it more complicated. It actually is this easy. So formula one, number



one, you'd insert the name of your brand. Then put a colon and put "The 90-day Intensive". It's not rocket science, right? But it works.

So my health coaching brand is How to Lose Weight Like a Celebrity Without Starving Yourself. So the example for my health coaching business would be Lose Weight Like a Celebrity: The 90-day Intensive. The result is still there. I'm still telling people they're going to lose weight like a celebrity. I'm also telling them that they're going to do it in 90 days and it's going to be intense, and that also in your client's mind they're going to think it's fast and that's important.

Good, you guys are doing awesome. I know this is a lot. Okay, let's go to formula number two. This formula can actually go two ways. You can either say, "Insert results in 90 days", or you can say, "90 days to the results". So the example below is, "Get your bikini body in 90 days", or "90 days to your bikini body". So those are your titles for your 90-day intensive.

You want to make sure that your strategy session title, in component number three of your container here, and the title for your 90 day intensive sort of match each other.

So in my business, my holistic health coaching brand, the title of my breakthrough session is Celebrity Body Breakthrough, or How to Break Through to Your Celebrity Body. That's the free closing the deal conversation title. The name of the 90-day intensive is Lose Weight Like a Celebrity, the 90-Day Intensive. So they're tied together. It's not exactly the same thing, but they're tied together.

Now, if you want to check and see, "Hey, does my closing the deal conversation title and my 90-day intensive program title, do they make sense? Do they go together?" Put them on the Facebook page, and ask your colleagues for feedback. Stacey's often on the Facebook page and she's the title queen. So, go on there and post your titles and say, "Hey, I want to make sure



that these make sense and these are good." Remember, not perfect, just good. It can be good enough. That's all you really need.

Let's go to component number five of creating your container. That's about determining your program pricing. This is a big, big deal, right? A lot of people are not sure about how to create their pricing. It makes sense. I wasn't either. It's very confusing and it's wrought with emotions, like, "Oh my God, people are paying me as an expert and this is weird and I'm asking people for money."

There's all kinds of stuff around pricing. In fact, if you and I were to get together in a room live for three days, we'd spend that whole time talking about pricing. But since we have a call today to do that, I want to give you a simple, simple system.

Again, the focus of this call is keeping things really simple. It's not about over thinking. It's about putting something in place that you can use now so you feel confident when you share the investment in your program during the closing the deal conversation.

So here's a really simple three-step system. The first step is asking yourself, and asking your clients even, perspective clients, what's it worth to them. So let's say you work with women helping them get pregnant.

We have a client in the Holistic MBA Core that helps her clients get pregnant. She has a 65% success rate. Sixty-five percent of people that go to her get pregnant. That's pretty cool. So if she were to ask herself, "Hmm, what's it worth to them? What's it worth to those women to get pregnant?" I guess it's worth a lot. And she can ask herself. She can also ask – this is where you can do a little market research.

You can ask your other ideal clients, whether they're your girlfriends or people that you work with or people that you went



to school with, like, "Hey, what would it be worth to you to have this result?" Okay, that's step one of determining your pricing.

Step two, and now we're on the top of page three of the Create your Container worksheet, step two of creating your pricing is what's it worth to you? What's it worth to you? One of the things that we don't often do when you're first starting out, or even if you've been doing this for years, you may not know what you are actually being paid by the hour.

Now, I don't recommend charging by the hour. You're never doing that. We teach you in Holistic MBA to create really lucrative packages. But one way to help determine the price of the package is to understand what you're actually making per hour, because what's it worth to you is what's the minimum amount that you want to be making per hour.

How do you determine that? Well, you basically look at if you have programs currently. Let's say – I'm trying to think of the best example here, the simplest one. Well, let's go with the 90-day intensive. So, essentially that's going to be six hours of coaching.

Let's say you do 30 minutes every week for 12 weeks. That's six hours of coaching. So you also want to look at, "Okay, are there any other times that I'm going to be working on this client? Am I going to be doing any research? Am I going to be preparing for sessions? Am I going to be on email with them?" Hopefully not a lot.

We could talk a lot about creating boundaries around email with clients. For those of you who email back and forth with your clients' page long emails, you know what I'm talking about.

Let's just say that in the 90-day intensive you have six hours of coaching, and let's just say that you're going to have an additional three hours of preparation or work on that. So let's say it's nine hours. Now, let's say your 90-day intensive is, I don't know, let's say \$497. Let's see what that amounts to

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hourly. So you take 497 and divide it by 10 hours. That means you're working for \$49 an hour. Right?

