



Certified Money, Marketing and Soul® Coach Training Program

Training Call #5

August 2, 2016

Kendall: Hello, everybody.

Participants: Hey, Kendall.

Kendall: Hi. How are you?

Participants: Good. Awesome.

Kendall: Good. That's a lot of enthusiasm. I like hearing that. Laura, are you on the call with me?

Laura: I am.

Kendall: Great. Let's get started. We have a very good call today and I think you guys are going to be very excited at what you're going to learn today.

This is our CMMS Training Call 5. Technically, it's on Profit Pyramid, but we're going to be covering a lot more than just that. We're going to do some money pieces, which is really exciting.

Let me review the schedule with you really quickly and then we'll hear from you. We'd love to hear a couple of successes.

For our schedule, we do not have a call next week. Our office is taking a company holiday, so this is a great week for you to be able to catch up with anything.

Our next training call will be Tuesday, August 16. Again, the call schedule is posted on the Client Center, so you can go there to see that.

I want to remind you to visit the Certification tab in the Client Center just to see what's required there. Make sure you're good on that and documenting your buddy calls.

I saw there was a post on Facebook. Laura, I'm going to ask you this question. Somebody posted on Facebook asking where the buddy log sheet is and basically all the forms that we give you related to certification. Laura, can you share where that is in the Client Center?

Laura: All of the forms and everything you need for certification are under the certification tab in the Client Center, so everything is all there.

Kendall: Great. That's it. We are light on announcements, so let's hear some successes. I'd love to hear from you. Laura, do we have somebody in the queue?

Laura: Yes, I do. Our first success is a caller from Alabama.

Tabitha: Hello.

Kendall: Hi, Tabitha.

Tabitha: I have had a lot of fun, crazy, wild success over the last week. Really, it's all come from setting up some clear structure to what I want to accomplish every day and setting aside the hours to actually do that.

Kendall: Am I remembering correctly that you and your buddy were setting up accountability times where you would both be working at the same time?

Tabitha: Yes. Honestly, I keep meaning to put another Facebook post out there that that's open to everybody if you guys are feeling like you need a little bit of accountability. Yes, we can all set up mutual co-working times. It's wildly effective.

Kendall: That is so cool. I haven't looked into that yet. Is there an app you're using? What are you doing to help with that?

Tabitha: No, it's just been Katie and me at the moment. We just said, "Hey, how about we start Monday at 9:00 a.m.? Cool." Then we do it and we say we're going to check back at 11:00 a.m. and see how we did on our projects that we had set aside. I've been wondering about doing it in a Facebook group. Who knows?

Kendall: This is just some basic, old-school bookending. It's fantastic. No apps needed.

Just so everybody knows, this is so powerful. I want to point something out because it's been powerful for you and your buddy, Tabitha, but also I want you all to think about what this could mean for your clients.

I don't necessarily want you to have all of your clients bookending with you every day. If you only have a couple of clients, you can try that initially and see how that works, but I want you to think about how you can apply this to your work with clients.

For example, if you have a coaching session, you give them an assignment and you want to get them into quick action, you could have them bookend with you or just report back to you the next day and the day after, or for the rest of that week. It can be for a very short period of time.

It creates a really nice kick in the pants for people to get into action and to feel proud of what they're doing.

Let me ask you, Tabitha. How do you feel when you check in with your buddy?
How do you feel about it?

Tabitha: It feels like I get to have that moment of celebration of saying, "I accomplished this," and then realizing I wanted to get this done and it didn't happen, so how can I make sure that it does get done tomorrow? What held me back?

This morning, it was procrastination and I completely owned it and kicked my own butt, but it was nice to have that reassessment of why that didn't happen. I had enough time. Why didn't I get it done?

Kendall: It does keep you on track, but not in a forced way. It's either in a celebratory way or from an evaluative type of way.

I would encourage each of you to experiment with this with your clients as well. I think you're going to see a really nice surge of energy with them, which certainly adds to your testimonials.

On the heels of that, ask for a testimonial when they do something really great or just say, "I'd love to document and put on my website what you've accomplished." There's a whole method to getting testimonials.

That's great, Tabitha. Thank you so much for sharing that.

Laura, who else do we have in the queue or on the online chat?

Laura: The next success we have is from Sandy.

Kendall: Hi, Sandy.

Sandy: Hey. I just had a discovery session at Whole Foods and signed up somebody for a half-day VIP Day from Whole Foods.

Kendall: Who knew shopping could be so lucrative?

Sandy: Oh my god. It's from a holistic vet who's new to the area that I had contacted in April and contacted again. I didn't hear back from her, so I let it go. She contacted me this morning and I just jumped on it. I had no idea actually why I was going to see her, and that's what happened.

Kendall: That's great. I love how you're branching out into the holistic vet market. I think that's a fantastic area. They're certainly springing up in a lot of different places. I know we have quite a few of them here in Tucson. That's a great micro niche for you. It's fantastic.

Sandy: Yesterday, my buddy, Michelle, and I talked through the scripts that you had gone through with us last week, we practiced it with each other and I actually used all of those talking points in talking with her, which I wouldn't have done had I not practiced it out loud like that.

Kendall: Nice. I love hearing that. Is it that practice gave you more confidence or just gave you more familiarity? What did it give you?

Sandy: It definitely gave me more confidence. I had already spoken it, so for me that's a really important way of learning, and we gave each other feedback, so I was very clear.

I kept it to three bullet points, I gave her a tip and what the outcomes would be and I directed it specifically to the things that she had been talking about that she was doing. I used your phrase "You're leaving so much money on the table."

Kendall: I love that. It gave you confidence, comfort and conciseness, actually.

Sandy: Yes. Michelle was using this phrase yesterday. We said, "Now we have that in our back pocket," and that's exactly what it was because I wasn't planning on having a discovery session with her.

Kendall: But you were prepared.

Sandy: The opportunity arose and I jumped on it.

Kendall: Very nice.

I know that for you I want to congratulate you extra. Sandy is somebody who's not new to giving discovery sessions. She's sold quite a bit in the last year or year and a half while being with us, but I know that the discovery session topic is something you've been working on a lot to find your way.

You've really used it as a point of personal growth and also obviously bringing revenue into your business.

I really want to acknowledge you because I know you keeping on topic with the potential client that you're talking to has been really important to you, and it sounds like you have a technique now that feels very comfortable for you.

Sandy: It was great, so thank you.

Kendall: Congratulations. You're welcome.

There are two things I want to say. One is that I would like for each of you to write down in a journaling type of way and just make a note, while looking around in your business, of the various skills. There's a lot of skill building that happens when you're growing your business. It's true at every level.

I have a particular skill that I, at the beginning of this year, claimed that I wanted to master this year and I'm having a lot of fun. Sometimes I'm in a place of frustration or feeling like I don't know very much about it.

In fact, I was talking to Renee just right before this call started and I said, "We actually need to give ourselves credit for being a lot more skilled in this particular area than we're giving ourselves credit for. We're actually a lot better at it than we realize."

There are always all these skills that we have to build. When you're newer in your business or you're taking a new path with your business, which is really all of you, what I want you to do is to acknowledge, through journaling, one or two of the skills in your business that you actually feel that you're awesome at.

It doesn't mean that you're done learning about it or that you won't get better at it, but I want you to really take a moment of self-acknowledgement.

Maybe it's discovery sessions. Before, you couldn't do them at all, but now you can do them with a fair degree of comfort and a decent closing rate. Maybe it's giving a presentation.

