



Certified Money, Marketing and Soul® Coach Training Program

Training Call #6

August 16, 2016

Kendall: Hi, this is Tuesday, August 16. Welcome, everybody. This is our CMMS Training Call.

I think I still have a little bit of vacation brain, Suzie. I don't know about you. You were gone two and a half weeks. That's a long time. Did you have a great time?

Suzie: Yes, I had a great time, thank you.

Kendall: We did, too.

Suzie: I'm glad to hear that.

Kendall: We're going to do three things in today's call. It's an open Q&A call, but first I'm going to train you on Bold Money Goal, so get out a piece of paper to take some notes. You'll want to take a lot of notes on this. I'll be referencing in the workbook Page 74.

I also want to give you a few tips on the basics of creating a marketing calendar. I'll explain a little bit about what that is, how it's different than a Profit Pyramid and give you the basics that I go through in creating our own marketing calendar and creating marketing calendars with clients. Then we'll open it up for Q&A.

Actually, we'll start with celebrations. While we're coming into the queue to hear your celebrations, let me go ahead and just double-check our training schedule.

Our next training call is next week, Tuesday, August 23, and that's it for that.

Another quick reminder is to be sure to log your proof question answers per call and be sure to document your buddy calls.

The buddy call documenting is actually very simple. You're just logging the date and the name of the person you had a buddy call with.

You don't need to write down a lot of detail about it or anything like that. It's okay. We just need to know that you had the call. That's both for receiving and for giving your buddy call.

That really ensures a smooth certification process by having this information being gathered week by week.

Let's hear a couple of celebrations. Suzie, who do we have?

Suzie: We first have Eleni.

Kendall: Hi, Eleni. How are you?

Eleni: Hi, Kendall. It's good to hear your voice. I'm good, thank you.

Kendall: I haven't taught anything in a couple of weeks. I'm feeling a little rusty here, so you're going to have to bear with me while I get warmed up.

Eleni: I want to celebrate the reminder and the importance of cultivating relationships and not pitching and selling, and the beauty of letting people do work for you.

I met a woman at a conference in January, and when she heard about what I did in coaching, she said, "I'd really love to work with you."

We had sort of a discovery session back then. She was just out of sorts with her husband and moving and things and it wasn't the right time, so I just stayed in touch but never brought up coaching. It was just saying, "How are you? How are things going? How's the new job?" and cultivating a relationship.

Then I did a webinar last week on Branding with Archetypes and she reached out to me again. We had a great conversation and she said, "I just know without doubt that I want to coach with you, but I just can't do the investment right now. I think my husband would have a coronary. Is there any other way?"

I had been thinking this, but never said it out loud. I said, "I'm going to put together a group program starting in the fall." She said, "Oh my god. I have two girlfriends I know for sure would want to do this, and can I pitch it to the women's group that I'm in?" I said, "Sure."

She's bringing me the group and I'm going to have my first group program starting in September.

Kendall: Wow. That's fantastic. Congratulations.

Eleni: Thank you.

Kendall: I'm going to ask you a couple of questions. Just so everybody understands, Eleni is a past CMMS graduate retaking it this year, so thank you for being here with us. I love it when people reinvest in CMMS. It really says so much about you and your commitment to learning.

I'm curious, Eleni, about a couple of things. One is when you first met her back in January, when she asked, "What do you do?" or that type of question, do you remember how you described what you do?

Eleni: She had overheard somebody talking about money and how I helped them with their money mindset, so I said, “I help people have a better relationship with money so they can charge what they’re worth and grow their business.”

Kendall: Very nice.

Eleni: That’s how I originally connected with her, because money is the biggest bane of her existence.

Kendall: The second question is what’s going to be the focal point for your group?

Eleni: The focal point, to start with, will be money mindset work. It will be the foundational work with the Money Breakthrough Method, since I’m certified and everything with you.

Also, what piqued their interest to revisit with me was I did a Branding with Archetypes webinar last week for a group of people that I’m connected to in a personal development arena.

She said, “We really want to do the money first, and then can we go into branding as another program afterwards?” I said, “Absolutely.”

Kendall: Very nice. Really well done. How much are you going to charge for your group?

Eleni: It will be done 90 days each and it’s \$1,200 per person for the 90 days.

Kendall: Very nice. How many people do you want in this first one?

Eleni: I would like 12 in the first one.

Kendall: That sounds like this lady will bring about a third of the group to you at least, if not more.

Eleni: Yes. I’m very excited.

Kendall: Really well done. Yay. You’re such a champion networker. You and Richard are so similar that way of cultivating those relationships.

Eleni: Thank you.

Kendall: Thank you, Eleni.

I just want to say to everybody here that men operate in business so differently than women and I think you each have to find your own way.

How do I want to put this? It's like somebody else in that same situation would have pressed that gal a little differently, perhaps a little harder in working through that issue she's having with her husband "having a coronary." We each have to find our own way on this.

I think there are two things. One is that you have to decide as a coach what your style is and then how challenging you want to be.

Here's the important point. I happen to know Eleni and know that her style is very strong, but also very caretaking and nurturing, and that works very well. She's very intentional and deliberate about that cultivating of a relationship.

Contrast that to someone who is not putting forward an offer or not asking a potential client to step forward more powerfully and doing that from a place of fear of being too pushy or a fear of whatever it is that they have that fear of. That's a different reason for not being really strong. Eleni's reason is very authentic to her and it works extremely well.

Eleni, I know you always get clients when you fly to an event. You tend to get clients on the airplane or in the elevator. That's just your nature.

Eleni: That's true.

Kendall: It's different when it's intentional. It's deliberate and it's very authentic versus hiding out.

I'm bringing this up for two reasons. Again, CMMS is very much about what you can do for your clients, but also what you're doing for yourself, so you want to be really aware when you're working with your clients. Is this an authentic way of being or is this a hiding-out way of being?

I also know that Eleni is very well schooled in the keep-in-touch strategy, so she's very systematic about it. She's very deliberate, intentional and systematic about it, and that's what pays off.

It's funny, you're reminding me, Eleni, of years and years ago when I was fairly new in my coaching business. Maybe I had been doing it just a couple of years. I had a personal chef.

This was when I marketed locally, and I got involved with the personal chef industry and coached a bunch of them throughout the country and spoke at their conferences and stuff.

My personal chef in Tucson was having an article written about her and she wanted to know if she could bring the photographer over to my house and have them photograph us eating her food with her there. I said, "Of course." Richard and I were on the front page of whatever section of the newspaper that was back then.

It was great because I had somebody contact me like six months later and say that they had seen that article. They had cut it out and put it in their junk drawer or whatever and had saved it all that time because it had said what I did. They reached out to me six months later and became a client.

You just never know when somebody is going to come back around to you.

Suzie, who else do we have in the queue to share a success?

Suzie: We have Tabitha.

Kendall: Hi, Tabitha.

Tabitha: Hello. I really appreciate what Eleni said and, Kendall, the point that you made about being authentic, because it kind of has to do with my celebration.

Kendall: Let's hear your celebration.

Tabitha: I am celebrating the fact that I am letting myself be full fucking throttle with my coaching.

Kendall: Yay.

Tabitha: I realized over the last two weeks that I don't like the idea of six-month and year-long coaching programs, and I've never let myself explore that until now.

Why do I not want to have clients enroll in something that long term? It's because I don't like taking baby steps and I don't like clients that need to take baby steps because it blows my mind a little bit.

I really like to dive in, take huge action really fast and then coast while I'm creating those results. I decided, "Tabitha, maybe you can have this with your business and you don't have to spoon-feed people."