Depending on where you are in your business, and at our Holistic MBA Live that you'll all be at in a very short while, just outside of New York we're going to be just north of New York City May 3–5. I'm sure you're all seeing our emails about getting your seat deposit. I see a lot of you are securing your seats, which is great. Then we get to give you money when you come to the event, it's so fun, and give your seat deposit back. What we share there is we share the different levels of your business.

There are five levels of growth that you experience in your business. There are people in the Academy that are all different levels. So what you want to define is based on where you are in your business, based on how much experience you have and how long you've been doing this and what your confidence level is and etc., what is the minimum amount that you want to be paid per hour?

Some people \$49 might be totally fine. Other people might be like, "Um, no. My minimum is \$349." That's fine. Whatever your minimum is it is, but you need to know what you're actually making per hour. Right? So that's step two, what's it worth to you?

Step three in terms of determining your pricing is going, "Okay, now I'm going to pick a number. I'm going to combine what I know it's worth to them. Then I'm going to look at what it's worth to me in terms of what am I being paid hourly for this package and I'm going to pick a number.

Let's go back to our example of our client in Holistic MBA Core that helps women get pregnant, our 65 percenter. Let's say she knows that it's worth a hell of a lot to the women, that they would pay a lot, \$5,000 let's say, they would want to invest. I'm just making this number up. Then she would want to look at,



"Well okay, if my investment and hours in this program is," let's say it's 12 hours for the entire 90-day intensive.

Let's say she ends up doing the six hours of coaching. Then maybe for her business she's got actually six hours of work outside of the coaching session to help with this client. What she knows is she's being paid \$5,000 for the 90-day intensive.

By the way, people, you may think that's crazy, "But it's only 90 days." Most people are paying for results. They don't want it to take a lot of time. They want it to happen now. They want a short track. So if a woman can get pregnant in 90 days or six months, which do you think she'd rather have? Ninety days.

So, let's say it's \$5,000. Let's say our coach is putting in 12 hours of her time. That means she's being paid \$416 an hour. That's pretty sweet. If I were coaching her live I might actually start playing around with that investment, and see if it might even go higher. But for the purposes of this call, what you want to start looking at – when I started out that might not have been the amount for you. \$497 might be the amount, and that's okay.

Remember, especially if you're first starting out, you're building, building, building. The more you work with people the more confidence you have the better results you get with your clients the higher your fees go. So, for those of you who are going, "I'm never going to make six figures on \$497 for a package." No, of course you're not. But that's just the starting point. That's not where you're going.

Step three is about choosing the price. You're also seeing there that it's about choosing your full pay investment, your positioning price and your payment plan options. There are a couple details that I'll cover with you, and I'm actually going to go over that when we get to the checklist in a moment. So, we'll hold on that for a minute.



I'm going to explain to you how you create those payment plan options in a full pay investment. A lot of people are trained to say it's X number of dollars a month. A lot of times when we're first starting out we're so scared by asking people for money. And I get it, I was terrified. But it sounds easier to say to someone, "Well, it's \$200 a month," versus, "It's \$600." You want to start shifting here for yourself.

It is your mindset around money and your value, because the truth is, even if you just graduated from school yesterday, you know enough to really change someone's life. It's hard to realize that. At the time when I first graduated I was like, "I don't know that I do. I don't feel really confident about that." But that's why you're in the academy.

Just from those of you who I've seen on the Facebook page who have been using the coaching questions that Stacey has shared with you in her Best Of exercises in session one, you're really using the closing the deal script, you're seeing how powerful this work is. You see how truly powerful it is. You're starting to see the value of what you're doing, even if you haven't been doing it for 20 years. It's okay. Even if you're just starting out the value is still there. So we will revisit that payment option piece in a moment.

Let's go on to – this is the top of page four of the Create your Container handout. This is component number six. You are going to decide how you will accept payments. This is something that you absolutely want to decide before you ever have a closing the deal conversation with – although I know many of you have already had closing the deal conversations, you really want to make your decision going forward if you've been waffling between options.

Payment processing options include checks, PayPal, you could do MasterCard and Visa or you could do MasterCard, Visa, American Express, Discover or any combination of the above, depending on where you are in your business. Again, you remember I



mentioned that there are five levels of business growth that you'll discover at Holistic MBA Live.

Depending on what level you're in. In level one you might be at checks and PayPal, and that's okay. Going into level two you're going to start moving into MasterCard and Visa. Going into level three you're going to start moving into MasterCard, Visa and Discover. So the way you process payment is going to change and grow as your business changes and grows.

