



Certified Money, Marketing and Soul® Coach Training Program

Training Call #11

September 27, 2016

Kendall: Today is Tuesday, September 27. This is our CMMS call number 11. It's gone by so fast. I can hardly believe it. This is a live Q&A call, so you're welcome to send in your questions.

Here's what we're going to do today. Let me just double check our calendar. There's no call next week. Our next call after that will be on Tuesday, October 11. Then we have two more calls, one on October 18 and our final call on October 25.

Renee will be joining me on that last call, because we're going to go through the certification process and how that works. She knows that like the back of her hand and will explain it all to you. I just can't believe how this is wrapping up so rapidly. It's amazing to me.

That's our call schedule.

For today, we had a piece that we didn't get to last week on coaching best practices, specifically on boundaries. I want to make sure that we cover that. We're going to start with that here today. Then we will dive into open Q&A.

The other piece I wanted to remind you about is making sure, especially this next week where we have a week with no training class, that you are totally up to date with your proof question answers and with your buddy coaching. Many of you may have already completed the buddy coaching requirements at this point where you've given and received a certain number of buddy coaching sessions.

You want to make sure you've got that paperwork completed. It's extremely simple, and it's really important because it's part of your certification process. I'd ask you as an assignment to take a look at that. This week would be ideal. Just get all of that organized and tucked into a folder or in a notebook ready to go when we open the certification window so that you can just put the final touches on what you've got and you're ready to get certified.

Let's go ahead and start with celebrations.

There's another piece too. I was just looking at my notes. If you are not sure about any of the certification requirements or where you get the log sheets or have any questions about the log sheets, any of that, you can definitely go into the Client Center, and there's a Certification tab there. You can see everything right there.

If you have questions about how to complete any of the log forms, because there are a few different ones, and they're all super easy, but you want to make sure

you know what goes where, you can email support@kendallsummerhawk.com, and my team will be happy to answer your questions on that.

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

Suzie: We do. We have Kim on the line.

Kendall: Hey, Kim.

Suzie: Hi, Kim.

Kim: Hi, Kendall. Hi, Suzie. I have a celebration. I just signed a new client.

Kendall: Yay!

Kim: Yay! I know. I'm so excited. I just signed a new client to my 90-day Business Success program, and it's all CMMS.

Kendall: That's even better.

Kim: I'm very excited.

Kendall: That's really fantastic, congratulations. How did you meet your new client, or how did they meet you?

Kim: This is the fun part. I was sitting at my desk, and I got an email from this woman who starts out by saying, "Hi, Kim. I'm so happy to have found you."

She went on to say she has some business ideas, and she would like to set up a time with me. Should she narrow down her ideas? We just had a couple of emails back and forth, and then we set up a Discovery Session.

Kendall: How did she first hear about you?

Kim: I asked her that, because I was curious, and she said, "I don't know if I'm going to be much help." She actually was Googling a mentor or coach — she's in the nursing industry — and I came up. I don't know what my SEO is or how I was positioned. I think I'm going to have to go Google myself and do something with nursing.

Kendall: Definitely, go Google yourself and see. That's fantastic.

Kim: I'm just going to chalk it up to the universe. I've been trying to get out there and do as much as I can in terms of exposure and contacting and talking to people and moving it forward. I think it's finally just paying off.

Kendall: That's the thing. I'm all about strategy. I love soul and strategy. It's great to have strategy and to implement our strategy and tweak it and refine it and all that kind of stuff. Then yet people come out of the woodwork.

We had two people join Clarity the week before we started this promotion, and they just found us who knows how. Maybe it was through word of mouth. They've been on my list for a while and just reached out. You just never know.

I think what's important for many of you at this place in your business, and I've said this before when we've talked about niche, is to be out there a whole lot doing different things.

You do want to look at the results you're getting from activities. At first, though, you don't want to be too particular about results. You don't want to be too particular. At the same time, you don't want to waste your time. I think it always goes back to what your intention is and how you're using your activities.

For example, Kim, you've been out there. You've been networking a lot. I know you've coached a lot with Kailash on that. You've been getting the word out. You've been doing speaking. You've been really working on your talk. Where you are now in terms of your confidence level is night and day compared to six months ago, isn't it?

Kim: Oh, it's huge. It happened at the end of CMMS, when you did our blessing. You had us step forward, and I had a visceral feeling. You said, "Take a big step forward," and I felt my old self being left behind. I was stepping into my new self.

I have worked quite a bit recently with Kailash on getting my schedule set and my mindset. That time value that you did on the Clarity call was huge for me. I'm definitely completely different than I was six months ago. Thank you.

Kendall: You've done the work. That's what I want all of you ladies to hear. You do the work, and at first, you're not that particular. It's not that you're just throwing your time and your energy away. We don't want to do that. It's that you have different intentions.

Yes, your intention is always to get a client. I get that. I would encourage you to always have a secondary or a companion intention. Kim working on her messaging and getting a lot of experience speaking, that's a clear intention. It's something else that's really helping you craft your skills.

In the very beginning of starting your business, there are so many different skills that you have to become good at doing really quickly. You've heard me say this before when we've spoken about niche.

Over time, you start to get more particular and say, "I'm good at speaking, and speaking for these types of events isn't worth my time anymore. I'm not getting leads from them, and I don't need it for the practice. Let me switch my focus to where I'm going to be speaking." You start to make some different decisions, and it's the same thing with who you're working with.

Congratulations, Kim.

Kim: Thank you.

Kendall: That's great. I'm very excited for you.

Suzie, do we have somebody else to report to us?

Suzie: We do. We have Tabitha on the line.

Kendall: Hey, Tabitha.

Tabitha: Hello, lovelies. It's wonderful to chat with you today. My celebration, I've been doing a lot of content creation — yummy workbooks, rebranding everything, dancing in my own magic — and that has felt incredible.

I've been getting stuck in that cycle of creation, because I didn't really have a clear plan of action other than creating things. I've been struggling with it a bit. I talked to [Angelie 00:09:15] on the phone, and I've talked to a couple other of the wonderful CMMSers as well.

Yesterday I really got clarity. I thought, "I know what I'm doing now, and I've already got all the material for it. It's perfect." It feels really good to know what I'm doing with it.

Kendall: Was there a particular question or refrain that one of your CMMS colleagues asked you that really felt like the penny drop for you?

Tabitha: What I found myself getting stuck with was rebranding everything and customizing it and not launching anything, because it wasn't ready yet.

The magic question was, "What can I do now, that I can offer with confidence, that isn't going to take me months of rebranding and everything else? How simple can I make this next step in success?"

Kendall: That was nicely done. Did you get that everybody? What can you offer now, and how simple can you make it? We ask the same questions in my business all the time.

Tabitha: Then you've taught it very well.

Kendall: We do. We pull off a lot of launches. We just planned one this morning that we're going to do in October. I don't want to say it's quick and dirty, because that's not fair, because it's going to be a cool thing, but it's a very quick thing that we had planned and on the books. There's not going to be a big buildup.

There's no webinar. There's not going to be this giant, long sales letter. It's going to be very quick and easy. That's a better phrase than "quick and dirty." It's quick and easy with a lower price point. It will be a \$297 price point. It's an easy thing, and it has a place in our marketing calendar and serves some other purposes that we wanted served.