Whatever that skill is, it's particularly around business building. I'd love it if you were focused not on the coaching skills, but the business-building, marketing skills.

For instance, Tabitha, I know you're awesome at doing the Facebook Live, so that would be definitely a skill that you can acknowledge yourself for.

For all of you, I want you to just do a little inventory and be lavish with how great you are at it in your writing. Be lavish. Don't hold back.

The other comment I want to make is that I want to go back to the bookending or the accountability. My clients actually at the Diamond level don't contact me that much. One does and one doesn't at all. I have two Diamonds right now.

In the past, when I've had eight Diamond clients, which was great, but it was a lot, it just varied on the person how much contact they had from week to week. Mostly they're pretty busy, so they don't have a lot of contact.

One of the things that I developed the skill of doing is that, when a client would reach out to me via email, because I'd ask them to check in and we would do this type of accountability thing like what we're talking about here, I let go of feeling like I needed to write a whole book and give them a lot of writing in that email as a response.

Instead, I would keep it really simple so it was easy for me. It wasn't draining at all and it was really impactful. What I did to keep it concise and really impactful was I would say something acknowledging or complimentary.

It's not just saying, "Atta girl. Way to go." Sometimes I'd do that. I'd say, "Way to go. You totally rock." It just depends on who the client is and my mood.

Then what I would do is go into a deeper acknowledgement of where they really stretched in some way. I did just a little bit of that a few moments ago with Sandy.

I say, "I really want to acknowledge or I really see that," and you fill it in with something that you know is personal and relevant to them.

Of course, when we think about the Courageous Coaching Method and the Courageous Coaching model itself, where are we in that hierarchy? We're speaking to belief, identity and Spirit. It's that trio way up at the top. Depending on the acknowledgement, it will flow more toward one than the other, but it's one of those three.

Then I would usually conclude the email with a question. Most of the time, the question was more of an inquiry or thought-provoking type of question. It might be saying something like, "Congratulations. I really see you're doing this and this. My coaching question for you is."

Always label. If you're going to ask a client a coaching question in an email, label it. Get the credit for that and really have it marked out. I would say, "My coaching question for you is."

It could be as simple as asking, "What about this experience are you most proud of?" or "What specifically about this experience can you see bringing forward into next week's activities?" It could be something like that.

It's something that gets them to reflect in a way that brings forward resources, like, "What's a leadership quality that you really have to draw upon to get this done?"

My inquiries tend to be focused on either anchoring resourcefulness or having them map over resourcefulness into the future. Hopefully, that's helpful.

We're going to go ahead and dive into our content. We have three sections, so this a full, robust call. You're going to want to definitely take notes.

I want to touch on a few things with Profit Pyramid and then I want to go into the Money Tracking Sheet.

For those of you who have heard me teach Money Tracking Sheet in the past, meaning prior to this year because I've been teaching it for about 10 or 12 years, I made a change to it earlier this year. I made a very significant, important change.

If you've heard this before, you're going to want to pay special attention to catch what that change is. I'm not going to point it out, because for everybody where it's new, I don't want to confuse anybody, so I'm not going to point out the change unless somebody asks me about it.

The third piece is Bold Money Goal. I've got some great specific tips on this and exactly how to walk your client through creating a Bold Money Goal.

That's going to be our call, and this is going to be completing the Profit Pyramid module.

By the way, everybody, Suzie is on vacation this week and next week, so that's why Laura is taking over our call today. Thank you, Laura.

I'm not going to reteach Profit Pyramid here. I just want to go over a few important points about it, because we did an excellent job teaching it in the live training. Just as a reminder, you'll probably want to flip over to that section, which starts with Page 70.

There are a few important points here. The Profit Pyramid is not a marketing calendar. Some of you are saying, "What's a marketing calendar?" The answer is, "Don't worry about it for right now." I'm actually going to touch on how to create a marketing calendar in a couple of training calls from now, so I'll help you with that.

It's not a marketing calendar. Then the question is why do we do it? The reason we do Profit Pyramid is that it's a way of brainstorming, organizing and prioritizing what your client will offer in their business. It's a way of taking all their mish-mash of ideas and putting them into a structure that has flow to it and makes sense.

In the process of that, most likely, especially if you're coaching somebody who is not brand new in business, it will include streamlining and stripping things out.

If you're coaching somebody who's brand new in business, probably that's not the case. They don't have any offer clutter created yet, so their Profit Pyramid is going to probably look pretty lean and clean, and that's a good thing.

My experience has been that clients do have a hodgepodge of things that they want to do, but they often have a mess. The reason they have a mess is because they're usually giving away way too much of their time for way too low of a price point and they often don't know about the concept of high-end offers.

The Profit Pyramid, again, is a way to make sense and to create order out of all that.

One point I want to make here is that, when you create your Profit Pyramid with your client, they don't need to implement everything at once. That would be overwhelming. Again, it's a way for them to structure their ideas so they know those ideas have a home.

Another way to think about the Profit Pyramid is that it captures what the basic revenue streams are. When creating a Profit Pyramid with a client, what you want to keep asking yourself and asking your client is, "Is it crystal clear what they're going to offer? Is this making it really clear?"

It's always hard for me to find counter examples or negative examples, because my brain doesn't really go there very easily.

I've literally walked thousands of people through the Profit Pyramid process either in small groups, big workshops or one on one since Richard and I created this particular process about 10 years ago.

I will say that, if you feel overwhelmed or confused about how this thing is shaping up, it is probably because it is overwhelming and confusing. Really trust your instincts there.

Let me give you another tip. You can deliver the Profit Pyramid in a retreat setting where each participant gets a chance to come to the front of the room and walk through designing theirs. They're getting your coaching plus insights from your retreat group.

This is very powerful. Your clients get a ton of value from this. Everybody in the room gets a ton of value, especially if, in the process, you as their coach are challenging their mindset about over delivering, undercharging, stepping into more of a leadership role in their business and really claiming their expertise.

Stuff around money comes up. I've seen it all come up around this little, simple thing called the Profit Pyramid.

The rest of the people participating in this, not the person in the power spot up at the front of the room, get huge value because they're able to take what they're seeing and what's happening for the person at the front of the room and apply it to their own business.

When we used to do this in groups of 12, I would do it in a two-day retreat and we would do six or seven people the first day and then the other five or six the next day.

I budgeted an hour for each person. What I told people was they had about 45 to 50 minutes, which is actually an ample amount of time. It's really ample.

I've been at a lot of high-end groups where you get 30 minutes and it flies. It's so fast. Forty-five to 50 is great and then it gives you an extra 10 minutes to have a stretch break and just clear the energy before the next person steps into the power spot.

Another tip that's really important to write down is that the Profit Pyramid is not marketing. This is not how they're going to market anything. Pretty much, there's no marketing in this thing.

Let's say your client says, "I really want to do speaking. I want to have speaking be part of my business." Unless speaking is a revenue stream for them, like they are a paid speaker and they get paid several thousand dollars to go speak, and you will have some people like that, speaking doesn't go on the Profit Pyramid because speaking is usually a way of marketing. It's not the offer.

With a speaker, the offer is their speaking. It's one of their offers. Just be really clear here not to confuse how something gets marketed with what the piece is that they're actually offering.

The next tip on this is that you may be introducing new concepts to your client, so plan on that. For example, the concept of a high-end program, especially if you're marketing and your clients are outside of our little tiny coaching industry corner of the world, is easily understood, but it's not commonplace. It's not top of mind for people.