Some people like spoon-feeding and some people like to be thrown in the deep end and be told, "Sink or swim, mother fucker," and go for it.

I took that action, I put it out there and I did one big video that I posted in the Facebook group and I got a \$1,000 VIP Day client out of it.

Kendall: Very nice.

Tabitha: I'm excited.

Kendall: Let me ask you a question, though. There's a coaching piece I want to point out for everybody here as well.

Tabitha, knowing how you feel about jumping right into that deep end, full throttle, going for it, not holding back and forget the spoon feeding, does that mean you're not offering six-month programs and you're only doing short-term programs? How does this equate to a decision in your business?

Tabitha: I want to do short-term coaching programs that one can lead into the next, but at the moment it feels claustrophobic to me to say, "We're committed for six months."

Kendall: That's great. There are two things I want to say here. One is that with saying "Go full throttle" in your branding, it will scare off certain types of people. It sounds like you're totally okay with that, so you can definitely do the VIP Days. How do you feel about a 90-day program?

Tabitha: That's about as far out as I think I'm comfortable selling right now.

Kendall: What's going to be important here in the marketing, branding, the naming of it and all that, and I think you already know this, is that it needs to be very clear that this is about getting a lot done. It's an accelerated path.

It's accelerated, so you want to use languaging like, "You've been waiting long enough," "Are you ready to go?" "You don't want anything holding you back," or, "Are you ready to see a big change in as short amount of time as possible?" You're going to want to use a lot of language of speed, like a racehorse being let out of the starting gate.

Tabitha: I like it.

Kendall: You'll want to be careful in the languaging so that it doesn't sound like it's going to be an avalanche and that they're going to have a bunch of stuff thrown at them that they won't be able to handle and they'll get overwhelmed.

Just be aware of that in the marketing. It's very much about results, action and speed, and it has a feeling of simplicity and a real feeling of accomplishment, actually.

There's another thing I want to point out here, which is really interesting and a little more sophisticated of a coaching point, but it's just ripe for the picking right there in your language. I want to point it out to you and to everybody else.

What I'm curious about is what it might look like if you had a six-month program that was all about big steps, no baby steps, for six months because there was a lot to get done and there were a lot of changes that the person needed to make. I'm curious what your thoughts are about that.

Tabitha: I think that could be something in the future once I'm more confident in all of this. At the moment, I really do feel like I'm trying to build my confidence even knowing that I can deliver.

If I can make a really good intense moment with you and then you say, "I broke my package price procrastinate cycle and I actually launched something instead of staying stuck, creating and tweaking and creating and tweaking. I launched it." Then I'll say, "Now you want to launch another one, so let's go." I could build it that way.

Kendall: I hear that. Tabitha, I'm going to talk about you in the third person for a moment. Is that okay with you?

Tabitha: Yes.

Kendall: You can eavesdrop in. How about that?

Tabitha: Thank you.

Kendall: I want you all to really listen closely to her languaging, because there are a couple of things here that are really clear. One is that it tells me a lot about her so it would tell me how to coach her in the future. She likes the adrenaline and the excitement.

If I'm off base on this at all, Tabitha, you tell me, but my guess is that she gets a feeling of excitement, adrenaline, the thrill and maybe the terror of short deadlines of doing a lot in a very quick period of time. Does that ring true for you, Tabitha?

Tabitha: Yes.

Kendall: This is like the equivalent of the thrill ride at the amusement park. It also tells me as a person that she often will use that adrenaline as a motivating force, which is awesome in a lot of contexts. It's not always awesome. It doesn't always work

and it can lead to burnout, but, Tabitha, you're young enough that you're not there yet.

I want you all to start listening. This is again not something I teach normally in CMMS, but it's here and I wanted to point it out. You're listening for the language somebody uses and how they paint the picture of their experience, and you can use that in your coaching.

Right now, there's no way I would try to slow her down. She would hate me for it, it wouldn't be effective and there's no reason to do that. There's absolutely no reason.

It also tells me, Tabitha, that you want to break through some perceived barriers that you have and you're looking at speed and literally breaking through them as your solution. That's awesome. That's great. I fully support you in that. Why dilly-dally? Just get to it, get through it and you're going to be there.

The thing that I wanted to point out that has been pivotal since she started talking is that she's equating six months with slow. She's equating six months with baby steps. She's equating six months with somehow being pinned down for her personally.

There might be a little bit of commitment phobia there or just not wanting to feel hemmed in. There's something there for her about the six months.

This is not the right moment to question it, but I wanted to bring it up for you just to really start listening. One of the aspects of being masterful as a coach, and this isn't Mastery, but CMMS which is a path to Mastery, is hearing where people are linking things together that don't need to be linked together because they're not factually accurate.

They're just something in that person's mind or based on their experience that they are linking together. She's linked six months with slow, baby steps and procrastinating. She's linked it with some negative things or things that go against her values.

We may never question it. It may not be important to or it may be important to, I don't know. I just would make note of it. If we were working together more frequently, Tabitha, I would make note of it in my coaching notes and just be aware of it to see, "Is this holding her back in any way?"

Does that make sense to you, Tabitha?

Tabitha: Yes, it really does.

Kendall: The one thing about having short programs is that they're awesome, but it means the cycle of clients coming through is a shorter cycle. You're always selling. We're always selling anyway, but it's a shorter turn.

I used to wait tables for many years when I was in my late teens and 20s and it was like how many times can you turn a table? If you only have one turn in a shift, you're not going to make very much money.

In the coaching business, the shorter the program, the more turns you have of a client, so it can be more work. That's the only place where I can think, "Long term, I'd probably want to take a look at this."

Six months, by the way, doesn't have to mean baby steps, slow or procrastinating. It just doesn't.

I know I'm turning this into an elongated coaching moment here, but the last thing is just to notice timelines. Again, I don't teach timeline stuff in this class, but I'm always paying attention to someone's timelines.

Tabitha has an incredibly short timeline, and that's important. Other people have very long timelines and a lot of people are just in between.

I have a pretty short timeline. Kailash has such a short timeline that by the time I'm done saying the sentence she's moved on. It's so short that it's right here and now. You want to be aware of it because, coaches, you can use it to your advantage.

For somebody who has a short timeline, you better believe that I'm going to be giving them really short, burst types of activities and action steps to take and they're going to love it. If I try to give them more time, they're going to lose momentum or lose interest. It gets boring for them. It's just not going to work very well.

It also tells me that somebody with short timelines can struggle with creating longer-term plans for their business. That can be a challenge for them, because they don't see beyond that short timeframe.

There's a lot that's embedded there. I hope you guys don't mind that I bring up this more masterful coaching stuff. I just want to keep sprinkling it here for you so that you can grab it and use it if you want to. If not and you say, "I don't want to look at that right now. Let me focus on my basics," that's fine too.

Yay, Tabitha. Congratulations, by the way.

Tabitha: Thank you.

Kendall: Awesome job.

Let's do one more success because we have a little time here to turn it into coaching moments.

Suzie: We have Sandra on the line.

Kendall: Hi, Sandra. I wasn't sure if you'd call in since you're in some state. Where are you, Kansas?

Sandra: I'm in Texas.

Kendall: You're making good time.

Sandra: I am. I'm Day 4 of a six-day journey.

Kendall: What's your celebration besides moving across the country and changing your entire life?

Sandra: I am changing this big time, Kendall. The last time we talked, I had signed up somebody for a VIP session doing the Signature program, and before I left last week we did that. It was my first time doing it with a paying client.