We'll do everything well. We just don't need to put in all that effort to make this a huge, big deal. We'll keep it very simple and basic, and it will be awesome.

Tabitha: That's exactly what I'm doing. I like that. Quick and easy sounds fantastic.

Kendall: I shouldn't have said it that way. I don't like the word "dirty" because I'm a total clean freak. We're about to do that with my website too. We're calling it the "Quick and Pretty Project."

Tabitha: There you go.

Kendall: This other marketing piece is quick and easy.

I'll add that one of the things that we've always done is with every launch, with everything that we've put out there, I do believe in continuous self-improvement, always improving on what we've done.

It could just be trying to improve the sense of connection or personality that comes out in an email promotion. It doesn't always have to be a complete overhaul, because then those projects feel too big. They tend to not get done, and they drain our energy.

I would encourage each of you. My mindset has always been that 99% of the stuff I've launched has been launched before I had it ready. They were seriously launched before they were ready, and I've always done it that way. It's a little scary and terrifying sometimes, but it's a great external deadline, and it's always worked well.

We don't do it quite that way anymore, because we have a lot of stuff that's already prepared. But I will say that we've looked for improvement with every launch, small improvements, so that I feel satisfied. Over time, a small improvement today, another one tomorrow, another one next month, it adds up to a lot of improvement without it feeling like this huge, monstrous task.

Keep that in mind, everybody, as you're going about and with what you said Tabitha. Just get something out there, and you can improve it later. It's okay.

What your clients really care about, by the way, is your presence. I think that when we focus more on being present and having our presence come through in our writing — Tabitha, I know you do the Facebook Live — when we have our presence come through in these different ways, that's really what people respond to, and that's what sets you apart from anybody and everybody else out there doing what could be looked at like “the same thing.”

It's your particular presence, your style, your energy. That, you don't need to improve on. You just need to acknowledge and really own it and make it front and center with a little bit of good marketing wrapped around it, and you're golden.

Let's do this. I want to go back to this piece on boundaries that, in my workbook, is on Page 155. Plus or minus one page number, you'll find it there. It's “How to Create Clear Boundaries So You Gain Your Client's Respect and Avoid Issues Down the Road.”

I want to make sure. We did have to go through it in a little bit of a hurry, the “How to Have a Courageous Conversation with a Client.” I was thinking about whether I should go back and recover that, and I decided not to, but I want to make sure that you get any of your questions answered about that.

I'm the best at how to handle difficulties with clients, so definitely take advantage of my time here today with you and expertise to help you. If you have any questions about the template that I gave you or what to say during certain situations, please make use of this time that we have here together. I'm happy to help.

That flows nicely into boundaries. I'm going to run through this, and I'm going to make a request. As I'm going through this, I want you to listen and connect with what I'm saying.

You could just read it on the sheet, and we're done. But I want you to go deeper than that, of course. I want you to really listen to what I'm saying and to notice where the place is for you to tighten up a boundary or to put one in place.

Boundaries is a topic, by the way, that I love. Kailash adores this topic. She is extraordinary at boundaries, not about approaching boundaries from the place of being hard about it, but from the place of being basically impeccable about boundaries.

She's my mom, so I grew up with this. Certainly, as a child, I tried to push boundaries quite a bit as all kids will do. So I got to experience firsthand all my life what her approach is and her attitude. I really hold her up as a stellar role model about boundaries.

I think that the core reason for that is that Kailash has — it's both an art and a science is what I've observed with her — the art and the science of creating boundaries and maintaining boundaries from a place of self-respect and from a place of understanding and compassion for the people around you that can be impacted by you creating a new boundary or by enforcing a boundary.

She has compassion, but she doesn't let that compassion or understanding cause her to cave in. I think that's really important.

By the way, in certain contexts, I have that as well. With my horses, I have it. I have to, because they are so big, they are so fast, and they can react very quickly. My horses are extremely well-behaved, and at the same time, they're very large bunny rabbits, basically. I have to be impeccable about my boundaries with them, because otherwise, they can take over very quickly. I don't want to get hurt, and I don't want my horses to get hurt.

In other areas of my life, I'll be really honest with you, I can cave in. My boundaries can get a little squishy. I especially notice it when I'm tired.

That's one of the things I wanted to point out. I think it's really critical to know what types of situations or what types of people or what might be happening in your environment that might cause you to cave in on a boundary and to give up your power. For example, I know when I'm tired, I'm much more likely to cave in.

Kailash will say, "What happened?"

I'll say, "I caved."

She'll say, "What happened?"

I'll say, "I was tired. It was late at night." I'm not a person who works in the evenings. By 6:00, I'm done.

It's important to notice. As I go through these practical pieces here, do pay attention to where you find an "a-ha" or a "gotcha."

I want to give you full permission to let go of any shame or any guilt about boundaries. Boundaries are something that can trigger those feelings really quickly. They're almost like kissing cousins. I don't want you to go there.

It's okay. Not only is it okay, it's awesome to have boundaries. Boundaries are really sexy. Boundaries are how you create self-respect, and self-respect is a cornerstone of self-esteem. Underneath it is self-esteem, but respecting yourself and expecting others to respect you is what really fuels your sense of self-esteem and sense of self-worth.

I think the last thing before I go through this list, I'm thinking back to Kailash, who I assume is on the phone here. When I think back about growing up with her, thinking about certain times, especially when I really wanted to push boundaries, especially when I was younger, when I was in grade school, the energy that she had around her boundaries was so clean.

I just want to describe that for a moment because I think it could be really helpful for a lot of you. She was very clear about what was okay and what was not okay. She's not a person who changes. Once she makes a decision, she doesn't really change her mind all that much.

If we weren't allowed to do something, if my brother and I begged or pleaded — I think I did more of that than he did — if we tried to manipulate, tried to do all the things that kids will do, she stayed immovable about it.

The thing that was really cool was that it wasn't a negotiation. She didn't do a lot of explaining. I want you ladies to really listen to this, because as adult women, I know I can easily slip into wanting to over-explain, wanting to justify, which comes from a place of guilt. It's not clean energetically.

With Kailash as my mom, growing up, what I witnessed over and over again was that I don't think she felt guilty, quite truthfully, but what I experienced was there was no negotiating. All of my cajoling and bartering fell on deaf ears. She wasn't mean about it, but she just was not movable about it. There was no negotiating.

The other thing was that she didn't get angry. She didn't get loud about that, and she didn't really tolerate a whole lot of discussion. She would hear me, but then she would say, "The answer is still no." She never caved in.

Kids and animals will do the same thing. Kids will test you. They say, "Let me try it again," and they quickly learn how many times they have to try before you'll cave in. Is it two times? Is it three times? Is it seven times? They're figuring this out.

Those of you with animals, you know the same thing is true. They figure it out. They know if they're persistent, you're going to weaken and give in.

My mom never did it. I cannot remember a time where she gave in. There probably was one, but I certainly don't remember it. It was that infrequent.

Let me stop here and hear from some of you. What is it that I'm describing here that feels really useful for you? It's an "a-ha" or a great reminder. What is it in this open conversation here that's helpful for you?