I really say that, when you're talking about things, watch the jargon. Try not to use jargon. Your best bet is to keep it simple.

For example, I often say in a service-based business their high-end program usually is an intensive type of program that can go anywhere from a one-day intensive, which we call a VIP Day, to a 90-day intensive, a six-month intensive, though six months is not so much of an intensive anymore, or a one-year program. You can use just very commonplace language like that.

Another thing is discovery sessions. They may not know the phrase “discovery session” or “strategy session.” I’m not saying to avoid using that phrase because there are some pieces of marketing language that you do want to train your clients on.

A quick example is that, in the internet marketing world, we talk about limiters, so I use the word limiter and then I say, “A limiter is something that is available for a limited time or a limited number of copies. It’s a limited price or there’s a date cutoff.” Then people say, “I get it.”

It’s okay to train people on jargon, but it’s not okay to use the jargon and just assume that everybody knows it. It’s really annoying and off-putting.

I say the words “discovery session” or “strategy session” and then I say, “These are personal sales conversations. They’re typically one on one. A one-on-one sales conversation, or what we call a strategy or discovery session, is fundamental to the success of any business, because in a business someone must know how to sell. They need to know how to sell and get really good at it. They need to be outstanding at it.”

Coaches, that’s an example of how I use the jargon and explain it in plain terms so people understand it.

I’m going to keep going with a few more tips about Profit Pyramid.

The next tip is how many Profit Pyramids can you have? The answer is always one, of course, at a minimum. If someone has two businesses, they will have two Profit Pyramids, so it’s definitely one per business.

I want to point out something really important here. If you have a client say, “I really have two businesses, because I do two different things in my businesses,” I’m immediately skeptical. My radar goes up. I say, “Really? I think you probably have one business and you just have a lot of things you’re doing.”

I’m immediately skeptical. I’m skeptical if it’s actually true and if it’s a great strategy going forward. Typically, it’s not a great strategy going forward.

When they say that, all I do is say, “Tell me more about that.” Usually what I do is I draw out two pyramids. I showed you in the training how I just draw it on the flip-chart sheet with my wonderful artistic ability.

I’ve drawn two pyramids, so I have a placeholder for two pyramids, but as they’re talking I’m really listening to hear if this is two different businesses or if it’s one.

Sometimes people literally have two corporations or two businesses and it’s crystal clear, but usually that’s not the case.

Let me give you some of the questions that I’m listening for in this situation, because this is going to happen to you. What I’m listening for is: Are they really best served in doing two different things or should one of them be dropped? Usually, the answer is that one should be dropped.

If that’s the case, just understand you’re probably going to encounter some resistance. The truth is it’s really difficult for most people to own more than one business and to be highly successful at each of them.

I was not. I tried it and I couldn’t do it and I’m pretty damn organized, productive and all of that. I couldn’t do it.

I think guys have an easier time at it because, generally speaking, guys tend to be more linear and they just have a different emotional resonance to their business than women do.

We women take it so personally. It’s such an extension of ourselves, so then what happens for women when we have more than one business is we feel emotionally split.

Most women mistake doing different things for having two businesses, when in reality they don’t. They just have a confused business and they would be better served by streamlining, letting go of some things and having one business they can focus on.

The other thing to be aware of in this situation is that your client, to avoid feeling uncomfortable and having to really declare what they want to do, will try then to push it all together into one Profit Pyramid. When you look at it, topic wise, nothing flows. The offers don’t flow and the thing just looks like a jumbled mess.

I can’t give you an example of that off the top of my head, but it will be crystal clear obvious to you. That’s where you say, “Hold on. This isn’t what’s going to support you.”

You hold them to looking at which one gives the most joy, which one is most lucrative and which one is going to really help them achieve their goals that they have.

I don't tell them they have to stop doing the other one. I do tell them they have to stop it as a business, but what I say is, "Do it as your hobby. Focus on your business 100% here and then do the other thing as your hobby and set it aside for a little while. You don't have to give it up altogether, but just for now."

You'll also notice that the Profit Pyramid does not have a timeframe on it. However, usually I'm looking at it as roughly a one-year timeframe.

If you recall, I showed you in the live training how you want to estimate revenue, and I'm going to give you some tips on that in a moment. You do that off of the margin. I usually use a one-year timeframe for that.

Here's a tip for when estimating revenue with your clients. Remember, you're penciling out the pyramid. I like to do the estimating of revenue as I go along if the pieces that are going into the pyramid feel like they're probably going to stay there. They want to feel like "We've pretty much got it here."

Here's what I do. Always ask your client to give you the number first. Whether it's a day, a number, the volume of people in a program or the dollar amount they want to charge, they need to give you the number first.

I ask, "How many people would you like to work with?" Let's say they want to do a high-end thing and let's say they're newer in business and they don't have a list. A high-end group is not going to be useful for them right now because they probably don't have a way of really filling it.

High-end private clients, while not leveraged, are very lucrative and that can really change their world. Remember, you could have a six-figure business with just a small handful of private clients. It's very simple to do. I don't want to say it's easy, but it is very simple and very common. We've coached tons of people to do that.

Then from that solid financial base, they can grow as they're building their list and start adding more leverage to their business.

Let's go back to the pyramid. I would ask, "How many people would you want to work with at any one time?" They may not know. They may say, "I don't know." You can say, "If you had to guess."

What's important is that you don't give them a number, or if you do give them a number, you don't give them one number, but you give them several numbers.

For example, I might say, "Is it five, 10 or 15?" I give them some choices like that and they can say, "It's definitely not 15. That would be way too many." I say, "It's less than 15, so about how many do you think?" Then you just let them sit with it for a few seconds and they'll give you a number.

If they give you some wild number and say, "I want to work 20 people privately," depending on their business, they could do that, but for a lot of businesses that's too many people and they're not going to be able to handle it.

Also, be a detective and think, "Does this pass a reality check?"

Let's say they say three people. You say, "Great," but maybe you were thinking they could have six people. You can share that. If they say three, you can say, "Great." Always make them right. Don't ever make them wrong for that. Say, "I was actually thinking six," and then just let it sit there for a moment.

If they really rise up to that and say, "I could do six," then you say, "Awesome. Is there any difference for you between three and six besides the revenue it's going to bring you? Is there any difference in your mind?"

In other words, coaches, it's not that I'm happy they agreed with my number. I couldn't care less about that. As a coach, it doesn't matter to us.

What I care about is if they are really connecting to it. Do they see it as possible? Does it make sense to them? Do they feel right about it? Are they excited about it? I want to check in with them about that.

If they said, "I could never do six," I'm going to ask them, "Wow, never? Tell me what the difference between three and six means for you."

Here, again, it's for other reasons, but I want to find out what their relationship is there. What's happening is that they are making some assumptions that they could handle three but they can't handle six.

Give me a break. There's no real difference. They're making assumptions there, and as their coach, which is part of coaching deeply, you want to know what those assumptions are. If you don't uncover them here, they will come back to bite you in the butt later on, guaranteed.

I love this about the Profit Pyramid because even though it's a super simple piece and you can keep it really simple, when you are one on one, you have

some time to dive into it. You are going to learn so much about your client. I'll say more about that in just a moment.

Let's go back to the example. They may still stick with the three and that's great. What's important is that your energy has no attachment to it.