The one thing that's important no matter what level you're at is to make it very easy for your clients to pay you and very clear as to how they do it. You really, really want to spell it out for them. You don't want any barrier to them. You don't want to risk them not understanding how they pay you. You want to make it really clear.

Okay, now let's go to component number seven. Component number seven is using a welcome or a stick strategy. So, what is a stick strategy? A stick strategy is something that you do to help people stick to their decision to work with you, because we have likely – a good percentage of the people on the call, including myself, have experienced a health coaching client say, "I'm so excited to work with you. This is going to be so awesome."

They pay you and you're all super excited and then they call you a couple of days later and go, "You know what? I've rethought this. I don't think this is the right time. I don't think..." And they have buyer's remorse. They are not sticking to their decision to work with you.

Here's how you can avoid this situation, is by sending them a welcome message, and potentially some welcome goodies. This is a particular strategy of Stacey's that she used in her health coaching practice.

So, two kinds of emails that you want to be sure to send. Whether or not you send physical gifty goodies is up to you. I'll

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explain how you can do that in a moment. The first thing you want to decide is how people are getting a receipt for their work with you, because it's possible, and I'm not guaranteeing this, but I definitely worked with health coaching clients who have their work with me reimbursed by their flexible spending accounts at work. They had to have a receipt to do it.

Plus people, when they invest money, just like when you do, if you don't get a receipt it's a little unnerving. Like, "Well, you got my money, right? Like this worked, right?" You know what I mean? So people need to have a receipt possibly for reimbursement purposes, and also for peace of mind.

What you want to decide for yourself is, "Alright, how is that being sent?" If you're using PayPal, that's a pretty obvious answer. PayPal is sending a receipt. If you are accepting checks you're going to need to manually send a receipt. If you are working with a credit card merchant online, they are also automatically sending a receipt. You want that to go out as soon as possible, no matter what payment processing option you're using.

The other thing that you're going to send along with the receipt is a separate email that is a welcome email. You actually received one for the Academy. If you have that stored, I encourage you to go back and look at it.

What you want to do in the welcome email is reassure them that they made a great decision. Reassure them of the benefits that they're going to get in your program, maybe just a couple bullets: we're going to help you lose weight, we're going to double your energy, we're going to clear up your skin. It's going to be awesome.

Here's what to expect next. You want to really lay out for them what's going to happen next in the program, how do they schedule their first session, when do they get certain bonuses. Give them an outline or overview of the program and how it



works, and what they need to do next. That helps people feel like they're not hanging out in the wind. It engages them even further. They know what's going on.

So what you want to set up for yourself here is if that welcome email is going out manually, when you're going to send that. It should be as soon as possible. It should not ever take longer than 24 hours, because people have momentum. When they have invested with you they're excited. They're on a high. You want to make sure they stay there.

In terms of the goodies, what Stacey likes to do in her closing the deal conversations at the end, when she was taking enrollment information, like credit card and address, she would say, "I need your address because I'm going to send you a box of goodies to get you started."

She would send a little book or – yeah, she's sitting right here next to me. She said she used to send nourishing wisdom and glorious greens. Depending on what you do, you could send something really fun and nice that's applicable for your work.

People love to get goodies. Of course they want to stay, "My presents are coming in the mail." That's exciting. But you want to set up for yourself what are those goodies, you want to make sure that you budget in the price of your program for them and you also want to make sure that you know how are those sent. Are you packaging them and sending them priority mail? Is your assistant doing that, sending them priority mail? You want that to be like, "This is how it's done, system in place."

That's all seven steps of creating your container. Now again, I know this is extremely content-heavy, this is extremely detailed. This is three months of training in an hour. You guys are doing an awesome job, and I'm sure that you have some questions. Before I can get to those, and hopefully I can, I want to just show you what's on page five of the Create your Container checklist.



The first four pages of the Create your Container checklist are essentially a worksheet to help us on this call work through what all these different components are. The checklist, what I would recommend doing is printing this out. I would have the four pages in one pile, and then page five and six in another pile.

So you have the checklist in one place, and the worksheet in another, because what you want to do is once you make these decisions that we went over on the worksheet you want to put them on the checklist. That becomes your system for turning a perspective client into a paying client be it administrative pieces.

If you have an assistant or you are going to hire one in the future, a real easy way to help them help you is you hand them that checklist and say, "Look, this is how I handle enrolling my clients. Now you do all this stuff." If you're not there yet that's okay. At least you have this checklist for yourself, so you always know every single time with a client you're walking through these same steps.