Suzie: Kendall, we have Sandy on the line.

Kendall: Hey, Sandy.

Sandy: Boundaries are an ongoing thing that I look at for myself all the time, and the things that are helpful that you are describing are some of the specific words that you're using.

When you said that your boundaries get squishy. I love that. It's a reminder that these are places where you give up your power and looking at those types of situations.

I've had to look at that a lot to see some things recently with myself. I'm slipping into justification and explaining. It comes from a place of guilt, but I'm getting to a place where I don't negotiate with myself and just do it.

Kendall: You don't negotiate with yourself, exactly. If you're negotiating with yourself, included in that is feeling guilty or being embarrassed or taking on too much responsibility, which can come up. We can talk about this a little more in just a minute, but it can come up often when you have not been setting boundaries with somebody, whether it's family or a team member or a client, and then you implement boundaries.

There's a bit of awkwardness there, and I can help you with that. Today's a great day. That's why I'm actually really thrilled that we didn't get to this piece last

week, because this isn't just about teaching. This is about transformation. Today being an open Q&A call, you guys can ask me about how to transition into having some boundaries in place where there weren't any before.

That transition, we want to minimize the awkwardness of it and make it as comfortable as possible. It can just be a no big deal, like a "pass the salt" type of moment, actually.

Sandy, what you really want to notice, I want to repeat this for each of you, notice what can take you off your game when it comes to boundaries.

Suzie, do you want to add anything? Suzie has four children. Your kids are highly active. They do a lot of sports, and they're all on state championship teams. I know you have to run a really tight ship with your children. If you want to add anything about this topic of boundaries, I'd be happy to have you chime in as well.

Suzie: I agree that you have to stick to your guns, just like Kailash. It's very important because they will challenge you, very much so, just like anything I'm sure. It's hard. It's not easy. To give in is easier.

Kendall: To give in feels easier, but in the long run, oh my gosh, it's not good.

Suzie: That's right.

Kendall: What I would say is that if you're negotiating with yourself, it affects your tone of voice. It impacts what you say, and then the other person or the group, they catch up on it. They catch it. Even if it's not consciously, they definitely catch it subconsciously, and they will then go for your soft underbelly because they know they can.

Suzie, is your behavior with your kids very similar to what I've described Kailash's as being when they start?

Suzie: Yes, you have to stick to your guns. Kailash is actually on the line. Would you like me to bring her in?

Kendall: That's okay. I wanted to hear what you had to say.

Suzie: I have to be very firm with my decisions because any sign of weakness, they can detect very easily.

Kendall: With four children, you have a mob.

Suzie: I'm definitely outnumbered. That's for sure.

Kendall: It can quickly turn into a mob. Let me check in with Kailash. Actually, hang on a second. I'm sorry I'm jumping around a little bit. I'm traveling tomorrow morning, you guys. I'm really excited about the trip. It's a big deal trip for me, and my mind is going in 20 different directions at once. It's all good, though.

Before we do that, was there somebody else on the line who wanted to share an insight on how this is impacting them?

Suzie: Yes, I have Leslie on the line.

Kendall: Hi, Leslie.

Leslie: Hi. I don't have children, but I have employees. To be honest with you, Kendall, sometimes I just feel not cool with boundaries. I'm very much in a girl world. All of my employees are girls. All my clients are girls. There are a lot of stories. There can be a lot of drama.

I find that, even though I have a great team, there will be those times where everything is going well, and then they just slack off and start getting sloppy. I have to be that firm parent. I would love your advice on how to not get into a state of being really annoyed.

Kendall: You want my advice on how to stay out of being annoyed by having to do that?

Leslie: Yes.

Kendall: I'm not sure I can do that. I'm not saying I never get annoyed. Let me just speak to this briefly here. I can't promise you you're not going to get annoyed, but I want to speak to it from a different angle. Then I promise we will go through Page 155.

Remember one of the tenets or mindsets that I have given each of you several times, which is that an ounce of pre-framing is worth a pound of reframing. I like to set things up to flow smoothly. I like to put the work and the effort in to setting something up, so then it flows really smoothly.

When it comes to team, especially with a lot of women — like you were saying, there can be a lot of drama — I think there are a couple things. I want to be careful. We don't have time today to turn this into a whole team call as much as I would love to. Two things immediately come to mind.

One is that you don't get what you teach. You get what you model. How might that apply here? Leslie, I'm not projecting any stuff on you at all. I'm just giving you guys examples of something that I've had to be very mindful of.

Let's be honest. What does it sound like or look like, Leslie, when somebody has flipped the drama switch? What is that like? Just give me a 20-second rundown.

Leslie: It's not really the drama. They know that I really don't want to hear it, that that boundary is pretty strong with me. It's more when they start slacking and they want their own agenda versus what's best for the company. They know it, so at that point, I get into, "This is not fun and sweet anymore. This is the real world." I guess I'd love to maybe have a bit more grace than grit.

Kendall: Here's where I was going with this. Let me go back to the drama thing for just a moment, and this is going to help each of you. Even if you don't have teams, this is going to help you individually. What I'm about to explain is something that I had to and still have to pay a lot of attention to.

When something happens, where most girls immediately go is, and I'll model it for you, "I can't believe she said that. Can you believe that? Oh my god, who does she think she is?" Do you know that kind of talk?

It's commonplace and, of course, reality TV shows, their whole basis is built on that type of behavior. It is a very immature way of reacting, and I'll tell you that at the core of it is very victim-y and blame-y behavior. "He did this to me. She said that." Somebody has to be right. Somebody has to be wrong. Somebody is a victim. Somebody has been put upon. It's this whole dynamic that happens.

It's a natural place to go. I'm not better than anybody else and saying that I never go there. I do go there. I go there. I call my mom for that. I do. I'll say, "Mom, I just need a minute." You've got to get it off your chest, right?

Leslie: Sure.

Kendall: Then I say, "Wait a second." These days, how often I go there is not very often. How long I stay there is really short, like a few minutes, where it used to take me out for a long time.

The thing is to understand that this is about taking responsibility for one's self and saying, "Wait a second, nobody did anything to me. This situation happened. This is what happened. How do I want to respond to it?"

When we start to get into that other type of dialogue I just modeled for you, what happens is that we totally give up our power. It's a very young, childish place to

come from. It's very high school, junior high. When you think about it, it sounds like 10 and 12-year-olds.

We just have to recognize that's a young part that's getting triggered in some way. We can explore that, which I think can be fascinating and super helpful to do. Sometimes we don't have time to explore it. We just need to move through and move on.

Suzie, you don't really hear me engaging in that behavior when we're on phone calls, do you? I'm totally putting her on the spot here.

Suzie: No, I agree.

Kendall: On occasion, if it comes up, I say, "I just have to say one thing." I'll say one thing, and then I say, "Now we're moving on." That's literally how little I indulge in it. To me, it is like an indulgence. It's an indulgence that's toxic. I don't want to go there.

I think that it's letting the team know that when something happens, we handle it. We don't complain about it. We don't bitch about it. We don't tear other people down. These are all the things we don't do, and you have to list them. "Here are the things we don't do."