Then you ask them what they were thinking about charging. Again, don't ever say the price first. I know I said this in the live training, but I want to repeat it here. Here's the reason you don't want to say the price first.

Let's say that you said, "What about \$3,000?" What if in their mind they were planning on charging \$6,000 and they feel confident with their market that they can get it?

If you said your number first, they may very likely downgrade their number to match you or they'll start to feel some doubt, and you don't want that happening. Always let them speak first.

Let's take it in the opposite direction. Let's say you're thinking \$6,000 and your client says \$1,000. That's a pretty big difference. That could happen a lot, actually.

When they say their number you could say, "Great," and then you could share with them what you were thinking and dive into what's behind the number for them.

I say, "I was thinking \$6,000," and they say, "Oh my gosh," or they have some reaction.

Again, the point is not to get them to agree with you. It's to find where they can stretch and value what they offer at a higher level.

Using our example here, let's say they end up estimating a high-end program of three people at \$2,000 for a six-month program. In the margin, I usually just write, "3 X \$2,000 = \$6,000," and then I multiply it times two because if it's a six-month program they can do that in two rounds in a year. For that one program, it's actually \$12,000, so I write, "X 2 = \$12,000."

I'm writing the numbers down in the margin, but on the phone you would be directing them to write that in the margin while you do it as well.

You walk them through it. You can say, "Great. Pick one side of your pyramid and off to the side, write," and give them the numbers to write.

Just to wrap up on this, piece by piece you're walking them through it. When delivering this in a group or workshop, you can walk the whole group through it. I like to do it briefly, explain a few tips and then I like to have people partner up, if it's a bigger workshop, and have them work on it together.

Please don't skip the step of estimating the revenue. What's really cool about doing this is you're doing it collaboratively, so your client is going to be really on board with you.

As I said a few minutes ago, in this process, you're actually getting insight into a ton of information about your client, such as their confidence level with their fees, how they feel about marketing, their whole sense of timeframes and their needs. There's a lot that will bubble up to the surface in the Profit Pyramid process.

Let's say you're in a VIP Day with a client. Profit Pyramid is awesome to do in a VIP Day. Don't feel you have to tackle all of those issues as they come up. In a VIP Day or even in just a coaching session, you want to be marking down the "What's Next" list.

There are some things, for example, that I will definitely address. Somebody has to be on board with the high-end program concept. If they're not on board with that, we're not going to move forward until we coach through that. That one I address and take time out to do that.

With some of the other stuff, I just acknowledge it. I say, "It sounds like we've got some work to do around money mindset," and they're going to agree with you because you're stating the obvious.

Then you say, "Great. I'm going to go ahead and write that down in our 'What's Next' list. I'll make sure to keep that present for you and we will cover that in our upcoming coaching."

What does that do when you do that? It creates reassurance on the part of the client. It also really creates a lot of value. It creates longevity by having them coach with you longer. It's starting to create an agenda together, which I think is a really powerful thing.

By the time you are done with the Profit Pyramid and once everything is in place, you add up how much money they could be making. I'm telling you their eyes are going to pop out of their head.

They're going to think you're a total rock star genius. They might be scared. They may not know how to do everything, but they're going to think you are a rock star genius.

Let me give you your assignment really quickly and just take a breather for some questions.

The assignment on this is really simple. I want you to just look at Page 72 and review that Profit Pyramid Creation Checklist.

Make a note too on the third bullet down on Page 72. I like using Post-Its for that. When I'm in person with a client, I can use Post-Its to move things around. I'll do that inventory and then I can put them in different spots of the pyramid and move them around.

That's your assignment. It's just to review Page 72 so you're more comfortable, confident and familiar with how to coach with the Profit Pyramid.

Laura, do we have any questions?

Laura: We do have a question from a caller in Alabama.

Kendall: That must be Tabitha.

Tabitha: It is. You were saying that this is not a marketing plan and that this is about clearing up offer clutter. That is perfect and that really answered a big question that I had.

The question that comes up after that is how could we create that marketing piece? That is one thing that I've run into with a couple of my clients.

They're saying things like, "My priority is to make money. I see what all of this is going to be, but how can we get me into a very fast action plan so that I can start making money and then really feel like I can focus on a Signature System and Branding?"

Kendall: Usually where I'm focused, which will be no surprise, is having them create a high-end offer and go after low-hanging fruit. What is that high-end offer? Again, don't worry about it being leveraged. It's probably not going to be leveraged.

There are some exceptions to that. If you're coaching somebody who has a list, they have been marketing regularly to their list and they're fairly clear on their niche, while they may be changing and upgrading, they've got stuff cooking here and the high-end offer could be leveraged. It could be into a group program.

Usually, it's not leveraged. It's one-on-ones and it's straight into VIP Days and/or a private six-month or 12-month client.

Believe me, because I deal with this all the time. I wish we could wave a magic wand and instantly bestow upon our client a Profit Pyramid, a marketing calendar, a Signature System and clarity on their niche. It just doesn't happen that way. It can happen rather quickly, but it does take a sequence to go through here.

You can do Profit Pyramid pretty easily without a Signature System. It's better with a Signature System, obviously. It makes it easier.

With a Profit Pyramid, if you know their Signature System, the next step, which may not happen in the same day, is to have them create an offer from their Signature System and go after low-hanging fruit.

It's going to bring up all kinds of issues/things to coach on. How are they in the selling conversation? Do they even have time to have enrollment conversation? Stuff is going to come up.

This is where each of you, as coaches, is holding the focal point for your client. You're going to say, "I know your priority right now is to get clients and drive some revenue, so we're going to focus on that. There are things that are going to come up that we know we do need to focus on, but they're going to be secondary to just driving some revenue right now for you. Does that work for you?"

It may not be the time to perfect the discovery session skill set and get them talking to people. They don't have to be great at it to land a client. It will soon become obvious that they need to improve there and you can coach with them on that as well, but that's where I would start.

When I worked with more advanced clients who had more complex businesses, in a VIP Day we would flow straight from a Profit Pyramid into a marketing calendar.

We would start to map that out, keeping in mind with the marketing calendar what they are going to offer in the next couple of weeks, four weeks or six weeks to generate revenue.

A lot of my clients tend to be doing workshops, so if they already have a workshop date booked, then that becomes a focal point because they already it booked.

They say, "I've got this workshop coming up in 60 days. I only have four people registered for it," and I say, "We need to get that filled," because in a workshop they can make a high-end offer and have a workshop be very lucrative.

There are a lot of different ways to help them get clients, but does that give you some ideas, Tabitha?

Tabitha: Yes, it really does. I appreciate that. Thank you.

Kendall: By the way, folks, there's a low-hanging fruit method or strategy that we've used so successfully. Kailash has done this a ton. Those of you in our Clarity program could coach either with Richard or Kailash, but Kailash has done these a lot and is wonderful. We call them in-home parties. I know there's got to be a better phrase, but that's what we call them.

This is where we have a client text a bunch of people and invite them to their home, if that's an appropriate spot, to a nice room at a hotel or just somewhere where they can meet that's a nice, quiet area and that's conducive to this.

They do a two-hour or 2.5-hour presentation. It's like a tiny mini workshop. You could call it a micro-shop. In that presentation, they are making an offer. Usually, the offer is for a discovery session.

Usually, what they're doing is talking about their program, like a 90-day program or six-month program. They're not signing up people on the spot for the program. They describe the program a little bit and then they invite them into a conversation.