You're not rebuilding the wheel and running around like a chicken with your head cut off every time you get a new client. So this is something that's going to give you peace of mind. It's going to give you confidence. It's going to keep you out of overwhelm. You know what you're doing here. This is a system.

We'll just quickly run through, so I can show you on the checklist. Then we're going to go into a little bit of pricing here before we get to questions. Number one is your choice about how you're sending out your prequalifying and scheduling email. On the worksheet you have several options on how to do that. So, you're going to choose one. That's your choice for the time being.

The second item on the checklist is, "The online calendar I use is..." and you're going to put your online calendar there. Of course, we recommend TimeTrade. You're also going to write down, "My coaching days and times are..." So if you chose



Tuesdays from 6:00 to 8:00, that's what it is. If you chose Tuesdays from 6:00 to 8:00 and Fridays from 9:00 12:00, those are your times and you write those in.

The third item on the checklist, "The results-based title of my closing the deal conversation is..." and you put your title in there, using one of the three formulas I shared with you.

The fourth piece on the checklist here is, "The results-based title of my 90-day intensive," which is your offer that you're making on the closing the deal conversation, "is..." and you'll put the title there based on one of the two formula options I shared with you. Then you'll write down what your pricing plans are, and we'll come back to that in just a moment.

The sixth component is, "I accept payment via..." and you write down your payment processing, the ways you process payment. Then number seven is, "My welcome and stick strategies are..." receipt is sent via what, email by when. The welcome email is sent via email, yes, by when and by whom actually. Is it something you send? Is it something that's automated for you? Is it something your assistant sends? If you do send goodies, you write down what they are and how they're sent and by when.

First of all, when you complete this checklist, which is going to be – the action step of course for this call is pretty simple. It's to go through the worksheet, complete the worksheet and then complete the checklist. You can see that you have this cheat sheet in front of you, this checklist that just shows you everything that happens so it's systematized.

Now that we have that piece and you know your actions steps. Let's go to pricing because that's the thing that we've sort – that needs a little more explanation. When we went through the worksheet we talked about with pricing the three-step system. We talked about what's it worth to them. We talked about



what's it worth to you. We used the example of our client in Holistic MBA Core that helps women get pregnant.

The third step was to pick a price. Then we want to set up a positioning price, a fast action full pay savings and then a payment plan option. Let me explain what these things are. First of all, a positioning price is a value that you assign to a program that is the full value. You're positioning it at...

So for example if you're doing let's say a 90-day intensive and your positioning price if it's worth \$997, let's say. However, if someone wants to invest with you on the spot in a closing the deal conversation, which many of you are experiencing, and they want to pay in full, perhaps they get a savings. Perhaps they save \$200 and they pay \$797. So you have your positioning price and then a full pay savings.

Here's an important note. If you want to make \$997 on your three-month program, that can't be your positioning price. Why? Because if you give a full pay savings, you're actually only making, and your client takes you up on that, you're only making \$797. You're going to find yourself behind where you thought you were going to be, and that's going to be very frustrating.

I did that many times. I was like, "What's going on?" It's because if you want to make \$997 then your positioning price becomes \$1,297 or \$1,497. Then the savings people get is saving \$200 or \$400, and they pay in full and they only pay \$997.

If you'd like to offer a payment plan to your clients, and I highly recommend that you do, it helps a lot of people say yes to your program. What you would do then for your 90-day intensive, you'd break it down into three payments. You do want the payments to be complete by the time your program is over.

I do recall Stacey saying in her practice that there were rare occasions when she let people stretch out payment plans beyond

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the length of the program. It was a pretty rare occasion, but she did do that. I don't recommend it. I think that's the exception rather than the rule. The rule is that payments are complete before the program is complete.

If you were going to offer – let's say your positioning price is \$1,297 for your 90-day intensive. Let's say your full pay savings, if someone pays in full and they want to say yes right on the dotted line, they pay \$997. If they want to do the payment plan, then you're actually going to do three payments that add up to the positioning price.

I'm going to say that again, because it can be a little confusing. What happens when people do a payment plan is that you're kind of taking a risk. The two things that you're doing, you're taking a risk that potentially they may not complete their payments. Most people don't do that. But also there's some additional administrative work for you to process the additional payments, especially for people if cards are declined or if people didn't pay. There's work on your part to deal with that.

Sometimes there isn't a whole lot of work, and sometimes there's a ton of work. So either way, if you're having a payment plan there is some work for you. So what you're essentially doing is financing people to take your program. There are lots of fancy ways to do this, but remember this call is about keeping things simple.