For yourself, everybody, you can list the things you don't do. "I'm not going to do this, this and this." I think it's really helpful to recognize where we get caught, where we get triggered, how it manifests itself and how it shows up. List it out and say, "I'm not doing this." You put a big X through it and say, "I'm not doing this anymore. Instead, here's what I'm going to do."

You turn to people you trust and you say, "This happened to me, and I'm upset, and I need to work through this before I can respond to this person, before I can set into place a boundary or be firm about a boundary."

I think that with team who are not performing, that's a different conversation. It's always about creating standards and upholding those standards. It's natural.

It's like my horses. They're going to test me every single day because that's what horses do. They test for leadership. My puppy, my 8-month-old dog is testing me every day because that's what dogs do. They're looking for leadership, and they'll take it if you don't supply it. I'm used to being tested.

I think with team, it's about setting a standard. It's not just about rules. You can have a rule that says, "You can't text during work time." Good luck enforcing that.

I like to say, “These are our standards. Here’s why they are important.” If the standards start to slip, you nip it in the bud really quickly.

One thing that’s really critical for me with my team is I am not going to shame people. Shaming is not allowed in my world. If I need to talk with somebody, I’m going to do it offline. It’s not going to be in a team meeting. I’m not going to shame somebody. I’m going to take it offline.

In your team, Leslie, you know darn well you have at least one person, possibly more. You know you have somebody who is a leader, and you have somebody who is an instigator. You have that in your team, and I’m sure you know who they are. You handle those people offline.

You can say to the leader, “You’re a leader. If you see this happening, how do you want to handle it?” Start involving your leaders.

The same thing is true for those of you with no team but who have clients. You want to involve your clients in these things. “How do you want to handle this?” Get their ideas. Get them to step up and take ownership. That’s what makes the difference between rules — which people don’t generally like to follow, they certainly like to break rules — and standards of excellence.

With a bigger team, like what you have, Leslie, you’re going to need to be creative. I’m sure you’ve looked at this already. You have to be creative and create a variety — and I think that the key word here is “variety” — of ways that you reengage people and get them recommitted to your standards of excellence.

It takes some work, especially the bigger your team is. It takes some work, but this is the ounce of pre-framing that’s worth a pound of reframing because then you minimize these situations happening, and when they do happen, it’s easier to nip it in the bud and keep everybody operating at a high level.

I got on a soapbox there.

Leslie: Thank you.

Kendall: I appreciate you asking. Let’s go to the handout. I want to tie this into what I created on Page 155. You’ll see how this applies to clients as well.

In fact, I have it right at the top of the page. “An ounce of pre-framing is worth a pound of reframing.” What do you know? Let me go through the top here.

You do simple boundaries. They start with having specific days that you answer emails or take calls. Mine are Tuesday, Wednesday and Thursday. These are with clients, by the way.

You let people know. One of the surest ways to create problems is to not articulate this, to not communicate it clearly. Nobody is going to read your mind, and they forget. Your hours of operation are not first and foremost in their mind. Don't get offended. You just course correct.

Decide your turnaround time for answering questions. Is it 24 hours? Is it 48 hours? What is it?

I'll share an example with you. A past client of ours, a CMMS graduate — I think she graduated two years ago — she is very, very strict on her boundaries, like super strict.

I'm going to give you this example. I'm not necessarily saying this is exactly how you want to do it. I just want to give you an example of an extreme way of doing it. It works for her because it matches her personality. She works with a lot of guys. Guys don't have problems with boundaries as much as women do.

She has a policy, because she followed these guidelines, of no client contact on Monday. If a client contacts her, she will write them back and say, "This is not allowed. Please resend this to me tomorrow."

Now I personally think that's a little extreme, but she attracts people who like that. She works with a lot of guys. They're okay with that. That's how extreme it is. If they even send it to her, she'll send it back and say, "Send this to me when I have open office hours."

You want to choose how you best love to be communicated with and what that communication should look like. For me, I let my clients know they can send me an email, and they can also pick up the phone and call me.

You guys would be surprised. My phone actually doesn't ring very often. I'm on the phone all the time, but it doesn't ring that often with incoming calls, in part because I don't work with that many private clients anymore because my attention is elsewhere. They're really busy, so they just don't call that often.

It's easy for me to say, "You're welcome to call," and on occasion, they do. I've had this policy for years, though, and they just don't abuse it.

I tell them, "You can email." The thing about email — and I am really strict about this — is I say to them, "Do not email me a book. If you email me more than a

couple of short paragraphs, I will not be able to take it in. I won't understand it. I'll ask you to summarize it and resend it to me."

I let them know what's going to happen if they break this boundary, because I literally can't. I see that email with all this writing, and it makes my head swim. I just cannot take it in at all, mentally, so then I can't be of service to them. This is not about me being bitchy. I can't be of service to them, because I can't receive the information that way.

Not with all clients, but I have, many a time, with certain clients, sent an email back saying, "I got your email. It's a lot for me to read. Can you please summarize this for me? Or if you want, I can hop on the phone with you."

They summarize it, and it teaches them to get to the point. It teaches them to bottom line. It teaches them to be thoughtful about taking up your time. It teaches them to respect your time. By the way, that translates into higher fees as well.

Number four on here is, "Decide how much in advance you want to receive the Coaching Call Prep Sheet and what to do if you don't receive it." We did talk about that in last week's training.

Let me go through these bonus tips for you. Always start your client relationship by walking them through the rules of engaging with you. I want to say it's a two-way street, but I want you to be really careful, especially those of you who struggle with boundaries.

Personally, it's not my style. I would not ask a client, "How best do you like me to communicate with you?" I wouldn't even think of asking that, but I'm a ruler archetype, so that makes sense. I'm not a nurturer.

Just be careful. If you are the more nurturing kind and you want to have a different feel, there's nothing wrong with that. I would just make sure that you're clear. You can say, "If I need to reach out to you, is it okay if I leave a message on your voicemail?" It's kind of like rules of privacy. "I'd like to pick up the phone and give you a quick call. Does that work for you?"

You can still do this as a way of you putting your preferences first and asking if that's okay or if they need it modified. I'm not saying you have to do it that way. I just want some of you to be very mindful, because I've coached a lot of people, and the ones who struggle with boundaries tend to start giving away their power right in the beginning with clients.

Let me back up one second. The thing about leaving voice messages is it's like at the doctor's office. They want to know if it's okay to leave test results on your voicemail. I look at it that way.

We have had people, not that I approve of this, but we have had people who have said to us, "Please don't leave any messages on my voicemail, because I don't want my husband to know I'm doing this." That's not something we agree with, but we have to respect our clients' wishes. That's why we do ask permission.

Let's go back to the bonus tips. Be consistent. You don't have any boundaries if you're not consistent. It sends a lot of mixed messages. It creates a feeling of instability. This is a little serious, but fundamentally, it's actually a really manipulative behavior, and we don't want to do that. We want to be really clean and clear with our energy.

It doesn't mean you don't make exceptions. I'm not talking about not making exceptions. My former client, that I was just describing a few moments ago, never makes an exception. I personally think that's rigid, but that's what works for her.

What I love about being consistent with your boundaries is that when you do make an exception, your clients appreciate it. They know you're making an exception, and they love it. It makes them feel special. It makes them feel valued. They value you even more. It's all things good.