We've had clients with no list, where they're just inviting people they know, do anywhere from \$5,000 to \$7,000 in a one-day thing, and I think the highest was \$35,000.

We've had a lot of clients do between \$15,000 and \$20,000 in business just from that one effort, so it's a great little jump start. It's not so little. That's really great money. It's a great jump start.

I keep saying "your clients," but all of this applies to you as well, of course.

Are there any other questions here?

Laura: Yes. The next person is Kim.

Kendall: Hi, Kim.

Kim: Hi, Kendall. I would love for you, if you would, to just explain a little bit more about what you said with using the Profit Pyramid Creation Checklist and you mentioned using stickies.

Kendall: On the third bullet? You get an inventory of what it is that they're already offering.

Kim: I think I know what you're talking about.

Kendall: I put it on stickies and I've got all these stickies laid out. Then I start to see which stickies should go on the Profit Pyramid and which ones need to be recycled.

Kim: Got it. I know exactly what you're talking about.

Kendall: Great. You've been to workshops with us. You've seen us do something like that before.

Kim: I love that.

Kendall: People love it because it creates order out of chaos. You have to get everything out in the open and then you can organize it.

I said this at the beginning of this call and I want to repeat it here. Really be mindful of watching on behalf of your client where they're over delivering and undercharging.

As a quick example, I remember a long time ago we used to offer VIP Days with me. The people in CMMS could invest in a VIP Day with me.

I remember one client in particular who had a business going. She was actually already right around six figures, maybe \$120,000 or something like that. She was super busy and a really neat lady.

When we went through this process, what was happening, which is so common, was that she was running a group program and she was making pretty good money off this group program. She had a lot of people in it, but she wasn't charging very much for it. I think it was about \$300 and I don't remember what timeframe it covered.

All the classes were live. They were getting coaching. She was giving away so much of her time.

Look at that price point. While there's no set price point at the different levels of the Profit Pyramid, you coaches are savvy enough to know that \$300 sure is not

at the top. For most people, it's not even in the middle. It's at the low end of the offer range.

Yet all of her time and attention was being sucked up at the low end, so she couldn't have high-end clients. She couldn't run a high-end group. She had an awesome opportunity of pent-up demand to launch a group, but she couldn't do it. She had no time.

That was very obvious in this process. She was scared, but I coached her through it and she was successful in transitioning that lower-end offer. I honestly don't remember exactly what she did, but she made some changes to it.

By the way, your clients will often have the ideas. Remember, they are the expert in their business. You don't have to be an expert in their business, because they are.

She came up with some ideas on how to streamline it and cut some things out. I remember most of the coaching focused on her letting go and not having people be so dependent on her, which is a need to be needed. That really needed to be addressed.

Once she did that, she was able to see right there in the day with me that she could have a high-end group. She started making a ton more money because of that because she could have higher-end, more leveraged offers.

Laura, you said we had another question?

Laura: Yes. We have quite a few. I have Kailash in the queue.

Kendall: Hi.

Kailash: Hi. It just goes back to when you were talking about with the little gatherings, the little soirees, as I call them, or home parties. I have some other ideas also if anybody wants to coach with me.

The other thing is not only asking the people that you know, but ask them to bring along a friend because you just never know who's going to think that you're just fabulous and want to have a discovery session.

Kendall: Kailash was very successful doing these for a long time and has been very successful in coaching our clients to do them.

I'll tell you a mistake with these. I had a Diamond client and she was almost uncoachable. She wouldn't listen to me at all and insisted on doing this strategy.

She did it in an evening session. She had a little bit higher-end, business-owner ideal client. I think she got about 35 people in the room. She did a great job at getting people in the room.

She refused to believe me that the best offer was for a strategy session. I think she pitched a \$7,000 program to a room of people who knew her somewhat, because this was local marketing obviously, but they hadn't invested in something like that.

This was a 2.5-hour gathering and she got zero people signing up for it. No surprise.

Then my coaching was how to save this. She ended up getting either three or five clients out of it through a lot of follow-up. She really learned the hard way to not waste that effort.

The idea of somebody, in two and a half hours, signing up for a \$7,000 program pretty much off the street is pretty slim. You don't want to be gambling and playing roulette with your business.

You stand such a better chance in a conversation with somebody of really creating that connection, diving into their problem, what it cost them to have that problem and the solution.

That's going to create a conversion rate for you and create a relationship that you can then follow up with down the road if they choose not to say yes at this moment.

I'm only going to be able to take one or two more quick questions here because we've got a lot more to cover. Who else do we have next, Laura?

Laura: Next we have Angela.

Kendall: Hi, Angela.

Angela: Hi. I had a question because I am one of those people that has two Profit Pyramids because I do have two businesses.

Kendall: Really? Do you want to prove it to me?

Angela: I know. I have a brick-and-mortar business and then I started an online business.

Kendall: In one sentence, what do you sell brick and mortar?

Angela: I own a wellness center, so I sell acupuncture, massage and yoga.

Kendall: What are you selling online?

Angela: I have an integrative facility institute where I teach practitioners how to do fertility coaching.

Kendall: I want everybody to hear this. This isn't where she has a wellness institute and online she sells how to knit hats and scarves. What she's doing online, while it is different than the brick and mortar, is really under the same category. It's a little different ideal client, obviously, but it's still within your whole area of expertise, Angela.

Angela: Yes, it's wellness.

Kendall: Absolutely. It's not just wellness, but it's holistic wellness. It's very particular forms of wellness. What's your question here?

Angela: My question is that I deal with these people a lot because I'm often coaching holistic wellness practitioners. I'm sure you have this experience too where people do get sucked into the "I do this one-on-one service" and then they also want to have this online business. It's how to create that Profit Pyramid without having two of them.

Kendall: I think the place to start is from a place of extreme curiosity and doing the "what if" game. Here's where I would start with you, and you could get your buddy to help you with this.

There are two places I would go, actually, Angela. One is this. What if they were to have a very clear point of focus and come together? What might that look like for you? I'm going to ask you not to answer it now because of time, but that's where I would start.

Coaches and Angela, what I'm looking for is, is there synergy here where it can come together and just be one business? Angela, you know it feels really split, doesn't it?

Angela: Yes. I want to get rid of one all the time.

Kendall: You want to get rid of it all together. The other place where I go with it is I say, "If you were to have one," and I try not to use the word "only" because it triggers scarcity in people, "and really focus on it, which one would it be?" I think we all know your answer here, Angela.

Angela: If I look at my goals, I would love to have more of an online business. I only work there one day a week now, so it's silly. It's like I'm holding on to it just a little bit.

Kendall: You can just take these questions in, Angela, and answer them for yourself or with your buddy. It's a question of, if you were to let go of it now, how quickly could you do that? Is there some revenue there that you'd want to replace with the online?

At some point, especially when she said she's only there once a week, I'd want to know what you are actually hanging on to here. I'd want to explore that with somebody.

Sometimes, people might have to do something to maintain a credential. I want to know if there's some reason other than just habit. What would happen if you just took the jump online?

How much time was it that you're there, did you say?

Angela: It's maybe five hours a week.

Kendall: Does it feel like five hours or does it feel like 10 or 12 hours?

Angela: It definitely feels like more because there's management and all of that stuff that goes along with that five hours.

Kendall: That's the thing, everybody. The energetic piece of this is huge. Usually, the amount of time is disproportionate to the amount of energy it feels like it takes.

Angela: For sure.