We got through the whole thing and I thought I'd be able to get through a lot more. This has been a thing for me, but the celebration is we just did it.

She got a four-step process, marketing bullet points and a lot of clarity, which was difficult for her to hang onto, but we were able to really get through that process, which is something that she's just not been able to get clear on before.

Kendall: How much time did you spend with her total?

Sandra: Four hours.

Kendall: Four hours to go through Signature System. Is that what you're saying?

Sandra: Yes.

Kendall: This is interesting on the heels of Tabitha. We know your timeline is not like Tabitha's. I know you well enough to know it's not like Tabitha's, but I really want to acknowledge you here, Sandy, that it sounds like your client wasn't easy.

Sandra: No.

Kendall: It really sounds like she was very challenging. I'm guessing that she wasn't super decisive. You said a couple of times that she didn't have a lot of clarity, so I don't want everybody here to think, "It takes four hours to go through Signature System," because that's not true. You can take somebody through it in about half an hour.

You won't necessarily get all the marketing bullets. You got a lot done with her. Even in doing it in half an hour with somebody who's indecisive, struggling, chaotic, likes a lot of options and doesn't want to be pinned down at all, you may not get very deep with it, so there are going to be some things you have to let go of.

I just wanted to really acknowledge you for staying with it, holding her as powerful and holding that she would get the outcome she came for. You are a champion at that. You are tenacious as all get out.

Sandra: Thank you.

Kendall: Well done. There's a level of commitment here too, folks, because she's driving cross-country. You've got your kitty cat in the car. I know it's being a good girl. My mom's been reporting to me.

When I traveled cross-country with my cat that I used to have, her name was Pesty and her name was Pesty for a reason, she meowed the entire time.

This is a big deal and Sandy's on the call here with us. That's a level of commitment, so I want to acknowledge you for that as well, Sandy.

Also, almost every single day of the working week, I practice doing a little extra, even when I'm tired. You guys have to understand that I actually don't work eight-hour days. I get a lot done because I'm hyper focused, efficient and very experienced at what I do, so I get a lot done in a day.

I tend to not work eight hours, because I just don't have the stamina for it anymore and I'm busy with my horses and now my puppy. What I was going to say is that, every day, I push myself a little bit. It could be to do one extra five-minute thing, to finish something or whatever it is.

It builds a muscle. It builds an endurance muscle, it builds stamina and it just stretches what we feel we can do in a day. It's not about cramming more in, but about stretching and saying, "I can actually do this one little bit," and it feels great.

I'm not a runner, but from what I've heard about running, it's like that last little bit where you do a little burst or you just don't quit. You don't quit before the finish line. You just don't quit and you feel so good about yourself and so much more confident.

Sandy showing up here while she's traveling on the road speaks volumes to me toward this point I'm making, so thank you for being here, Sandy.

Sandy: Thank you, Kendall.

Kendall: Awesome. By the way, the reason I brought that up is also so you can know where to push your clients a little bit and yourself. It's not about pushing from a masculine way.

I think women give up too easily and that's why I love to have a lot of my clients do physical sports or activities of some kind. I like being really physical myself. Just building up that muscle and endurance and sweating a little bit really builds courage and grit. I'm a girl that's all about grace and grit.

Speaking of grace and grit, let's talk about Bold Money Goal and a little bit about marketing calendar and then we'll open it up for Q&A. I'm going to spend part of the next 10 minutes or so teaching about Bold Money Goal.

Because I've taught this so many times and my notes are really detailed, what I'd love for you to do is let me go ahead and deliver this for you and then I'll take questions about it.

If you have a question, jot it down. I think a lot of your questions may get answered in what I have prepared for you today. If not, then you can ask me a question. We'll do it that way.

This is Page 74. If you don't have your workbook in front of you, it's okay. It's not that big of a deal.

You know from the last class that we're all about tracking money coming in every day into your business. I love it. I do it every day. I love my tracking sheet. Bold Money Goal is a little different.

First of all, I love goals. I love them because they get me focused and they get me into action. Otherwise, I can waste time. I'm a champion time waster.

I especially love money goals because I find that they pull us forward in amazing ways. They put us right up against our shit, to be honest with you, because how we do money is how we do everything. They help you shift your mindset about

what's possible for yourself and at the same time they help you increase your income.

I like to think of the 60-day Bold Money Goal as being like a compass. It helps me stay on track, focused and headed in a direction that serves me to increase my income, but also helps serve my spiritual journey being a woman entrepreneur.

By the way, you can do shorter ones, but I would not recommend doing longer ones. You'll have an annual Bold Money Goal and then 60 days. I would not recommend 90 days or six months. It's way too long of a timeframe. It's really tough to hold the energy for that, even for me and I'm really good with money and stuff. Sixty days is the longest I would recommend.

I also do this a lot. I'll have a one-week Bold Money Goal. I'll have a 30-day or I'll have a one-day Bold Money Goal, so I almost turn it into a manifesting game.

Let me give you three reasons why we do 60 days. What I want you to do is to be very well versed in understanding what's behind these exercises.

You may or may not go through this level of explanation with clients or a group. That's up to you and it will depend on the client or the group.

What's important is that you know what's behind it so that when you're talking about it you can speak about it with confidence and you know the logic, the mindset behind it and the art and science.

Basically, how the 60-day Bold Money Goal works is every 60 days you would decide what your 60-day Bold Money Goal is. You write it on the handout that we've provided and journal it there, along with the one-year and then the piece about having the courage. I'll talk about that in just a moment.

The three reasons why we use 60 days are, first, the power of chunking down into small sections is priceless. I find personally that, when I am floating, I'm not achieving what I want to achieve and I'm busy but I'm not necessarily productive, it's because I actually don't have a small enough goal to make it feel doable.

You're much more likely to accomplish a goal that feels manageable and you'll stay out of overwhelm. I'm speaking about you specifically, but really when I say "you" it means you and your clients.

I also like 60-day Bold Money Goals because it's easy week-by-week to see how you're doing in comparison to your goal, so you have plenty of time to course correct.

Comparison is not a bad thing. I like to compare where I am to where I want to be. That's what keeps me motivated. That happens to be my motivation strategy, but it's not going to be the same for everybody. That can be a very healthy way of using comparison.

The second reason we use 60 days is that by chunking your goal down into a small 60-day timeframe, it will feel like a stretch. It should feel like a stretch, but it still feels achievable.

This is a huge secret to setting yourself up for success, because the stretch pulls you forward and it helps you make changes in how you're spending your time, how you're valuing your time and how you're treating your business like a business. It's a stretch, but it still feels achievable.

Plus, it means six times a year, every 60 days, you get to press reset and start over. That's critical. It keeps your energy high and it keeps your positive intention strong. It just works really well.

I'll make sure to come back and speak to that because there's something that clients will often do that's not beneficial for them, so I'll come back and point that out.

I'm going to share a lot of mindsets with you in the call today, of course. I don't know if this one is a mindset or just something to be aware of, but most entrepreneurs, particularly women but both men and women, tend to underestimate how much money they've generated.

I would say 90% of the time when I ask somebody, "How much money have you made in the last 60 days or the last year?" whatever the amount is, they'll give me a rough number. Then they go back and actually add it up and it's usually more than they thought. They just tend to downplay it.

One of the things I like about this 60-day Bold Money Goal strategy is that it means every two months you're going to take a moment to add up what you've accomplished. You're going to look at what worked and what didn't and make new decisions going forward.

Without this tool, I think it's really easy to fall into feeling "I haven't made enough. I should be making more" and those feeling states that aren't really accurate. Quite truthfully, they're based on substantiating the belief of "not good enough" and not really looking at the number. That's what's going on there.