The third thing here is to ask for what you need. I summarized that already.

The other thing with boundaries is to have faith that people always get what they need. If I was to add on a piece to that sentence, I would say that you may not know exactly how or when or in what way they're going to get what they need, but I have faith that people will get what they need. It's a fundamental faith even if I can't see how that's going to play out.

That really supports me, because I'm a person who doesn't like saying no. I don't like hearing no. Saying no is hard for me. It's something I work on every single day. It's very mechanical for me. It's not natural. Richard might argue with that. He thinks I say no to everything he brings up. In the context of business, "no" is not my first word.

When I say no, part of what gives me the strength and courage to do that is to have faith that people will always get what they need.

Remember your courageous coaching mindsets. I'm not going to repeat those here, but you've got them on your sheet and can look them over. Those will serve you magnificently.

Let me talk for just a moment about transitioning when you haven't had clear boundaries or the right boundaries, or you want new boundaries. You need to transition that with somebody. Let's say it's with a client.

For example, let's say you have habitually gone over time on your sessions, and you're ready now to take my challenge to you to clean that up. What you want to do is you need to involve your client in that, because I think that, most of the time, it's unfair to change the rules of a game without letting somebody know that the rules have changed. That's not fair.

This is a situation where most women are really tempted to apologize and to justify. They'll say something like, "I'm so sorry, but one of the things I've done is this, and I'm really sorry for that, and I regret it." My god, do not go there. Just keep it really simple and very light and easy. Don't put a lot of emotional heat to it.

For example, let's say the client's name is Sue. You can say, "Sue, there's something I wanted to talk to you about that I want to take responsibility for and shift it so that it's a little different here going forward. What I want to take responsibility for is we have habitually gone over on our coaching sessions. Coaching sessions are 30 minutes, and I know we've been going 45, 50 or sometimes 60 minutes."

"While I know you appreciate the extra time, which is great, what I wanted to let you know is from here going forward, we are going to stick to that time. There may be an exception here and there, but mostly you can count on me to stick with the scheduled coaching time of 30 minutes. Do you have any questions about that, or can we go ahead and move on into our coaching?"

That's it. I did that off the cuff, ladies. I would clean it up a tiny bit, but I hope you heard how this is not open for negotiation. I do want to hear what they have to say about it. That's why I asked, "Do you have any questions, or can we go ahead and go into our coaching?"

By the way, this is a languaging technique. If I really wanted to encourage questions, I would have said, "Do you have any questions about that? Is there anything you want to say about that?" That's much more conversation stimulating than saying, "Do you have any questions about this, or can we go ahead and start our coaching?"

They need to have a pretty important question. Otherwise, I'm making it pretty clear that we're done.

The reason I don't like a lot of conversation around this type of course correction is because it just opens the door. It's a slippery slope into starting to justify. It's just not a good thing, usually.

It's the same thing with payment things if someone habitually pays you late. I had a Diamond client. She was great on one hand. She worked with me for three years. She was a pain in the butt for getting paid. There was always an issue every month with her money. She made tons of money. She was high six figures through our work together and yet never had any money.

We coached on that. My team would let me know that so-and-so's payment was late again. It was a credit card, and the credit card would decline. I'd bring it up, not from a collections standpoint, but from a coaching standpoint.

I said, "I noticed this keeps happening. Tell me what's going on for you with money." We coached a lot on money. I can't say that it improved her payment frequency. She was still late very often, but she was less late. She was three days late instead of six or seven days late. It got better, but she still had some issues. You can have the same kind of conversation with money as well.

Let me open this up for some questions here. Who here has a question about boundaries or about making the transition to implementing boundaries?

Suzie: Hi, Kendall. We have someone on the line. She just checked her hand. We have someone new. She's coming from Miami, Florida. I don't have a name, though. She's back on.

Puja: Hi, Kendall. This is Puja.

Kendall: Hi, Puja.

Puja: Hi. This is so perfectly timed, and before I ask my question, I really wanted to give thanks to Kailash for the personal coaching I do with her. You're absolutely right, Kendall. She is so beautiful about her boundaries. She's soft and firm, and I'm learning so much from her. I really wanted to give a shout-out to Kailash.

Kendall: That's nice. Thank you for that.

Puja: I have started to charge more for my coaching, and I have reduced the number of sessions as well as the duration of the sessions, which I personally feel very good about. But I'm really struggling with communicating this and the guilt around

the money, asking for money that feels like a lot to me and then still having boundaries.

I can't wrap my head around doing both at the same time, and I'm seeing myself being a bit of a pushover. I never go over an hour. It's always around 45 minutes, but I've never been able to cut it to 30 minutes. I haven't been able to communicate this with my clients clearly. I'm in the soup, and I know I've created the soup.

Kendall: First of all, in your coaching agreement, are your clients signing up for 30-minute or 45-minute sessions?

Puja: I did 30 to 35.

Kendall: You're giving yourself some wiggle room already there. You're not doing 30 to 35. You're going about 45? Did I hear that correctly?

Puja: Yes, and I just included the hours in the latest agreement. I have never done that before. I think there is that issue of never having communicated how long the sessions would be. It only said, "One on one coaching sessions," but it never said the duration.

Kendall: There again, you used to give yourself even more wiggle room.

Puja: I know. It's my own soup.

Kendall: It's your own soup. You're the cook, so you can make a different soup. That's a phrase Kailash always uses. "Let's not make a soup out of it."

One of the first things I would ask you to do, Puja, is to clean this up. You have a number. We want you to do 30-minute sessions, but right now, if you feel more confident and comfortable saying 45 and sticking to 45, then go ahead and do that for right now.

What's important right now is that you stop all this wiggling around. This is what matters most. You have to set a boundary with yourself. It's really coming to a place of confidence and self-respect and appreciation for the gifts that you give clients in 10 minutes.

We're negotiating here between 30, 35 and 45 minutes. You realize how ridiculous that is. The truth is you could be amazing for somebody in 15 minutes. I just want to give us some perspective here.

Puja: I appreciate it, because as I hear my own words, it really sounds ridiculous.

Kendall: I don't want to make you feel badly about it. It's just to make you laugh and say, "This is actually really kind of silly."

If you want to give yourself the gift of 45 minutes right now, then just do that. What matters most is to be clear about it, and if you do the 45, you can't go over. I've got to tell you that. You can't go over. You have to hold yourself to that.

If you want to do 30, that's great. Let me model the language for all of you. This is what I do with my clients. I say, "Our sessions are 30 minutes. On occasion, we may need to go over. If we do, that's fine. I'll let you know if I have time that day. If you don't have time, you can let me know. On occasion, we may need to go over, and we'll make sure that we can do that as it comes up."

I let them know that there can be an exception. There's no wiggle room. I don't say, "They're 30, 35 or 40 minutes." I don't do that. I say, "They're X, and sometimes we have some exceptions." It's very clean. Do you hear how clean it is?

Puja: Yes. I want your clean, Kendall.

Kendall: For the guilt, keep getting coaching with Kailash and Richard. Richard is a good one to coach with about guilt because he doesn't feel that guilt. He's a guy. I think it can be helpful for us to say, "If I were a guy, would I be feeling guilty? No, I wouldn't be feeling guilty at all."