Kendall: With Angela, I'd want to coach her some more. Does she own this business? Is there somebody else that could take that over and this could be passive revenue for her where it's not five hours a week, but it's five hours a month?

There are some options here and I'd want to look at that. Are you best just to say, "I'm done," and walk away or sell it? There are a lot of different options to look at.

I think everybody can hear how ready she is. She just needs somebody to say, "Girl, you're ready to make the leap."

Angela: It's been over a year now that I've been ready to make the leap. I definitely notice other practitioners that I work with going through this transition as well. If I figure it out, I can help all these people now.

Kendall: Here's what I would invite you to do. Don't worry about figuring it out to train people in it. First, you need to go through it successfully yourself. Just focus on

you, let you be the center of attention on this and be in your own process in going through this.

I know when I've tried to go through a process of transition and figure out how I can teach it at the same time, I never get through the process. I say, "I'm just going to be in this fully myself and on the other side I will be able to look back and see." The truth is these types of transitions take time.

I'm going to be writing some articles later this year about how to transition from a job or something that is your bread-and-butter money into that new business.

I think what I'm about to cover next will help you also with people and their money goals, but I think the short answer here, Angela, for you is to basically make the leap. For other people, it's going to depend on their situation.

The main thing is don't create the Profit Pyramid trying to keep everything together when they want to let go of something. The Profit Pyramid represents where they're headed.

We all know that, when we're crystal clear where we're headed, getting there happens faster and easier and with a whole lot more joy and excitement.

Angela: Definitely. Thank you.

Kendall: I'm going to move on because I want to make sure we don't shortchange the rest of what I've got here and then we can take more questions at the end.

I've got a lot to cover with money, so we're going to switch to Page 73. We're transitioning or making the leap into talking about money. It's my favorite topic besides horses and my puppy these days.

I'm going to run through this. Remember, this call is recorded and transcribed, so you can pick up a lot of notes and tips later on as well.

When I was faced with my own money ceiling, and I'm not going to go into all the detail about that story, basically I was at a place where I was really frustrated with my revenue and I wanted to make a big change.

What I decided to do was to start tracking all the money that came in. I had not been doing that before.

What you're seeing here today on Page 73 is many iterations of my original Money Tracking Sheet. I actually have all of my Money Tracking Sheets. They're

all lined up in chronological order in a folder in my spare office room, so I have them all. It would be interesting to go back and look at them.

There were a lot of variations that I went through and a lot of investigation, evaluation and looking at how it was working and how it wasn't working.

What I came to was this version that we've been pretty steady on the last couple of years. It looks really super simple, and it is, and it's been the most powerful version I've ever created.

I want to show you exactly how to use it. I want to run through the guidelines about how to use it and I want to run through some objections that people have to using it.

The concept of the Money Tracking Sheet is very simple. Every day, you journal on a single sheet of paper the total amount of money that came in to you that day down to the penny.

I'm going to pre-answer a lot of the questions you probably have because I've been asked them by thousands of people.

People will ask, "Can I do it on a spreadsheet?" Yes, you can. I like the piece of paper. Mine sits on the top right-hand corner of my desk, and it has for the last 10 or 12 years since I created this.

I like the act of picking up a pencil and writing. I think it creates neurological connections for us that are important, but that's just me.

The genius behind the Money Tracking Sheet is that, in tracking every penny that comes in, even on days when that number is a zero where you should write \$0, it makes us aware of the money patterns in our lives. Then we can get creative with how to change those patterns.

It works brilliantly as a transformation tool because, first of all, what we focus on expands and we start to see our patterns of money instead of being blind to them or in denial about them.

We have the opportunity to make new decisions and to take new actions, which is hugely powerful in this Money Tracking Sheet, and that's going to result in breaking through your glass ceiling.

The other reason the Money Tracking Sheet works so brilliantly is because of something I've been teaching for over a decade, and that is that money loves attention.

Money loves attention and money will always get your attention, either positively or negatively. It's a true fact.

By paying attention to money via your Money Tracking Sheet, you're putting yourself in the driver's seat with your flow of money.

I'm going to say "you," and I do mean you personally, but I also mean your client, so this is for you and for your clients, obviously.

There are six core guidelines as to how to use the Money Tracking Sheet, so let me go through them one at a time.

Guideline 1 is to track every penny coming in, no matter where the money came from. The rule here is that it all counts. This is money coming in to you. I'm going to explain in just a moment about if you have a spouse. I'll get to that in just a moment.

Just like with Angela, she has money coming in from her brick and mortar and she has money coming in from online. All of that is journaled on the Money Tracking Sheet.

Maybe the money came in from a client, a paycheck, a tax refund, interest on a bank account, although in the US business bank accounts don't get interest, a gift or tithing. I've had clients over the years send me tithing checks, which is really pretty phenomenal to experience. It could be affiliate commissions. Wherever the money came from, it all counts. That's Step 1.

Guideline 2 is the amount of money you're tracking is the amount that first comes in before any expenses or deductions. Let me be really clear about that.

For example, let's say that you sign on a new client today for \$1,000 and also today you paid out \$300 in expenses to a virtual assistant, Facebook ads or whatever. The amount you journal on the Money Tracking Sheet is \$1,000, which brings me to Guideline 3.

By the way, I may not be able to get to it today, but I'll post these six guidelines on the Facebook group or wherever you guys post things.

Guideline 3 is the Money Tracking Sheet is not meant to be a substitute for a bookkeeping system. This is a money awareness tool that's life changing. It's not meant to do your bookkeeping for you.

Typically, this is what I do. I journal the money coming in, in total, every day on my Money Tracking Sheet. If nothing comes in that day, which is rare for me but

does still happen on occasion, I write \$0. If nothing comes in, you still write \$0. It may not feel good, but you have to write it.

You have to be in the experience of this, and I'll come back to that in a minute. This is the part I get so excited about, but let me take care of this part first.

The money comes in, but the money is also recorded in your bookkeeping software, whether you use Mint, QuickBooks or however that's logged for you. We do it in QuickBooks and my bookkeeper just downloads the bank transactions online. You could do it manually. It doesn't matter. It's not meant to be a bookkeeping system.

By the way, it's all the money coming in. It's not a recording of expenses. The Money Tracking Sheet is completely separate from tracking expenses.

That's a whole other interesting ritual which Richard and I both did before we met each other, which is really funny, and we do it now as a couple.

Guideline 4 is every day on your Money Tracking Sheet will have a number journaled on it even if the number is \$0. This is critical.

The reason is because it's only through the daily journaling of that total amount of money that came in that you're going to start to see the patterns of how money flows into your world and you'll be able to start making new decisions about what you want those patterns to look like.

Let me give you an example. I've had many clients see the number of zeros they had on their tracking sheets and they made a decision to reduce it. Actually, the decision they made was to increase the number of days that did have a number other than \$0. The power of that decision was absolutely extraordinary for them.

Let's say somebody sees that they have zeros 20 days of the month and only 10 days have money coming in. What's their next goal? Maybe they want to increase it from 10 days to 12 days, 15 days or something like that. It's up to them.

Just by making that type of decision, your client and then you as their coach are going to begin to look for opportunities to create more money in their life.

This inspires taking courageous action, reaching out for resources, trying new things and raising their fees. There is a lot practically that happens and there's a lot that's actually quite magical.

Guideline 5 is the amount you're journaling is actual cash coming in, not money booked.

Let me give you an example. Let's say you sign on a new client. They pay a deposit of \$1,000 with a balance of \$3,000 that they'll be paying to you each month for the next three months. The number that gets journaled on your tracking sheet today is \$1,000.