When you look at the handout on Page 74, let me walk you through using it. This is super simple. First, at the top you fill in what you want your one-year income goal to be. It says, “My one-year or 12-month income goal is,” and you fill that in at the top.

Right now, we’re a little bit more than halfway through the year, so I would still have my clients fill this out for this year, for 2016. In November, depending on the client, I would probably have them fill it out for the next year, for 2017. Again, it would really depend on the client.

There can be a great advantage even late in the year to having somebody say, “I really wanted to make \$100,000 this year. I’ve only made \$60,000 and there are only two months left in the year.” I’m here to tell you that, with the right coaching and sufficient motivation, somebody could get their butt in gear and they could make \$40,000 in two months. It is totally doable.

They’re going to have to hustle for it. I’m not saying they’re going to sit there and say a prayer or chant a mantra and have it happen. That’s not what’s going to happen, but they could make it happen.

I would talk to the client first and then give them a challenge. I wouldn’t let them decide. I wouldn’t say, “Do you want your Bold Money Goal to be for the rest of this year or do you want to just make it for next year?” Most people will say, “I’ll just make it for next year,” because they’re going to want to avoid being challenged.

As coaches, we’re really about challenging people, so I’m going to actually retract something I said a minute ago. I would probably, even as late as the beginning of November, have them set their Bold Money Goal for the current year.

That amount needs to be something that feels like a stretch and still feels doable. The point I wanted to make is that I’ve coached thousands of people on this and I have learned that certain personality types will pull a number.

For instance, you’ll say, “What’s your goal?” and they’ll say, “I want to make a million dollars.” Great. Everyone wants to make a million dollars.

The way they say it or if I don’t know them, say, in a workshop setting where I don’t know that participant, that million dollars could be totally doable or it could be absolute la-la-land daydreaming for them.

When I hear numbers that sound fairly big or I hear somebody say, “My 60-day Bold Money Goal is to make \$50,000,” in my world that’s very doable with our clients, but I’m immediately skeptical.

Yet at the same time I don’t want to rain on their parade and I don’t want to narrow their sense of what’s possible for them, but I am going to check it out.

I’ll say, “That sounds great. How much have you made so far this year?” Usually I start with that, because it’s an easy number for most people to come up with on the spot.

If they say, “So far, this year I’ve made \$15,000,” and their goal is \$50,000 in 60 days, that’s a big difference right there. Somebody who has gone for seven months and only makes \$15,000, that’s a particular mindset that’s very different than the mindset of \$50,000 in 60 days. I’m not placing judgment on this. I’m just saying it’s a very different mindset.

I always ask two questions. The first question is how much have they made so far this year? That’s just to get a read or a comparison about what they want versus where they’re at.

Then the second question I ask is, “What’s the most amount of money you’ve ever made in a year?”

They may say, “The most amount of money I’ve ever made in a year is \$30,000.” These numbers start to tell me that that \$50,000 in two months is probably wishful thinking, pie-in-the-sky and they’re not really connected to the number.

That’s what I’m listening for. Are they really connected to that number?

Based on that, I’m not going to tell them it’s not possible, because who am I to say that? People do all kinds of things that are great and amazing, but what I will do usually is I’ll take them to a place and coach them.

I’ll remind them, “We’re looking for a number that feels like a stretch and still feels doable. Does that feel doable for you?” Usually they start to back down and get realistic.

This is a fine line, coaches, and I want to be very clear and transparent about this. This is a fine line because if I only did the things that seemed realistic, I would never have achieved what I’ve achieved in my life. There is a lot of stuff I’ve done that seemed completely unrealistic and I’ve made it happen. I’m sure the same is true for most if not all of you.

It's walking a fine line between having somebody really stretch into something, amaze themselves and really jump into a whole new league in terms of what they're capable of versus setting somebody up to feel like they've failed.

The way that you walk that line is you walk it with powerful coaching to find out what it's going to take. Are they willing?

I'll ask them, "Are you willing to do whatever it takes to make that \$50,000 in 60 days?" They had better say yes, because as soon as you ask the question, "Are you willing to do whatever it takes?" people start to back down rapidly when you ask that question.

It doesn't mean I'm going to say, "You're not willing and therefore you're not going to reach your number." I'll just say, "You have to be willing to do whatever it takes."

I remember coaching a Diamond client. She was a CMMS person with a multi seven-figure business. She had very little profit. It's surprising. A lot of businesses out there generate a lot of money, but they don't show a lot of profit.

She was in my home for a VIP Day and they really needed to hire a Chief Operating Officer. She and her business partner really wanted to do that in a big way.

She was in my home in about August, actually, and I said, "What's your timeframe for hiring that person?" They'd like to have that person on board in January.

I knew from what she was saying to me that that was a long time away and she was going to really suffer and struggle without that person for many months while she was waiting.

We talked about what that person would cost, what the investment was and their salary and such, and I said, "Are you willing to do whatever it takes?"

She started to back down and I said, "You either want this or you don't. Are you willing to do what it takes?" and she said yes. I said, "Great. What's it going to take?" She immediately popped up with an idea and then she had a fallback plan.

For her, taking on private clients was something she didn't want to have to do, but she was willing to take on private clients if that's what it took to get that COO on board.

She ended up not having to do that because Plan A worked. They hired him by the end of September.

She was here at the beginning of August and by the end of September, a month later, she hired the COO and never looked back. It totally changed her life, but she waffled when I said, “Are you willing to do what it takes?” She waffled and I held her to it.

I digress a little bit about this, but I want you to be aware that, when you’re coaching around money and goals and you’re coaching women, they can get really waffley about this. You are probably most of the time going to want to hold really strong.

Let me share with you four key tips to help you in choosing your Bold Money Goal.

Tip 1 is I always say, “First thought, best thought.” Typically, most clients will choose a number and then they immediately begin talking themselves out of it. I know I do that. Usually, the number that first comes to mind is most likely the number that’s going to serve them powerfully as their 60-day Bold Money Goal.

Tip 2 is don’t just add up what you already know is going to be coming in and then write that down as your goal. There is absolutely zero stretch in that. That’s going on safety, security and known factor. There is no stretch.

The stretch comes when you declare the amount of money that you want coming in for the 60-day period and you write it down. Then you can add up what you already know is coming in, subtract it from your goal and you’ll see what that difference is that you need to create to reach the goal. That’s fine.

Tip 3 is don’t be embarrassed by the amount. Some of you or your clients may be at a place in your life or your business where your 60-day Bold Money Goal may look like a small number.

For somebody who’s just starting out, to have that 60-day Bold Money Goal be \$10,000 or \$8,000 is huge. It’s the same as \$20,000, \$30,000, \$40,000 or \$100,000 for somebody else. My 60-day Bold Money Goals are multi-six-figure numbers.

Don’t be embarrassed if the number is small. I started small. I always say success creates success. When you set a goal that feels like a stretch but still feels doable, what matters most is that it be that stretch, it feels doable for you and you reach it. That’s what matters.

Tip 4 is to be clear whether you're counting toward your Bold Money Goal cash coming in, or do you also count business booked?

For example, just to be clear, the Money Tracking Sheet is only cash coming. For me personally, with the Bold Money Goal, I only count cash coming in. I only count cash coming in on everything, but some people like to do both the cash coming in and the booked business.

Let's say, for example, they sell a contract. We have clients who coach in corporate, so they may sell a contract, they get a \$5,000 deposit and they have another \$25,000 or \$30,000 coming to them in a couple months when the work is completed and delivered.