So the way to do this simply is to boil that down to three payments that equal your positioning price. So if your positioning price is \$1,297 and you divide that by three, that's three payments of \$432. That's going to equal \$1,297, which is your positioning price. If I'm your potential client and I want to save \$200, I'm going to pay in full. A lot of people will choose to do that. They'd rather.

From a business perspective you really want people to pay in full, and there's two reasons. One, from a logistics point of view,



like I said, you're not necessarily having to ever deal with hunting people down for payments which feels icky to you. It kind of puts a haul on your coaching relationship. The second thing is there's just a mindset about people who are all in. They're ready to go. They have paid. They're in.

That doesn't mean that people that do payment plans are not 100% in. I've certainly done payment plans myself in the past, and I was in totally. But I will say this. That even when I was totally in and I saw that charge on my credit card every month, every month I asked myself, "Am I really in? Do I really need this?" We don't necessarily want that to be the experience for your clients, so you do want to encourage and set up conditions that make it easy and advantageous for people to pay in full. Alright, so that is the pricing.

Let me go ahead and see if we can't get to some questions, because I know this is a dense, dense call. Hold on one second and let me refresh here. If you have questions there are two ways to get them to me. One is to submit them on the webcast, and one is to press *2 to raise your hand.

If I'm talking to you live this is how I'd like to start out. I'd like to know your name and where you're calling from, then an "Aha" that you've had from this call so far and then we'll go into your question. Just one moment here, and I will set this up so I can answer your questions.

Sorry, it's taking just a second here. My internet connection is a little slow. This will just be one more moment again. You press *2 to raise your hand or you submit your question on the webcast. We'll take just one more second here while I'm getting this set up for you.

We are at a resort in Tucson. We're at a place called The Boulders, and it's among boulders. So what I'm finding is that with these big huge beautiful rock formations, like they're gorgeous and they sort of block my cell reception. It's taking a



little bit longer to make connections to the internet than I would like. So, I appreciate your patience.

However, I will say one of the cool things about what we teach and different programs in Holistic MBA is that you do get to travel anywhere and work, which is pretty cool. The only challenge is the internet connection. Alright, just one moment everyone. Yeah, and Stacey is done on her computer as well, because I know you're going to have questions and I really want to get to them.

Okay, great. So we're going to your last four digits is 2166.

Annie: Aloha, this is Annie.

Carey: Hey Annie, aloha.

Annie: I'm calling from the West side of Hawaii and I'm watching whales breach as I'm on this call. It's very hard to stay focused, but I'm managing.

Carey: I'll bet.

Annie: I want to say, my "Aha" moment here was when you talked about the online calendar and the TimeTrade. I realize from some of our practice calls that that's been one of my fears is that, "Oh my God, I'm going to get back into working 60 hours a week and I don't really want to do that." So that's a really good thing for me to have in place.

My question is determining the program pricing, because I'm kind of stuck on that still. Do we try to figure out – like do we back it out even further and figure out, "Okay, this is what I want to be making per year."? Then somehow figure out how many clients we can fit in the time slots that, you know, if we want to put 20 hours a week or whatever. So that's one part. The other part, do we allow – like do you say, "Okay, this is going to happen over three years, or one year," or do you have any formulas for that?

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Carey: Yeah, absolutely. As a matter of fact, at Holistic MBA Live we give you the numbers of how that looks, like in a pyramid with how many people and what kind of programs, depending on the income that you want. We set it up for six figures. We set it up for not only \$100,000, but \$400,000. So it just depends on your income goal.

Let me answer your second question first, Annie, which was about have a one year plan, a two year plan, a three year plan. Is that accurate? Is that your question?

Annie: Yes.

Carey: Do you do that?

Annie: Yes. Yeah. My question is, is that a good thing to do, to kind of figure that out, to pace yourself?

Carey: Well, the answer is it depends. It is a good thing to do. But my feeling is that different people go at different paces. So, everyone's three year plan is going to look slightly different. For some people coming out of school, like Stacey for example, she came out of school and in ten months she was making six figures.

So it just depends on how fast someone wants to go. Also, it depends on lifestyle factors. There are people that may have day jobs, moms. You mentioned too, you're not really interested in working 60 hours a week. Lifestyle is very important as well. The other thing I would mention about a three year plan is that you really want to leave room for flexibility within it, because as you grow your business your three year plan is going to grow and change. Does that make sense?

The more you experience in terms of working with clients and what you like and what you don't like. Annie, you might find like, "I love working with clients in this capacity. I love doing live events and I hate doing private coaching." Okay? Well, that might change your three year plan. You know what I'm saying?