Next month, when your client makes their next payment, the payment will be journaled on your tracking sheet for that day that it comes in as another \$1,000.

Your Money Tracking Sheet is not going to match up perfectly with your bank balance.

For instance, we get commission checks for some of the promotions we do. We get an affiliate commission check, the check comes in today and I log it in my Money Tracking Sheet with today's date.

Let's say we don't go to the bank for two days or we don't go to the bank until the end of the week. It hits the bank account later in the week, so my balance in today's bank account is going to look different than my Money Tracking Sheet. They don't reconcile 100%. They just don't and we don't even try. It's not important.

Guideline 6 is it doesn't matter the source of the money, it all counts.

One of the mistakes that people often make with money coming in is they compartmentalize it. I've had so many insights and personal-growth moments from the Money Tracking Sheet and this is a huge one. I remember the moment that I realized this one.

They'll say, "That money isn't really mine because I need to pay expenses," or, "That doesn't really count because," and they have some excuse as to why they can't acknowledge the money.

Compartmentalizing is an energy of diminishment. Obviously, you don't want that. That's why, with the Money Tracking Sheet, it doesn't matter what the source of the money is. It all counts.

Let me speak to business and personal. My recommendation is that, if you have your own business, you create a Money Tracking Sheet specifically for your business. All of you have your own business.

Those of you who legitimately have two businesses, I would not do two Money Tracking Sheets. It continues to create divisiveness. I would create just one Money Tracking Sheet because it's you as a woman in business.

That means that all the money that comes into your business, no matter what the source, is journaled on the sheet. I've already given you examples, so I don't need to run through that again.

You're going to see here what your high days are. You're going to see your low days. You're going to see the average. Month to month, you're going to see which months are highest and lowest.

You can do some really interesting games that we don't teach in CMMS, but we have some interesting money games that use the Money Tracking Sheet.

Here's an interesting note that I have in my notes. What I love about keeping your Money Tracking Sheet up to date every day and taking a really playful or curious approach is that you're creating conscious awareness with money and you're making decisions from where you want to be. That's what pulls you forward.

Let's talk about your personal life. If you keep a Money Tracking Sheet for your business, which you are, I would recommend doing one for your household as well.

The question I'm always asked is if you're in a relationship, should you count your spouse's income? The answer is yes, on your personal Money Tracking Sheet.

You can just make a copy of it and have it personally. That's where you would journal your spouse or partner's income, income from investments, the amount of money you pay yourself out of your business, which is interesting, yard sale money or eBay money.

We cleaned out part of our garage a few months ago and my brother sold a bunch of stuff on eBay. I was going to give it to Goodwill. The guy created \$700 for us selling stuff on eBay. I was thrilled.

Gift cards and gift money also count. Remember, the tracking sheet is not about what the money is used for. It's just money coming in. Even the money you find under the couch or in the back seat of your car all counts.

What I love about tracking it personally is that couples and families have reported to us many times that they make different decisions that really empower their household to have more money coming in.

I have just a couple more things on the Money Tracking Sheet. I like using the printed version. I've had clients make a spreadsheet version and that's fine too. The main thing is to do it every day, even if it's a \$0.

When you receive your monthly bank accounts, you can take that interest. For example, I do have bank accounts in the business. Business checking and savings, when you're a corporation, don't pay any interest, but I have savings in what used to be ING Direct, but is now Capital One 360.

They have really good interest rates and they really foster an attitude of saving. They call you a saver. They say, "Hi, Saver," which I like. The interest from that, when it comes in, does get tracked on the Money Tracking Sheet for the business.

Then at the end of the month you just tally it up. I actually do a little mental running total every day.

These are totaled, so let's say in one day you had a client payment come in, you sold a product and you also received a referral commission check. Great. Add all three of them up and plunk them down in the Money Tracking Sheet.

We receive some checks, but most of it comes through our merchant account through the beautiful folks at DirectPay. Really, it comes as a daily batch through www.Authorize.net. That's who they set us up with.

I want to talk about three objections that come up with the Money Tracking Sheet. I want to run through these really quickly.

I want to tell you that objections can come up for you personally, which is why I want you to do this for yourself. You can already tell where this assignment is headed, because then you'll be able to handle it with a lot of confidence with your clients.

Every objection is an opportunity for you to deliver amazing, powerful coaching.

I will copy and paste these as well. I have them typed up. Let me run through these very quickly and I'll copy and paste them on the Facebook group.

Actually, this is too much. I don't want to do this on the Facebook group. We're going to probably make a handout. Coaches, give us a couple of days on this

because we have quite a few people on vacation this week, but we'll turn this into a handout.

Objection 1 is "I don't have anything to track today so I'm not even going to look at my Money Tracking Sheet." This is super common.

The coaching questions to ask your client in this situation are, "Where else in your business or your life are you not showing up with money?" and, "What would happen if you did journal on your Money Tracking Sheet every day?"

Objection 2 is "I don't want to look at my Money Tracking Sheet because there are too many zeros on it." Again, this is really common.

One of the questions you can ask is "What if tolerating that number of zeros were no longer an option?" That's a great question. Also ask, "What would happen if you did journal on your Money Tracking Sheet every day?"

By the way, I remember the first time I asked a client the question "What if tolerating the number of zeros was no longer an option for her?" Her answer was really interesting. She had a list of distractions that she would eliminate, plus the actions that she would take instead.

She had at first about 23 days out of the month that had zeros on them. That's not a pretty picture. It didn't make her feel good, but it was a reality check. Within just a month or two, she had knocked that down to just 11 days that had a zero, so she cut it in less than half. Then it was only five days. These are real numbers.

She was ecstatic. It changed her life and she really felt she had reclaimed her power and how she felt about herself.

Objection 3 is "Updating my Money Tracking Sheet about once a week is fine for me." No. You can ask, "Are you satisfied with the amount of money that you're currently making?" and, "What would happen if you did journal on it every day?"

It's really interesting what will come up. Let me give you a couple of important tips on this and you'll see what I mean.

Don't be surprised if, in coaching your client to use the Money Tracking Sheet, it illuminates other areas of their life that need to be addressed. I'm going to give you a quick example.

I had a Diamond client who was only doing it about once every week or two. This woman was very connected to money. Money was important to her. In my

Sacred Money Archetypes work, she was an Accumulator, so those of you who have taken SMA know what that means.

She's an Accumulator and yet she's only doing her Money Tracking Sheet every week or two. Something is off here. That's just odd.

I coached her briefly, but very deeply, and I followed my intuition. What she shared with me was that, if she used it daily, it would mean that she would have to face her feelings about her husband's inconsistent income and how she felt about supporting him. That's big.

We looked at that together in our coaching, she had a courageous money conversation with him and she worked out a new commitment regarding his contribution to their household. She had things she wanted to do with the money.

That's just a quick example, and one that I've always remembered, of how you just never know what's below the surface.

I wrote in my notes, "Denial is not a strategy for success." That's something to keep in mind here.

I think the second tip is that a fear a lot of women have is that somehow making more money will change them. What's key to understand is that money doesn't change you. It simply magnifies the qualities within you that you already possess.

For example, I'm a really generous person. I love to give, but by making more money, I get to be more generous. That desire to be generous is fulfilled in many different ways.

I have the opportunity to pay my team well, I can give generously to Equine Voices, which feels amazing to do, and I can make sure my family is taken care of. Those are important pieces. It doesn't change you. It just magnifies what you already possess.