They would count that whole thing toward their Bold Money Goal, and that's fine. Either way is fine, whether it's just cash or whether it's cash plus booked. What matters is that you're consistent.

A question that I'm often asked is "Does the Bold Money Goal include all sources of income like spouse's income and job income, if you have a job or your client has a job, or is it only income from your business?" It's only income from your business. Bold Money Goal is income from your business.

If you want to have a Bold Money Goal as a couple or as a family, that's great. I would do that separately. Of course, everything that comes into your business can count toward that as well if you want, but really, this is just about your business.

Another question I'm often asked is "Do you take your annual Bold Money Goal and simply divide it by six to get each of your 60-day Bold Money Goal segments for the year?" That's a really nice, neat and tidy way of looking at things, but being an entrepreneur has nothing to do with being nice, neat and tidy. This is not a J-O-B.

Typically, the answer is no, you're not going to do that. For us, I know we have a peak season in our business. I'll be honest with you. It usually starts at the end of October, so I would say mid-October through the end of January. That's a big peak season for us.

In the past, when I was doing events, we would make about 40% to 50% of our revenue in 90 days for the whole year. We would make that much money in the 90 days of mid-October through mid-January primarily. You get used to cycles in your business.

The truth is you get to decide what you want this to look like. You don't just divide it by six. That's worth looking at just to see what that number looks like spread out that evenly. It gives you something to go on, but I really look at continuing to stretch and keep increasing the 60-day Bold Money Goal.

The first step is to write it on the sheet. Write, "My 12-month income goal is X." Then write in your 60-day Bold Money Goals every 60 days. You'll fill out one of these sheets.

The final step, and this is important so please write this down, to choosing your Bold Money Goal is to complete the statement "To meet my Bold Money Goal, I have the courage to X." Fill that in.

This is where you want to be really specific. It's a great thing to coach people through privately, in a group program or in a workshop.

Let me share with you an example of specific and non-specific. Non-specific says, "I have the courage to be more visible." That's great, but I have no idea what that means. It isn't clear. It isn't clear enough to motivate somebody into action.

Compare that to saying, "I have the courage to get booked for six speaking engagements." That's much more clear.

Let me give you the coaching question that you can also ask, which is "What is one decision that will quickly pull you toward your 60-day Bold Money Goal?"

When I ask that question myself, the decision is I'm going to launch something. I'm going to get off my butt and launch. For somebody else, it may be they're going to go back and reconnect with people they've met in the last 12 months. There are all kinds of different things to do here, but it's about making a clear decision.

Let's fast forward halfway into your 60-day Bold Money Goal. That's a great moment to look at where you are and to make any course corrections.

Remember, being an entrepreneur, the entrepreneurial income isn't the same as a paycheck from a J-O-B. It isn't always that consistent.

This is a whole different topic, but I do recommend paying yourself out of your business and paying yourself a minimum set amount. We get paid twice a month on the 15th and the 30th of the month, so I get a paycheck from my business. We're incorporated, so that's how I get money out of the business.

It's important to pay yourself, but it's not the same as a job. Nothing is guaranteed here. Don't let that freak you out. You're in control of your income.

Midway through your Bold Money Goal, you have plenty of time to take action, to course correct and to make things happen.

I have lost track of how many times we have had clients at all levels not be reaching their 60-day Bold Money Goal at 45 days into it and totally surpass it within a couple weeks later, so right at the 58-day or 60-day mark they meet it or exceed it. It's amazing.

Let me give you some questions here. I said I was going to teach for about 10 minutes or so, so let me keep motoring here.

Let me give you some ideas on ways that you can stretch what you're capable of and create a lot of momentum that boosts your confidence, boosts your cash flow and creates what we call in Mastery a Sprint to the Finish. We don't do it every 60 days, but we do it a few times during the year and certainly at the end of the year.

One of the things you can ask yourself or a client midway through the 60-day Bold Money Goal period is "How many discovery session conversations have you had so far in your 60-day Bold Money Goal period?" If somebody says one and they're a month into it, you know that is not going to cut it.

How many speaking opportunities have you reached out to secure and have a date for? What about reaching out to past clients, which includes people you've worked with in the past 18 months, and checking in to see how they're doing and making an offer for a VIP Day? We've had so many people be really successful with this.

Another one is about connecting with people that you've talked to in the past six months who didn't say yes to an offer at that time.

One of my core mantras or mindsets that I say is "No isn't no forever. It just means not now or not this."

Another one is, if you've done any kind of an online launch at all, you can reach out to the people who did not sign up for that offer and offer them a discovery session or offer them something else.

Maybe somebody raises their hand, like they come into a webinar or sign up for a free teleseminar. Maybe you put forward a free report, they downloaded it and there was a little offer in there, but they didn't respond.

The number of people that respond to online campaigns is very small. You'll see this number manipulated, but the basic standard example with numbers is, for example, for a webinar, especially if you have a little bit bigger list and you're getting more people into a webinar, the number of people who end up buying whatever the webinar is offering is usually 3% to 4%.

For 100 people who opted in, some portion saw the webinar and some didn't, but of those 100, usually a total of three or four will purchase. It's a very small percentage.

You'll see people say, "My webinar is converting at 10%." That's a different number they're looking at. They're not looking at the number of people who opted in. They're usually looking at the number of people who attended the webinar live. That's a different statistic. I want to be clear about when I say the 3% to 4%.

The point is that, out of 100 people, you have 96 or 97 who didn't say yes. They raised their hand and they were interested, but they did not say yes to the offer at that moment. That's a huge number of people.

Are all of them not interested in anything you have to offer? No way. You know darn well some of those people are interested in something else, or the same thing at a different time, so that's where you want to start your thinking about low-hanging fruit and opportunities to create revenue to create that Bold Money Goal.

I have a couple more tips. What I have in my notes here is that it can be appropriate, instead of trying to sign on more clients, reaching your Bold Money Goal can happen by raising your fees. Instead of three smaller clients, maybe it's time to raise your fees and add one more new lucrative client.

Sometimes it's the opposite that's what's called for. Instead of trying to land one big fish, you downshift and sign on a few smaller clients for VIP Days.

Both are equally valid things to do. It's really about changing the energy or changing the status quo. These are all ideas that you want to look for to help your clients with and certainly to apply to your own business.

I love a quote by Harriett Beecher Stowe. She said, "Never give up, for this is just the place and time that the tide will turn." I love that quote.

This is the last piece on Bold Money Goal. Let's fast forward to one day after the 60-day Bold Money Goal. This is where you get to assess and press reset.

To assess, I like to ask these coaching questions. First I like to ask, "What worked well?" It's really easy, and you guys especially know this, to focus on

what didn't work, but you want to build on the positive You want to build on what worked, so you always want to start with acknowledging what worked.

Ask, "What do you want to celebrate?" I believe celebrating is really important, whether you meet your goal or not.

Maybe you sprinted to the finish and it really paid off. Maybe you raised your fees, you signed up a first new client at new fees or you had challenges in your personal life, yet you still created time and you gave focus to your business. This is an opportunity to list out at least three things that you want to celebrate.

Let me give you a big, huge, fat tip here. If I've coached 5,000 people on this, which is probably a pretty accurate number, I've probably heard this from 4,998 of them. They'll say, "I'm so disappointed. I didn't reach my Bold Money Goal," or, "Kendall, I hate to tell you this. I didn't reach my Bold Money Goal."

Especially if you're the over-nurturing type, be really careful here. Don't jump in and try to make it better for them. Be a coach. You want to hold them as powerful and I'd be a little bit in an Observer mode.