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Annie: Right, yes.

Carey: When you think of three years down the road, if you have an income goal in mind that's important. It's just how you get to it might be different than what you think now, and you want to leave room for flexibility around that because the truth is, you can build your business to any income that you choose. Think of any way you want it.

Annie: Okay.

Carey: That's the truth. But the trick is discovering what it is that you want, and what you want it to look like? Does that make sense

Annie: Yes. Yeah, it does.

Carey: Yeah. So for this year what I would recommend is you can start thinking three years out, like, "What is the lifestyle? What are the different factors that are important to me? What are my personal values?" We go deeper into this in a lot of our programs. "How do I base my three year vision on an expression of my personal values, including the income?" For this year you might say – alright, what is your income goal for this year, Annie?

Annie: I'd like to be making \$50,000 within a year and double that within three years, or two years. But I eventually would like to be making \$100,000.

Carey: I was going to say, you can double that – there's lots that you can do. But I know we've had a private conversation. And you have quite a skill set. So the only thing that would keep you from making \$50,000 is the beliefs about the value of what you offer or whether or not you could.

I could go deeper into coaching around that, which we'll have the opportunity to do at the event. We're going to get real deep into money mindset and beliefs about money and beliefs about value of our work. The truth is that you can set up your 90-day



intensives to easily work back in terms of pricing from \$50,000. Let me ask you, Annie, do you have other programs in addition to the 90-day intensive?

Annie: I have totally stepped out the last figures from my coaching business. What I was doing before was just one program, and it was the six month, meet every two weeks for one hour. It was basically working with women who wanted to lose weight and get healthy and learn how to focus.

Carey: Cool. So what we end up teaching in Holistic MBA Core, we teach four different kinds or packages. We teach a jumpstart, we teach VIP days, we teach this 90-day intensive and we teach the six-month program but we position it as a high end platinum program. We're also going to be teaching that, as you know, at the event.

Annie: So the platinum is your six-month program?

Carey: Yeah.

Annie: I didn't realize that.

Carey: Yes, it is. And we'll show you how that is at the live event.

Annie: Okay.

Carey: So what you have, because you have the 90-day intensive and you have the six month, is the beginnings of what we call a cash flow cascade. What we start to build for you, and this is what Stacey had in her practice, is that your client goes from one offer to the next to the next to the next to the next.

In other words, she does the 90-day intensive with you. Then she moves into the platinum. Then she might want to do a VIP day. Then she might want to do a jumpstart. But your clients, you're sort of positioning your to be a client for life. Does that make sense? So let's look at – what's your current, let's say ballpark price point for your 90-day intensive?



Annie: About \$2,000.

Carey: Okay, great. So if you were to – let's take your income goal of \$50,000, and we divide that by \$2,000. We see that that's 25 clients that you would want for the year. If you divide that by the number of months in the year, that's essentially two clients a month, three clients a month.

That being said, what if instead of 25 clients in your 90-day intensive you had let's say, I don't know, 15, and several of them moved into your six-month program. Let's just play with me here for a little bit. What ballpark amount do you think you would want for your six-month program, if it was a higher level like this platinum level that we're talking about?

Annie: If I'm doing \$2,000 for three months basically, it would have to be at least double that.

Carey: It would.

Annie: So I'd say maybe \$5,000.

Carey: I think that's a great idea. I know some people are on the call going, "Oh my God, I can't even imagine that." When I first started I couldn't either, but you'll see that, depending on where you are with your experience and where with your business, your pricing can be pretty darn lucrative.

Let's look at these numbers. Let's look at these numbers, Annie. Let's say you have, oh, 12 people, one client a month, going into your 90-day intensive. That's \$24,000. That's one client a month. Let's say you invite that client – well, it's a little bit more now because we're in February.

But let's say for the sake of this conversation and this demonstration it's one clients one client a month. Then you invite every single one of those people to move forward with you into the higher end program. Out of those 12 clients – let's just see what we need to have happen here to get to 50 – out of



those 12 clients you really only need five to move forward with you.

Annie: Okay.

Carey: So essentially, if we were together in a room creating your profit pyramid, essentially the model of your business, for this year to get you to this income goal of \$50,000 it would be five clients in the platinum program of \$5,000 and 12 clients in the 90-day intensive at \$2,000.

Annie: Okay.

Carey: And do you see it doesn't mean you're getting 17 clients. It means you're getting 12, and five of them are moving forward with you.