I think that this is a transition. Just be aware, Puja and some of the rest of you, that this is a transition. You're transitioning into higher fees. Know that it can be triggering of old stuff about worthiness. "I have to give more. If I charge more, I have to give more." No, you don't.

When you charge more, actually, I think each of us steps into a greater role of leadership. It's not about giving more in terms of time. It's about being fully present.

This could be an exercise you could journal about, Puja. What are some of the ways in which you give more with higher fees? You give more presence. You give more insightful, in-depth questions.

You could create a list of giving more that has nothing to do with time, and that's a masterful way of looking at giving more. It's all about love and respect that starts with yourself first and extends to your client.

I'll stop there. Does that help you?

Puja: Yes, absolutely. Thank you.

Kendall: Boundaries are like really hot chili peppers. A little bit of boundaries goes a long way in making significant changes for you. Just asking Puja to clean up the boundary around the coaching session time, a little bit of that will go a very long way in shifting how she creates clean lines, steps forward as a leader, holds herself as powerful and holds her clients as powerful.

Who else has a question or an insight about boundaries?

Suzie: We have Kailash on the line.

Kendall: Yes, Kailash.

Kailash: I was going to respond way back a long time ago.

Kendall: Did we pass the moment?

Kailash: The moment is gone. You know I'm totally into it. Boundaries are a big thing.

Kendall: She gets so excited.

Kailash: I do love boundaries. They make life so simple.

Kendall: Any other quick tip you want to share with everybody about client boundaries or personal boundaries? You work with our clients a lot on personal boundaries as well.

Kailash: This is coming to me in the moment. Actually, speaking about when you were a kid, it was just natural for me. It was kind of surprising because I was really young. I don't know how it happened that I had these great boundaries. I started trying to unpack, as you always say, what it was that made me be so definite in my boundaries.

There was no way I was going to change them. This was just the way it was. I haven't figured it out yet, but I will keep you posted. I think it would probably be a good thing for people who do struggle with boundaries to have a little map.

Kendall: That sparks a question I wanted to ask you. When I think about people who struggle with boundaries, one of the ways in which they create that struggle is worrying about what the other person is going to think or feel.

They worry about hurting someone's feelings. They worry about the other person's feelings, and then they worry about what that person is going to think of them.

For you, with boundaries, knowing that you're a very caring and very empathetic person and yet you don't seem to have that struggle, what is it that you tell yourself? Do you even think about the other person's feelings? How does that work for you?

Kailash: The other person's feelings probably cross my mind. This is going to sound really weird, but the most important thing for me is that I feel good inside myself. I think that's what drives me in boundaries and pretty much everything else.

If I start compromising myself, it feels really yucky inside, and I don't want to feel yucky. If I just let my boundaries be where they are, then I'm taking care of me. I'm respecting myself and trusting that if I respect myself, the other person will be respected as well.

Kendall: I will tell you guys that when you start to put into place boundaries with people who are not used to you that way, clients or personal friends or family, sometimes they get pissed off.

Kailash: I had a situation just a few weeks ago where somebody was pushing my boundaries, and I had to let her know just how I roll. I wrote her an email, because she's on the other side of the world, telling her exactly how it is for me. "When you set up a time to talk, that's when we talk, not three hours later or maybe."

Kendall: This is a friend of yours, right?

Kailash: Yes, and she actually heard it, got it and apologized. It gave her a little place for her to notice where she doesn't hold boundaries, how she's got a different set of values for her work and for friends.

Kendall: Can you just say briefly what kind of language you used? I remember you told me what you wrote to her in the email, but I don't remember the exact words. Can you tell us how you said, "This is how I roll," without making it blaming or accusatory of the other person? You were just saying, "These are the rules according to my world."

Kailash: Yes, that's why I said, "This is how I roll." I just laid it out. If I set up a time to talk at 7:00, then I expect the person to let me know if they can't be there at 7:00. Send me an email and let me know. Don't let me know three hours later that they were off doing something else, and they just got lost in time.

I liked what I wrote. I didn't feel as though I was harsh or disrespectful or anything. I was just really saying how it was for me and how things need to be for me.

What happens is that then I can't trust. I need to be able to trust the people who I'm involved with in my life, whether it be a client or a friend.

Kendall: Thank you. Let's do this. I want to be mindful of time. We've spent a lot of time on this topic, and yet I think it's such an important one, because what we've noticed with working with our clients is that a lack of boundaries or inconsistent boundaries or just struggling with how to put boundaries into place ends up taking up, for women in business, a lot of time and energy. I'm glad we spent this time on this.

I want to go to a question that was emailed in by Marsha. It's a natural segue from what we've been talking about. She said she had a question about something I have said a few times. I think she's talking about in my marketing. There's a new development in the coaching world to include more private coaching in programs.

By the way, I don't see that happening a lot yet. I know I'm doing it and a few other top mentors are doing it. We'll see what happens with that, but I do believe that having more private coaching is a wave that's starting to happen. People really appreciate the value of private coaching, and they're tired of a lot of big, cookie-cutter groups.

Marsha wrote, "Can you say a little bit more about how this works? My personal time for coaching is the most expensive time, and at the same time, personal coaching can really help clients with great breakthroughs." She's wondering how to make that work in offering a group, because then it can feel like a really heavy load. How do we make it work?

Let me speak to that briefly here. This is about boundaries. How we make it work is I'm not the one doing all this private coaching. My answer of how to make this work is actually very simple, and it goes back to certain core, very simple pieces and best practices that we've taught you already.

You want to be clear about how many private clients you can handle at any time and what that number is. For me, that number is a pretty low number at this point in my career. Even when my business looked very different and I had a lot of private clients, I never had more than 13 or 14, and that felt like a lot.

I know that coaching schools and that old paradigm of coaching will teach you, because it's based on therapy. How to run a coaching business originally came from the therapeutic model. Therapists are miserable in what they do, so this is not a good model. That's why the original coaches would have coaching practices of anywhere from 20 to 30 clients. When you're a therapist, you can see 20 to 30, usually 25 people in a week.

You have to decide on your number and be really clear about it. It's okay for that number to change. It may go up. It may go down.

The other piece that makes this work is being very clear as to what days of the week and which weeks of the month are those coaching times.

Let's say you have 10 private clients. Ten private clients spread out here and there and everywhere is going to feel like 20 clients. Ten private clients that get taken care of across three days in a week, two weeks out of the month, are not going to feel like that much. It's going to be fine.

We each have our own bandwidth, our own level of capacity. Richard's capacity, tied to a lot of private coaching, is very wide. Richard can do a lot of private coaching. He can do six to eight people in a day. He can do that several days in a row. That's great. That's not my capacity. It's important to know your own capacity and to have a schedule that reflects it.

In group programs, it's not for everybody, but the way we structure it is that we basically give unlimited coaching. We do that because we know that people, historically, don't take advantage of it.

The truth is if everybody took advantage of it, we'd have to make some changes. There's no doubt about it. But most people underutilize their private coaching in a group program.