The pieces on the right of the Money Tracking Sheet, you can leave them in or take them out. It's up to you. We like having them in there because, again, what you focus on expands.

For instance, in our Mastery group, we have our clients state what their goal is at the beginning of the month and then they tally up at the end what their actual was.

It's really telling. Sometimes they don't feel great about it, but it's really telling about where their time is going. Where is their time and attention going? That piece on the right in that column really shows up where their time is going.

I told you guys this was going to be a big call and it is. I'm actually not going to do Bold Money Goal because we don't have enough time today to do this justice. I'd rather use the rest of our time to take questions.

Either I'll do a separate recording or we will tuck Bold Money Goal into our next call coming up. I'll figure that out tomorrow and let you guys know.

Let's take a look at your questions.

Laura: Our first question is from Maryam.

Kendall: Hi, Maryam.

Maryam: Hi. I had a question on the sheet and I had a tip for doing the virtual VIP with clients. On the inventory cards, I use Trello and it allows us to collaborate real time, or you could use Google Hangout.

My question on the Money Tracking Sheet is are we recording the box at the right, the speaking gigs, books and discovery sessions, on a daily basis or are we doing the summation at the end of the month? How does that work?

Kendall: My first answer I was going to say was that's up to you. However, I think my preference would be tracking as it comes along, because out of sight, out of mind. Then things tend to not happen.

Some of this may not apply. Some of you may not be doing joint partner collaboration launches, so that piece doesn't apply to you right now.

Let's say it's the number of discovery sessions booked. Let's say you had a goal for the month of 20. A goal of two or three, forget it. Let's say you have a goal of 20. It's the 20th of the month and so far, you've delivered three. There's plenty of month left to do something about it.

I'm going to talk about that in the Bold Money Goal. With any goal, you'd be surprised how you can create a little sprint to the finish.

There are so many times that I can't even count it where, for my money goal, it was toward the end of the month and I wasn't where I wanted to be. My first thought was, "Wow, I don't know how that's going to happen."

The first year I broke \$1 million that happened. I don't remember the exact number. I wish I did, but I think it was the beginning of November and I was at a little over \$750,000.

I realize these are big numbers, but it doesn't matter. The experience is the same. I really wanted that \$1 million and I really had a need for the money because we were building the house and we were finishing up the house, so that money had a purpose.

I remember there was a moment where I thought, "I'm not going to meet my goal. I'm so close and I'm not going to meet my goal." I started to console myself and say, "At least it's 50% more than last year and that's great," and then I thought, "No, I want to reach that goal."

I really hustled. I launched a new group program to make the money. It was a great time of year to do that.

Wherever you are in the month or the year, for that matter, you can put the hustle on. You can't hustle all the time because it's exhausting, but there are plenty of times where you can do a little bit of hustle and reach your goal. You're going to feel amazing because of it.

Maryam: That's awesome.

Kendall: Thank you, Maryam, for asking.

On that right-hand column, the second one down, the number of audience members speaking to, let me explain that one really quickly. It may not be obvious.

Let's say that you routinely do speaking. Let's say you speak two or three times a month and they're usually for groups of 10 people. That's a great place to start. You really get to practice a lot.

If you want your business to grow more rapidly, either you can speak to a lot more groups, which will burn you out and you won't be able to do it time wise, or what if you said, "Instead of groups of 10, I want my new goal to be groups of 20 people or even groups of 50 people"? That's what I mean by number of audience members speaking to.

You could also set this as a goal for the month. Say, "This month I want to speak to a total of 200 people." It's going to change your thinking. It's going to change the groups you reach out to, to line up speaking gigs.

Will it change it that month? Maybe not, because speaking often requires some planning ahead. However, it changes the energy, opportunities start to come to you and things happen that wouldn't have happened otherwise.

Do we have another question?

Laura: We do. Our next question is from a caller in Florida.

Puja: Hi, Kendall. It's such a great call. I want to thank you so much for both the Profit Pyramid and the money tracking. It's just so grounding. Money is so grounding, so thank you for that wisdom.

I had a question about the Profit Pyramid. I boldly offered to a client last week that next time we connect we're going to do her Profit Pyramid.

I'm running into some problem mostly because she is the owner of an alternative healing clinic and she has specialists that she employs who also see clients and don't always go to her.

Kendall: It doesn't matter. It's for the business. If she's coaching with you to grow her business, it's really looking at "What is that Profit Pyramid for the business?"

Puja: We're looking at it for each of her employees?

Kendall: No, for the overall business. We just have a couple of minutes here, so let me ask you something. Give me an example of one of her specialists.

Puja: An OB/GYN doctor.

Kendall: When a patient comes in, she is the one who charges the patient for that service and she's the one who pays the OB/GYN for delivering the service. Is that true?

Puja: Yes.

Kendall: Great. You'll have a choice here. When you look at the specialty services, first, I would make a Post-It for each of the specialty services. What was the type of clinic that she has?

Puja: It's an alternative healing clinic. She has a health coach and a massage therapist.

Kendall: Remember, this is the main thing, especially with a business like that, because that business is an established business and it has a lot of different pieces to it.

My educated guess, just based on the examples that you gave, is that she's covering a lot of territory with different specialties. I would be really curious to play with the "what if."

What would it look like if her business were to hone in and focus on being more specialized within a smaller number of specialties? Let's say women's infertility, as an example, women in menopause or something that's just more specialized, just to play with it as a way of looking at it.

The main thing you don't want to do with any of these clients is you don't want to just make the Profit Pyramid look like exactly what they already have now, because most likely there's a change needed in there.

Listen, ladies, this is not a documentation process of what their business currently looks like. That's not the goal of the Profit Pyramid. They don't need you for that. They can hire somebody to just document their business. What they're looking for is where there are opportunities for them to grow.

For somebody like her, and it depends on her attitude, it could be really tough because she's going to come up against her stuff a little bit potentially and she's going to have to make some changes if she wants to grow.

Maybe she'll approach that with excitement or she may have some fear or resistance. Who knows? You'll see.

What I would do, just to finish up on this, is I would look at the specialties individually. I would look at where there are some common groupings.

Massage is a very different specialty than OB/GYN. They are night and day. Other than touching the body, they have nothing in common with each other, so I would be looking at some natural groupings.

I would be asking her about profitability. I would be asking her about which one is going to help her really stand out in the market and really make her mark.

Just to finish up on this, with the Profit Pyramid, the way that the conversation will flow is not necessarily 10 minutes and you're done. Some of you will get lucky with a client that way.

A lot of times, the Profit Pyramid stimulates or sparks a lot of discussion because really you're tearing apart a business to be able to put it back together again differently.

Just keep coaching and know that that business owner knows their business the best. They know better than anybody and I trust the business owner's instincts. I really do. I've learned. I trust that business owner's instincts.

Where the coaching comes in is to get them to break through resistance, break through old habits and see new possibilities. Great question.

Puja: Thank you.

Kendall: Really quickly, I'll give you your assignment and your proof question.

The proof question is: What is the number one core guideline in using the Money Tracking Sheet?

Your assignment is to take someone outside of the program through starting the Money Tracking Sheet. It gives you an opportunity to practice talking about it, explaining it to them, dealing with their objections or resistance and answering their questions. Then share with your buddy what you discovered in that process.

Thank you so much, everybody, for a great call.

Participants: Thank you, Kendall.