Annie: Right. Okay, got it. When you do it on paper like that it's like, "Oh, that's doable."

Carey: It is. Now let's just think if you were to go to \$100,000. That would mean simply doubling your numbers in the same programs. It's not more work for you. You're not creating a whole bunch of stuff. You're just doubling the numbers. So instead of 12 clients in your 90-day intensive, it's 24 clients. That's two clients a month. And instead of five people going forward with you, it's 10. And there you are at your \$100,000.

Annie: Okay.

Carey: So, if you like that should be your plan.

Annie: It sounds good. I'm writing it down.

Carey: Yeah? And this is recorded too.

Annie: Okay.

Carey: Alright, good. Good. Was that helpful for you?



Annie: Yes, it was very helpful. Thank you very much. All of these steps that make it somehow more doable make it easier for me to actually go out there and do the action steps to create it. So, I thank you.

Carey: Totally. Oh, it's absolutely my pleasure. For everyone who was listening, you can do the same thing for yourself. You have your income goal. You start working backwards, and you see that it actually doesn't take a whole lot to make the numbers add up the way you want them to. It actually is easier than we think it is. It is doable. Awesome job. Thank you, Annie.

Annie: Bye-bye.

Carey: Bye. Oh, the intake form? Oh great. So Stacey is just telling me, everyone, that there are some questions on the webcast about the intake form. Forgive me, I forgot we actually gave that to you in – oh, thank you – in call two from Stacey's practice and her five-point wellness. We have that intake form there for you in call two. That's right, I remember because people were asking for it so we added it.

Oh, okay. There's one more live question here. So, Stacey's just helping me with our limping email connection – sorry, limping internet connection in The Boulders of Phoenix. Going to the last four digits of your number are 6735.

Majeedah: Hello.

Carey: Hi.

Majeedah: This is Majeedah Neale.

Carey: Hi. Hey there.

Majeedah: Hey. Okay, so my "Aha" moment. I just have to tell you guys really quickly about what happened yesterday. I was giving a seminar, and I started off a little bit like shy. I tend to be a last minute kind of girl. The talk was about basically what I do,



detoxifying your diet, cleaning your diet up from processed foods into whole foods and then even well into raw and vegan food. So, I didn't take a whole lot of notes. I didn't have a whole lot of papers of everything. By the time I finished the talk it was – I even turned myself on. I really rocked the hell out of the talk.

Carey: That's so awesome.

Majeedah: I had a couple of headlines that I wanted to talk about, and I was really going to have a lot of question and answer time to take up some of the time. That's another thing that really – I was able to answer all the questions because I'm the first one to say, "Hey, I don't know," if I don't know. But I was able to answer the questions.

At the end of the talk there were several women who were like, "Where is your program? Where can I sign up?" It was in that moment that it was just like that fear that you guys have been telling us about. I just decided to just beat the hell out of this fear, like I'm just going to enroll people in my program. It's been like this really exhilarating feeling.

The last call we had where we were structuring our program, and I got that far but I never did fill in the details. So that would be my question. Oh, by the way. I signed up two people yesterday. There's three people that have emailed me or called me today. The two people that I signed up yesterday, it was like on the spot and we made a verbal agreement. I made up a price in my mind for my 90-day. My business is Nutrition Train, and so I called it my 90-day Nutrition Train Express Detoxify your Diet.

Carey: Oh, I love it. That's so cute.

Majeedah: Thank you. I told them \$999 for my program. And even now that I'm hearing this money coaching, I still think that that's too low. But because these would be the first two people that I actually am taking that are getting onboard of the Nutrition Train, I feel like the last "Aha" moment that I had was like you

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just have to do it. It's even more valuable than having money, because I have the money to get a fancy website and stuff. I don't know what to put on it.

So, already my mind is rushing and I'm coming up with all these ideas and I'm listening to the things that they say that they want in their program, and I'm putting it into my program. So, for any encouragement for the people who like me are sort of scared to actually get more clients and really do it before they had it all in place in their minds, the perfectionism, trade it in.

Trade it in for good enough and fill in the blanks as you go, because that really is the only way that you're really going to get started, just that feedback and that guidance from your clients. Even if you don't know exactly what the next step is then just do it. So...

Carey: I have to tell you, I'm so grateful to you for sharing that because what you're telling me is you now have a physical kinesthetic awareness of what that "just do it" is like.

Majeedah: Yeah.

Carey: First of all, congratulations on your two clients.

Majeedah: Thank you.

Carey: You just potentially made \$2,000 and you've got three more on the way. Right?