The first question that I always ask is what their Bold Money Goal was and how much they brought in. I'll tell you something, ladies. I am often shocked at how really close our clients get and they're still not counting it as having been achieved.

They'll say, "My Bold Money Goal was \$20,000 for the 60 days and I didn't reach it. I'm so bummed."

"How much did you do?"

"I did \$17,900."

I say, "Are you kidding me? That's fantastic. How much did you in the last 60 days?"

"The last 60 days I did \$12,000."

I say, "Are you kidding me? You increased this by almost 50%. This is reached."

A little rule of thumb is, if it's in about 10% or so, I consider it having been achieved. Not everybody's going to buy into that. If they don't reach it to the penny, they don't feel like they achieved it.

You want to find that out early about somebody, because there are a number of ways you can help them. You want to help anchor in feeling successful because that's somebody who's going to be quick to diminish their accomplishments.

Really listen. Don't assume that, because they say they didn't reach it, they were really far off the mark. A lot of times they are not that far off the mark.

We're going through what happens the day after. You ask what worked well and what you want to celebrate. The third thing is "What is one thing you would do differently going forward?"

It may be taking a new action earlier, following up more, a different decision or increasing the number of people they connect with. Whatever it is, jot it down.

This is not about being hard on oneself. It's acknowledging with the wisdom of hindsight. Hindsight is fantastic. It's being able to see and say, "I see here and here I could have done things differently."

"Awesome. How do you want to apply that to the future?"

"I'm going to do it differently."

"Great. Exactly how?" and they tell you how and that's that.

The next question in the day after is "Knowing one thing they would do differently, what's the action they'll take?" That's easy.

The last thing is "What's your next 60-day Bold Money Goal?" It's really important to press reset.

It doesn't work to say, "I didn't reach it, but I'll just give it a few more days." Don't do that. The energy gets polluted. The energy doesn't stay strong.

Let's say somebody didn't reach their goal. Let's say it was \$20,000 in 60 days and they only did \$14,000, so clearly they didn't reach it. That's okay. You get to press reset. Does that mean they want to do \$20,000 for the next 60 days? Maybe, maybe not.

Very often, what I have found is when someone does not reach their goal, changing the number can actually be beneficial. They may change it up or they may change it down.

Typically, I'm looking for them to pick a number the next time that they're going to be able to hit, as close to a sure thing as possible, because I want them to feel the feeling of success.

Another tip to watch out for is people will say, "Let's see. I'm going to be on vacation. It's summertime. The kids are going to camp," and they start listing these reasons why they're not going to reach their goal. Who's in charge of their world? They are, but they're giving away their power.

We all know that we're capable as women of achieving extraordinary things when we're motivated, when we say, "I can do this," and when we're held accountable to it.

Just because somebody is going to be gone, they've got vacation and this, that and the other thing, you still say, "Great. What's your number?"

I'll say, "If those things were just set aside for the moment, what do you want the 60 days to produce for you money wise?" I want them to stop with the excuses, stop being a victim of circumstance and instead say, "Here's what I want to make. Here's the amount I want coming in."

If they have less time, it also means that they have less opportunity to procrastinate, waffle or noodle around and they'll get into gear. Maybe they'll think more strategically. That's one of the reasons the Bold Money Goal works so well. It helps people think strategically.

My last couple of notes here are to use your BMG, as we call it for short, to help you in stretching and to see new opportunities, asking for help, increasing what a team member would do, having better boundaries, getting rid of competing priorities, getting rid of a lot of overwhelm and ditching things. I think I'll stop there.

We'll stop for a few questions. If you can ask questions specifically about Bold Money Goal, that would be great.

Suzie: We have a question from Denise.

Kendall: Great. Hi, Denise.

Denise: Hey, Kendall. You were talking about paying ourselves twice a month and that you do that because you're incorporated and whatnot. I was wondering if you could say a little bit more about that, because I don't actually pay myself. I don't understand the concept because I keep it all and I probably shouldn't.

Kendall: I want to clarify something. We've been incorporated a very long time. However, even before I was incorporated, when I was just a sole proprietor, I got into the habit of paying myself. You really want to pay yourself first.

It's so easy for women to put themselves last. By nature, we tend to put other people's needs first. We put other people's priorities first and we take the scraps if there are any scraps left over. That is a surefire strategy, no matter how much you make, to always being broke in your business.

Just to be clear, you guys, we're an S-Corp, and in S-Corp there are two ways to take money out of your business legally. One is through something called a distribution, but the other thing is through payroll. If you only do distributions and you get audited by the IRS, you're going to be in a load of trouble, so you have to have some payroll.

Here's what you can do. Very simply, you want to decide how often you're going to pay yourself and the amount you're going to pay yourself.

I'm a person who hedges her bets. In my Money Archetypes, I'm Ruler, Maverick and Accumulator, so I'm about business building and empire building, but Accumulator is pretty strong and I like to reach my goals.

What I've done in the past was I just started paying myself twice a month because I came from a J-O-B and I was used to that. It felt good. You could do it weekly if you want, but I find twice a month works really well. Once a month gives you a lot of wiggle room. I don't find that works very well.

It's setting how many times a month, the day you're going to pay yourself and the amount. What I have done in the past was set an amount that was pretty conservative. It was fairly low, because I knew I wanted to hit it. I never wanted to say to myself, "I'm supposed to pay myself \$1,000 and I can only do \$800." It doesn't feel great.

Were there times when that happened? Yes, there absolutely were. Were there times in my business history where I had to go a couple months or a month without paying myself? Yes, it actually has happened before. It didn't feel good, but it happened.

This is a piece around money. One of the core philosophies that I've found to be true about money is that, first of all, money loves attention and it will always get your attention, positively or negatively. It's up to you. One way or another, it will get your attention.

One of the other things is that, most of the time with these money rituals, it's the action that matters more than the amount. It may be a lower amount, but it's the consistency that really makes a difference, and then you can raise the amount.

Denise, do you just have one checking account that's both business and personal?

Denise: Yes, I just have one altogether.

Kendall: Are you sole proprietor?

Denise: Yes, I am. I haven't filed anything. I'm just me.

Kendall: Generally speaking, in the United States, having one checking account that you run both your business and your personal out of is not a good idea. It's not a good strategy. You really want to separate those.

Again, I'm going to be really clear. I'm not an accountant, a CPA or a tax attorney, but I will tell you from a lot of years of experience that the IRS really frowns on that. We don't want the IRS frowning on things, right?

Denise: No, we don't.

Kendall: They are literally above the law.

Denise: Hence my question.

Kendall: What you want to do, ladies, if you're incorporated you sure as shit better have different bank accounts. You're in such waist-deep trouble if you don't.

Anyway, you want to have two different bank accounts, even if you're not incorporated and you're sole proprietor.

I know it can feel really silly what I'm about to say to you, but this is how it works.

You have two bank accounts and you're going to pay yourself. It's payday. Woohoo. I'm going to say it as if you're writing a check.

For our stuff, we bank with J.P. Morgan Chase. I love their online banking. It's super easy. All of our accounts are with J.P. Morgan Chase, except for some of my savings accounts.

We have business checking, business savings, personal checking and personal savings. You can transfer money super easily between these accounts.

I'm going to say this in a moment as if you're writing a check, but realize that with online banking you may not be writing a check. It may just be a transfer.

What you would do is you have a checkbook with your business checking account. You would write yourself a check for your pay amount and then you deposit that check into your personal checking account or your personal savings. That's how it works.