I'll just make up some numbers. If we have 20 people in a group and they all get private coaching, if you make it to where they self-schedule, if you open up spots and you just let people schedule themselves, they are more likely to underutilize.

If we encourage people to have 2 sessions a month and we have 20 clients, that, in theory, would be 40 sessions per month. We don't necessarily have to have 40 spots, because people just don't schedule. They underutilize.

We used to do this many years ago. We had people schedule. They got themselves scheduled. Then we knew they were going to utilize it, so we'd have fewer clients, or we had to open up many more coaching spots.

I think, Marsha, when you write that, when you think of your agenda, when you think of your time and it feels heavy to offer a group, if you are the only one offering private coaching, then that group is going to be a smaller group.

I'm not the only one offering coaching in my business. I brought Richard into the business 10 years ago. Kailash, you joined the business I think eight years ago. We've had other coaches for a long time.

I hope that answers the question. Maybe it sparked some other questions for some of you.

The other thing I will say is that I've done it so many different ways. Don't be afraid. If you try it one way and it doesn't work, you change it. Obviously, you have to fulfill all your commitments for that group, but when you offer the group again, you just change it. You offer less. You offer more. You change how you want to do it.

I think the other thing I would say on that is that I'm designing a new high-end group that will start a little later this year. Certainly, for the people coming into it early, they will absolutely get a private kickstart call with me.

We've done that with Mastery. When they come into year two, they get a private kickstart call with me. Year three gets three or four private calls with me. I think it's four calls, one every quarter. We just budget for that in my time and we batch it. Budget and batch, that's what works brilliantly for giving private coaching.

Who else has a question? Let's just open up the Q&A to ask about anything that you want to ask about.

Suzie: Hi, Kendall. I have a written-in question from Denise. "When we get certified, do we turn in all the buddy sheets for each practice, each coach and client review for each session?"

Kendall: I think you might actually be a better answer for this, Suzie, than I am. It's been a while since I've looked at the form. I think we just have you turn in a log. We don't actually have you turn in notes about the session. We just have you turn in a log. It would be the date. It's on the log sheet. I'm trying to remember.

Suzie: That's correct.

Kendall: It's the date, who you coached and that's it. We don't need detail about what the session was about.

Suzie: They don't need to submit the review form for the coach or the clients.

Kendall: The review form is really for your learning and improvement. Again, if you remember, my philosophy is about continuous self-improvement. Those feedback forms and review sheets are to help you get better. I think that answers that question.

Who else has a question? This is an opportunity to ask me about coaching, marketing, best practices or boundaries.

Suzie: We have Tabitha on the line, Kendall.

Kendall: Great, go ahead Tabitha.

Tabitha: Hello again, loves. I'm really glad that I got the time to talk to you again, because the next piece is me wanting to struggle and fluster and make things more difficult than they are.

There's something that you talked about many weeks ago, and I just wanted to know if I could get a reminder on what would be the simplest and fastest, sexy-and-dirty-but-pretty launch without making it overly difficult?

Kendall: You mean not the thing to launch but how you launch it, or do you want to know about the thing to launch?

Tabitha: I want to know how to launch it. Being on Facebook, would the suggestion be, because I don't have a huge email list, to try to do some Facebook ads?

Kendall: Here's what I would do that would be both quick and pretty and help you build your list. It would be an improvement as well. Everything, for me, is also about list building. How can I also build the list?

The one we're about to do, the little mini-launch in a couple of weeks, we won't get any list building out of it, and that's a rare thing. Just understand, you guys, with what I'm about to say, if you compare it to that launch in a couple of weeks, you're going to say, "Wait a second, where's the list building? I don't see any list building." You won't see it because it's not there.

Here's what you can do. I'll give you an A version and a B version. The A version is you have the thing you're going to launch. For example, what are going to launch? Is it a 90-day program? What is it going to be?

Tabitha: It's a 90-day Mastermind.

Kendall: It's a 90-day program. I would create a free giveaway, because that's where you get the list building. A quick and relatively easy one is a free giveaway that you

put behind an opt-in page. You can use lead pages for these things, which makes it super easy.

You put it behind an opt-in page so that as people are opting in, number one, you clearly have a list of people who have indicated interest. They've raised their hand that they're interested in this topic. The other thing is you will get some list building out of it.

For the 90-day program, it has a start date, it has a price, and it has to have a limiter. Ladies, do not ever do a launch without a limiter. The best limiters, I find, are a combination of date and price.

Bonuses that disappear, they're okay limiters. They're not the be-all and end-all. You have to have a really awesome bonus and really hit it just right with the bonus to make that be a great limiter. For us, tried and true are date and price jump.

Either, "Here's the date where it cuts off, and you can't buy it anymore, or you can't get into the group anymore," or, "Here's the date where the price jumps."

Sometimes you have both. This gets more complicated. So I'm going to keep it really simple. It has a start date. You're done. If you're going to accept people into the group after it starts, then it's a price cutoff. "We start on this date and the price goes up. You can join late, but you'll pay more."

Those limiters work brilliantly. Keep in mind that in any launch — I don't care if it's a three-day launch or a three-week launch — you're going to have an initial little wave. Then you're going to have a flat spot. Then you're going to have a final wave.

Don't let the flat spot fool you. I can get into a little bit about the flat spot here in a few minutes if you want me to about how to make the flat spot not so flat, but just be aware that there will be a flat spot. Don't let it take you out. Every launch has a flat spot.

That's my moment where I think, "Oh my God, nobody wants anything I have to offer anymore." I do it every single launch. I go through the same emotional hang-up.

Now nobody listens to me, even my mom. She says, "You always say that. We're moving on."

It's like, "Nobody's going to listen to me being sad."

That's really by conversation only. What's the price point of your program?

Tabitha: It's \$397.

Kendall: That's very affordable. You just make a decision. Do they come in through a conversation, or do they come in on a Buy Now button?

Tabitha: I'd really love a Buy Now button.

Kendall: I was going to say at that price point, you can do a Buy Now button. You don't need to do a conversation. In fact, the conversation would be a little bit of a waste of your time at that price point.

That means, though, that with a Buy Now button, you have to have a little sales letter. It's not quite as simple anymore, is it? You have to have a little sales letter, and you need to do an awesome job on that sales letter.

You have to have a very clear promise. What is it that they will get out of being in this group for 90 days? It's a 90-day Mastermind. You have to start assuming that people don't know what masterminding means.

The clear promise is not, "My 90-day Mastermind." That's just the vehicle for delivering the promise. The promise is something else. The promise is they'll create their packages. They'll create their high-end program. They'll do whatever it is that they're going to do so that they can make more money and free their time. Do you see where I'm going with the promise here?

I think one of the biggest mistakes I see people making, especially women in this online coaching world, is they are so concerned about the promise and that they don't want to sound like everybody else that they make their promise really vague. It's not clear what it is. It's all about process.

It's, "How to access your intuition so that you always feel good every time you wake up in the morning." Actually, that's not terrible promise. It doesn't have a context to it. I'm trying to think of a really bad promise. I don't know. "How to have a purpose-driven business that makes you more money." How many times do we see that out there? We see it a million times.