Majeedah: Yeah.

Carey: So you officially earned your investment back in the Academy, which is great. Or about, depending on when you came into the Academy. I'm thrilled to hear this because it is such a leap for so many of us, and it certainly was for me. I almost threw up the first time I gave a talk. I've done hundreds of performances in front of thousands of people as an actor, but nothing was more terrifying than that.



But like you said, you just did it. You took the leap. It wasn't perfect. These people contacted you. They're like, "I want on the Nutrition Train." I love that title. There's just so many cool things you can do with that.

So, I understand now your question is, "How do I fill in the blanks?" Can you tell me specifically which blanks? Is it the session, like what you're doing in each session? What's the specific few things that I can help you with?

Majeedah: So, the way my program is structured is I broke it down into weeks. So, there's 12 weeks and it's four phases. So there's the detox replenish and sustain is the phases that you go through. So first you detox your mind, then you replenish it with good stuff and then you sustain it. Then detox your environment and detox your habits and routines, and then we do a detox your body at the end so that they can implement all those things at the end.

That's the structure of my program. I haven't really filled it in with a lot of activities. I know recipes and stuff are easy, but I wanted it to be – each of those 12 weeks are what I call a station, because along the track, whatever their...

Carey: This is so fucking cute, I can't get over it.

Majeedah: Thank you. It's like you're going along the track and they have a wellness destination is what their goals are and that's what's going to be at the end. I wanted it to be customizable, and that's where I'm getting stuck because I want a group program and then I want an individual program. I don't know how I can keep it customizable if I fill it in with all the details. So like how detailed should we get?

Carey: Okay, great question. Great question. So the first thing I would look at starting on doing a trademark for this, first of all.

Majeedah: Yeah, I was going to ask about that. I don't want anybody to take it.



Carey: Yeah, I would. You can do a DIY online for very inexpensively, or you can of course have an intellectual property lawyer do it for you. But it's very reasonable to do it yourself online, and I absolutely would do that. This is a great idea. I'd protect that right away.

Secondly, and to answer your question, to make sure I understand and I know we just have a couple of minutes here, but you want to make sure that even though you're setting up a really clear system and those different phases in the 12 weeks, that it's customizable for groups and for individuals. Am I understanding you correctly?

Majeedah: Yes, yes.

Carey: Okay. So, here's my short answer. That depending on the sequence as you continue to work with clients you're going to discover what works and what doesn't. You may change your mind about that. That once you've got your order of things dialed in and you know it works with many clients, even though they may not want to do what you're asking them to do because it sounds like you're going to be asking them to make a lot of changes, I would say to you don't worry so much about that right now.

With your individual clients, do the system as you have it written out a best you can. If a client comes to the phone and their cat just died, you're not going to be talking about detox. I mean that's just the way it is. So you'll stick to the outline loosely. Your individual clients you have a lot more room to customize. Your group programs you really don't want to do that.

Majeedah: Right, right. Okay.

Carey: It will end up being chaos. So what you want to do is build into your group programs, because every session that you have with a group there's lots of time for questions and answers. So that way you can help get specific issues for people, but because



you're dealing with a group they all have to be on the same track at the same time.

Majeedah: Okay, right. Yeah. And then that would help me sell the idea of going into individual counseling with me.

Carey: Correct.

Majeedah: Okay, alright. Yeah.

Carey: That's absolutely right. It makes the individual experience with you really special because you can customize it. You do have that flexibility, and someone has your 100% undivided attention.

Majeedah: Okay. Can you just tell me that website for the trademark again? Is it DIY Trademark, is that it?

Carey: I'm sorry, that's not the website. I actually don't know the URL.

Majeedah: Oh, just Google that. Okay.

Carey: Yeah, you Google "do it yourself trademark" and then it would come up.

Majeedah: Okay. Well, thank you.

Carey: That was fantastic. And actually, I have someone on the webcast asking for your website. Do you have one to give?

Majeedah: Yeah. It's just an IIN website so far. It's NutritionTrain.org.

Carey: NutritionTrain.org. Get on the train, baby!

Majeedah: Get on board.

Carey: Get on board. Woo hoo! Okay everyone, I'm sure you have more questions and I totally get that you do. This is a lot of information tonight. Just a reminder that you can go on the Facebook page, post your questions, post your titles of your



closing the deal conversation, post your titles of your 90-day intensive program to get feedback.

I just want to remind you that we'll have a practice lab coming up, and next training call we're going to be going back to Stacey's Best Of exercises for specific sessions. So, thank you everyone. Have a great night.