I know it can feel really stupid. I've had a lot of people say, "That feels really stupid." There have been times when I've had to pay myself and I had to give the money back to the business.

I've been in business a long time, and especially in the early years or when making big investments in my business, things happened, but I still did it.

I would think, "This is stupid. I'm going to have to write a check right back to the business," but I did it that way anyway because it's the action that matters.

Denise: It does sound kind of cool. I like getting a check as well as the next gal.

Kendall: Kailash and I talked a lot about this and we always say, "If your business isn't paying you something, it's like a bad boyfriend who doesn't have a job and just leeches off of you."

Denise: You were saying that we tend to take the last bit of it. It made sense to me, because I am the last person to spend anything on me. I do feel like when I'm spending anything and everything on my business, and I love my business and my business is me, but I'll be the last one to go out bra shopping.

I'm not going to spend anything on me, yet if I had a bank account that was to me, I would be more likely to be a little more fashion forward.

Kendall: There you go. Certainly, fashion forward needs to start with your foundation on out. A girl needs to have pretty underthings.

Denise: We do.

Kendall: The point is, ladies, it's the action that counts. Your business needs to pay you. I used to play games where I'd say, "I know I'm going to have to put the money back, but do I have to put all of it back?" Maybe I wrote a check for \$500 to myself and I thought, "Let me see if I can only put \$300 back in the business." I'd use it as a bit of a challenge or as a game.

I'm not saying that this is always going to be smooth and perfect. What I really want to drill into you is it's the action that you're taking. That's what matters. It will change your life. Paying yourself will change your life.

I love being on payroll because I didn't even think about it. I'll share one thing while I'm being transparent here. I lost track of time, so it could have been two years ago or maybe three or four. I remember that I would always have my bookkeeper check in with me before payroll so I could tell her how much she could pay me.

We set an amount at the beginning of the year and said, "I'm going to get X amount for payroll," but then I would say, "Just check in with me first."

I would fiddle with the number. I'd say, "I don't really have enough there, so don't pay me the full amount." I tended to not have her pay me extra. It was either the amount we agreed on or less.

Then I after six or eight months of this I thought, "This is bullshit. I need to stop this and either commit to the amount and make it happen or lower the amount and make it happen." The whole point was to make it happen. This was multi-seven-figures. It's been multi-seven-figures since 2009.

I just wanted to let you know that at every level these money things come up. It may not be smooth, but you want to do this.

Great question, Denise.

Denise: It's just so the action is being taken. Is the sole proprietorship still fine as long as I'm being paid? Uncle Sam doesn't mind if I'm just me being me? I don't need to incorporate or anything?

Kendall: Sole proprietorship is fine as far as Uncle Sam goes. Just for all of you outside the US, Uncle Sam is our nickname for the IRS or Internal Revenue Service.

There are some other considerations and consequences to staying sole proprietorship. Basically, you have no protection. If somebody wanted to sue you, all of your personal assets are at risk.

I would encourage you to have a conversation about becoming an LLC or an S-Corp. People say S-Corps are expensive, but that's not true at all.

I don't want to get into it here, but basically, it doesn't cost you extra taxes to be an S-Corp. There is no extra taxing that happens whatsoever.

You do pay an initial fee to set it up and I think there's an annual filing fee that's negligible, but as long as you run it like a business and don't mix bank accounts, it protects your personal assets tremendously.

That's a thing to take into consideration. I would get some business attorney advice and they should consult that for you for free.

Denise: Thank you.

Kendall: You're welcome. Are there any other questions about Bold Money Goal?

Suzie: I don't see any additional questions for Bold Money Goal at the moment.

Kendall: That's actually a good thing. I have a lot to share and I've been in business a long time, so there are a lot of habits, rituals, stories and pitfalls to share with you.

Let's switch gears a little bit and let me talk to you about basics of a marketing calendar. Stand up, stretch, take a big breath and put your notes about Bold Money Goal aside. You can go ahead and sit back down and do whatever you were doing. I want you to turn your attention to planning out your marketing.

I'll be the first to tell you that this is not easy for me. I have a pretty short timeline and I find marketing calendar can be a little challenging for me.

I actually trained myself. It's like a conditioning. I remember years ago, conditioning myself and saying, "Kendall, I need to think more than 30 days ahead. Now I need to think 90 days ahead."

I went through about a whole year of keeping almost like a money goal. I did time things where I kept stretching my ability to plan ahead. Suzie, you know it's still challenging for me because I'm an in-the-now type of girl.

I keep it super simple. Some of you may have some better or different ideas. I would highly encourage you to post them on the Facebook group and share your ideas that way. That would be awesome.

Here's what I do for myself and also with my clients. I usually use flip chart paper and Post-Its, my favorite business tools, and I draw a grid with rows and columns. I do 13 rows across and five columns down.

The top row and the far-left column are for titles. Down the side in the far-left column, starting in the second row, I label it top to bottom January through December. Leave the top row blank because you're going to use it in a second.

Across the top is Week 1, Week 2, Week 3 and Week 4. That's your first row and your first column.

You can do this in Skype or you can do this in person.

You've got your grid. It's super easy. Now I start using the Post-Its. With a client, this is usually on the heels of a Profit Pyramid and I start making a Post-It note for each particular thing that they are thinking about offering.

I'd say, "You're looking at doing a workshop. That's great." I'll write "Workshop" and say, "What else?" They'll say, "I want to do a coaching group." I say, "A 90-day coaching group."

I make a few Post-Its about the things they are talking about offering. What I write on the Post-It is this. Please jot this down. I write what the offer is, like "90-day Coaching Group." I don't care about the title. It's not important at that moment.

Then I ask them, "Do you have an idea of when you want to start delivering this?" They say, "I want to start my group at the beginning of October." I say, "Great," and I just write October. I don't get really specific there. I just need to get some sense.

On the Post-It, I also write the estimated number of people, the price point and the total revenue. That's going to echo what's on the Profit Pyramid, so I put it on the Post-It.

I then make a companion Post-It that is to indicate when it's going to start being marketed. I'll say, "Market 90-day Coaching Group," "Market Workshop," or whatever it is, so I have two Post-Its for each offer. Then we start placing them on the calendar.

The most important rule with the marketing calendar is to start with what you know. For example, if somebody wants to do a workshop, especially if they've already committed to something, and it's going to be in October, I say, "Do you know when in October?" They say, "It's going to be October 21."

It's going to be the third week, so guess what? In the row for October and the column for Week 3, I plunk the Post-It note right there.

I start with what I know. I just find this is a way out of the overwhelm. It doesn't mean it won't change, but something has to be a known entity here.

Then I say, “About how long are you planning on marketing that?” They’ll say, “I was going to start marketing it about a month ahead of time.” With an in-person workshop, a month ahead, unless it’s really local and they only want about 15 people, good luck.

The marketing calendar isn’t something we just do in 10 minutes and we’re done. There’s coaching and questioning that’s happening as you’re going along.

I start placing the Post-Its, and three things are going to happen. First, you’re going to see where there is too much and where things are bottlenecked.

The second thing is you’re going to see the opposite and where there are some holes. Maybe they have two months where they’re not marketing anything and they’re just doing some delivery, and that works great because they don’t want to work very much.

It suits some other goals of theirs, but it’s a hole, and as their coach I’m going to say, “There’s a hole here. Let’s take a look at that and make sure that’s okay with you.”

The third thing is you can add up and see what the revenue is going to add up to.

In fact, this just happened in our business and last week, while we were on holiday, I was thinking about it and said, “The order I was going to roll some things out in August, September and October was going to be great and keep us busy. It was going to be fun, but it wasn’t going to produce the amount of revenue that would meet my goals.”