You have to get more specific, and I think for a lot of woman, they hesitate to get more specific because they say, "It's about more than that. It's deeper than that." I get that, but you can't lose the fact that you're going to be teaching packages. You're going to be teaching whatever you're going to be teaching. You're going to teach some practical stuff.

Ladies, you can weave in some of those softer words, but be careful, because those softer words can quickly dilute the message and dilute the promise.

I like to write a really plain, practical promise first that has no sexiness to it, no softness, nothing. Mine are usually super long. They're way too long. I sit with it, and I say, "Now let me get the feeling into it."

For example, let me just redo the one that I just came up with. By the way, this is all off the cuff. I could look at it in the transcript and say, "I could do better," but just understand this isn't final, perfected copywriting. This is a draft and off the cuff.

It was something about how to create packages that deliver awesome results for your clients and serve your soul's purpose. It's a little awkwardly worded. But do you see how I started to weave softer stuff that's still practical?

Back to your original question of how to create a quick and pretty launch, have a free giveaway behind an opt-in. You're going to have to have a little sales letter. It doesn't have to be super long. If you can have any testimonials on there at all, it would really be great.

I would have a clear promise. Say, "Here's who this is for. Here's what you're going to get." Have something negative. "If you don't do this, here is the consequence." Talk about how easy it is to sign up.

You want to think about, especially with your headline, and the headline is really the promise, you want to think about the word "mastermind." Not everybody knows what a mastermind is. Ninety-day and mastermind don't always go together.

It's like, "That's kind of interesting, but does that mean it's not enough time?" You start to think about where might the confusion be or where might the objection be, and then you change the wording to be even more simple.

Ideally, somebody outside of this little, teeny-tiny industry of coaching should be able to read that promise and understand what they're going to get from this group. That's a great test. Can somebody who is not familiar with this jargon read it and understand it?

I wouldn't use the word "mastermind" necessarily. If I did use it, I'd put a little asterisk and have a little line next to it, and I'd have a line underneath the promise that says, "A mastermind is a small group community of likeminded

individuals,” a one-liner description that makes people go, “Oh, that sounds really interesting. I’d like that.”

The last two pieces on this are that, with all of your launches, everybody, you want to make sure that your messaging is consistent. What’s your Mastermind primarily going to focus on, Tabitha, what topic?

Tabitha: I would love to have your opinion on that. My intention was to have one goal that they’re going to accomplish through this Mastermind, and it could be different for each person, one goal that they’ve been stuck with.

Kendall: That’s a tougher sell.

Tabitha: Yes, but I don’t really know one specific thing to pick at the moment.

Kendall: Let me share this with you. Ninety days where the person picks their own goal is too long of a time period for that concept. That concept is a 30-day concept. It’s a sprint. It’s a quick type of concept. “Let’s get it done. Let’s just jump in and get it done.”

Ninety days is too long for that concept because I think it’s going to be really hard to hold the energy of the group and actually have them make forward progress.

This is where you get coaching with your CMMS colleagues. This is about you committing to something that you feel passionate about and saying, “This is what it is, folks.”

I always go to packages, because it’s an easy one, and I’ve been immersed in them lately, but it could be pricing. Pick something in CMMS. You’ve got all this great content.

You can add some of your other pieces to it that you like to do to really make it your own, but this is about you being willing to say, “I’m going to put a stake in the ground here and commit to doing this particular topic,” and you’ll draw the people who want help with that thing at this point in their life.

Tabitha: Okay.

Kendall: You don’t sound 100% convinced, but we’re going to move on anyway.

Tabitha: No, I’m convinced. Now I’m just confused.

Kendall: You should get coaching on that. What I was going to say to everybody is that’s why I asked her what the topic was, because now she can create a free

giveaway, and the free giveaway, ladies, can be incredibly simple. It could be one page plus a promotion page.

The one page can simply be some questions and a tip, almost like a journaling type of exercise. If it was about packages, a one-page free giveaway could be, “Three Tips on Creating Your Packages. Number one, don’t price them by the hour.”

If you guys go back and look at any one of these topics in CMMS and look at the content in the workbook, you’re going to see little nuggets that can be pulled out that are huge diamonds of information for people given as a tip. The whole book is filled with a billion tips.

Just to add a little strategy here, we’ve talked about tactics to add strategy to it. Let me put this in coaching terms. You want to add intention on top of action. Action is what we were talking about, but intention is the spirit of it. To add more intention to it, what you can do is angle your free giveaway to start addressing objections.

For example, if your 90-day Mastermind is going to be around increasing fees, the free giveaway can be, “Three Mindsets to Help Charge Higher Fees.”

Keep this stuff simple, you guys. I think one of the things that happens for you in CMMS is that you get me very week. You have me for four days. You get me every week for four months. You hear these things over and over, and you see me modeling them, and they become commonplace for you.

I think it’s easy to forget or temporarily lose sight of the fact that any one little piece, like not charging by the hour, is like gold out there. If you get a room of women entrepreneurs in service businesses together, out of 100 of them, how many of them do you think charge by the hour? It’s probably 85 out of 100, at least.

The stuff that you take for granted now, which is good, is a revelation for people outside of our little, intimate group here. Don’t say, “They already know that,” because they actually probably don’t, or they need to hear it in a fresh voice.

As far as driving traffic and driving leads, that’s up to you. You can certainly email your list. Basically, you’re sending them to this opt-in. Have your sales letter ready, because the thank you page of the opt-in and the free giveaway should have a link to the sales letter.

You could do some Facebook Live posts. I would do a daily Facebook Live post as a countdown. "It's Day 12. It's Day 10. It's Day 8."

You could do that every other day, and then the last week, I would do a daily post about it if you're doing Facebook Live. You can do quick written pieces instead if you don't do Facebook Live. Do a countdown and make it exciting.

There are lots of different ways to market. I'm just giving you one way. It's the countdown to that deadline. It's a lot of marketing to the deadline, to the limiter cutoff date.

If you've got a group where there's no limit to the number of people in it, you can still market it the day after it starts or even three days after it starts. They missed out on the savings, but so what? Maybe instead of \$397, it's \$497 or \$597. I would make it \$597, so it's a \$200 savings, which is significant enough that it will push people to buy it at \$397.

Don't say, "I'm sorry you missed the savings." Say, "It's not too late. We just got started. The first call was all about this. It was awesome. Here's what people had to say, or here's what I covered, and you can still join us." It's not that they get the savings, but they can still join you, and you'll always pick up a couple of people that way.

You can do some Facebook ads, but I wouldn't spend a ton of money on Facebook ads until you know that this title and the sales letter converts for you. You can always run this again.

Tabitha: That's fantastic.

Kendall: Did you get a lot of notes?

Tabitha: Yes.

Kendall: We're at time. That was a really great question. I hope everybody got a lot out of that.

Thank you, everybody. Let me give you a very quick assignment. There's no proof question for today's call because it's a Q&A call. You get off lucky on that.

The assignment has to do with boundaries. Here is your assignment. It is to implement Steps 1 through 4 on that boundaries paper on Page 155 of your workbook. Implement Steps 1 through 4 on that, and that's pretty easy to do.

All right, everybody, you have a beautiful rest of your week, and I will be here with you live two weeks from now. Thank you, everybody. Take care.

Participants: Thank you, Kendall.