I made a decision to flip flop and to reverse two different pieces. Instead of one, two, three, it’s going to be one, three, two in terms of what I’m going to offer. That’s going to make a very big difference in my cash flow and make more sense from a cash-flow standpoint.

You’re going to point out the bottlenecks, point out the holes and point out the revenue. Then you start making adjustments. That’s how it works. That’s how we do marketing calendar.

We just play with it and sometimes it takes 20 minutes or half an hour. Sometimes it takes an hour and a half. A lot of decisions can come up.

Be willing to challenge what a client wants to offer. I had one Diamond client that worked with me on and off for several years. She always had 20 ideas and the time and space to do three of them, and she was pretty stubborn and insistent that she wanted to do all 20 ideas.

I never got her down to the three. However, I'd get her down to nine ideas and she would see that there just literally wasn't time.

You start to see what's going to flow better. For instance, somebody wants to do a workshop. On the heels of a workshop, whatever their offer is at the workshop should be an offer to their whole list of the same thing they just offered at the workshop.

There's a flow that will naturally start to happen based on certain things that you start to put into place on the marketing calendar. That's how it comes together.

I'll wait to give you your assignment and proof question. Let's open it up for some different questions that come up. Any kind of questions that you have that you want to ask me about anything, this is your moment. Suzie, I know we had a couple of questions come in as well.

While we're waiting for somebody to have a question come into the queue, let me take one that came in via email.

This is from Meriam. She's saying that she's starting her business over. She had a huge list a long time ago, but it was dedicated toward a particular audience. Her list is now down to 1,200 or so. Her niche has changed.

It's been a year since she's mailed out and she wants to know what the best way is to revive and monetize a list like this as well as announce the niche change.

I wouldn't go into a lot of apology. You're not on their radar anymore, so that list is pretty dead and that's okay. What you can do is send an email out that says that you're really excited to reconnect with them. I wouldn't say, "I know it's been a long time and I'm so sorry." Don't do any of that. Nobody cares.

You just say, "I'm really excited to reconnect with you. A lot has changed for me and I'm really excited about being able to work with you if you are this type of person."

You can just be clear that your focus is this. I wouldn't speak so much about yourself. You wouldn't say, "I'm so excited because it fulfills this personal part of me." Nobody cares.

You can say, "I'm really excited about where I'm headed, and if you're this type of client, definitely watch your inbox. I'm going to be sending you articles about this." Turn it around immediately to them. Tell them why they should care.

Meriam, I'm not going to go through it here, but I would also encourage you to get some coaching with us. I know you're in one of our coaching programs and also on the Facebook group and this group.

Who your niche is I think is an excellent niche. The naming of it that you wrote in on this question is not a good description of it. It's vague and it's too many concepts in here, so that really needs to get very clear, simple, not sexy or grand, just very basic so that people can understand it. I would encourage you to get coaching on that.

Suzie: Kendall, we have a few callers.

LaDondra: Hi, Kendall. How are you?

Kendall: Hi, LaDondra. I'm super. Thank you.

LaDondra: Good. Today I'm preparing for my very first talk and I'm going to do the Charge What Your Worth talk. As I was preparing for it, I went and I read one of your blogs and it was saying to connect to your energetic presence. Can you tell me a little bit about that so that in my preparation I can get prepared?

Kendall: Are you talking about the energetic presence when speaking?

LaDondra: Correct. When you're on stage, connect to your energetic presence and it says, "This is the energetic quality most people appreciate about you."

Kendall: Thank you, because I write this stuff and then I don't remember. That was probably written quite a while back.

Here's what I meant by that. When you are talking with somebody, whether it's a group or just one person, what's a quality about you that people have often remarked upon, and something you actually know is true as well?

LaDondra: An energetic quality would be joy and safety. People feel really safe talking to me.

Kendall: Great. Do you know how it is that you create safety?

LaDondra: It's just by allowing the space for them to express themselves without judgment. That would be it.

Kendall: Great. Thank you for answering the questions.

Knowing that for you it's about joy, I remember that. I remember you sitting in the front row at CMMS and having this joyful and very attentive look. You asked a lot of questions and you were very engaged.

Joyful and also you said creating safety allows for people to say what they want to say and to share.

First all of, when you're speaking, you need to project. That doesn't mean making your voice louder. Sometimes it does, but when I talk about projecting, I don't mean forcing. I mean allowing yourself to take up space.

It's like your energy that comes from you doesn't just come from you. It doesn't just come from you and extend out two inches. It comes from you and extends out 10 feet. You really have to pull your energy forward and let it come out of you in a big way, much bigger than what you normally would do.

For me, I know one of my qualities is really about caring, like a deep love and caring for people. I deeply love and care about each of you.

For you, it's about that safety, so it wouldn't sound right to stand on stage and say, "I'm all about creating safety and you're safe to say whatever you want in front of me." People are going to look at you like you just grew some wings, but there's a way that you can express that.

First of all, you can just know in your being, "Folks, you are totally safe here." You don't have to say anything. You just absolutely project it.

For me, safety is really important as well and I know I've got that person's back. I'm not going to shame, I'm not going to blame and I'm not going to make them wrong. I'm not going to let it happen. I'm not going to allow it to happen, period. I'm not going to let somebody do it to themselves.

LaDondra, what you can say is, "We're talking about money. This is pretty personal and some of you are probably going to share things here today."

You could say something like, "You're sharing things that maybe you haven't said before, but this is the place to say them, because as entrepreneurs, pricing and money is the backbone of your business. We're going to get real and we're going to talk about it here today."

LaDondra: I like that.

Kendall: Those are my words. Your words may be different, but you can say, “We’re going to get real. We’re going to talk about it, and I’m going to share some of my stories with you.”

Especially when it’s about safety, and especially when you’re asking people to be vulnerable, you have to demonstrate it.

LaDondra: Perfect. Thank you so much for answering that question. That helped a lot.

Kendall: You’re welcome. I know we’re at time here. This didn’t turn into much of a Q&A call, Suzie, but we got caught up on all the content that I needed to give you guys.

Suzie: It was all great.

Kendall: It was all great. We have other Q&A calls, I promise.

Here’s what I’m going to ask you to do. I need to give you guys your assignment and your proof question.

By the way, LaDondra, because you have such great energy, let your enthusiasm show. Let your excitement show for what’s possible for them.

For any of you, when you’re speaking, you need to fly your freak flag a little bit as to who you are. That’s why I wear jeans and cowgirl boots on stage. I’m not going to stand up there in stockings and high heels. I would trip and fall over myself. I wouldn’t be able to pull it off. It’s not going to work.

You’ve got to be who you are and be fully who you are. Let your weird flag fly a little bit.

Your assignment is to take someone outside of this program through creating their Bold Money Goal and then share with your buddy what you discovered in this process.

I want you guys practicing out in the real world. You don’t have to be perfect. It’s okay.

Let me put it this way. Even if you felt awkward or clumsy or you didn’t remember everything, you’re still a genius compared to other people and compared to the kind of coaching they would receive. They’re going to think you’re totally awesome.

I want you to keep practicing out there and allow yourself to just get better through the practice. That's how you get better quickly.

The proof question is what is considered the final step of choosing your Bold Money Goal? I marked this out really clearly.

Post your questions on the Facebook group. Richard is there. He passes some of the questions on to me and I answer them through his link. Post your questions and help each other out. We'll be on there as well to help you.

Awesome call, you guys. High five, everybody.

Participants: Thanks, Kendall. Bye.