



# **Certified Money, Marketing and Soul® Coach Training Program**

## **Training Call #14**

October 25, 2016

Kendall: Hi everybody and welcome. This is Kendall.

Participants: Hi, Kendall.

Kendall: How are you all?

Participants: Great.

Kendall: Good. Wow. This is our last call together in CMMS. It's amazing how quickly this has gone by.

Today is Tuesday, October 25. We're going to hear some of your victories. We'll take your victories in just a moment and hear those.

I want to set an intention for today's call. My intention is to create a very beautiful, connected experience for you here in our closing call. I know some of you are in our one-on-one coaching program and that's great. That's our Clarity program. Some of you may be interested in coming to work with us privately and that's great as well.

While it's our last call, it isn't necessarily our last connection. Of course, we stay connected through the CMMS community as well.

Today I have Renee on the line. Renee is going to go through in detail the certification process. We always look at questions from last year and incorporate those questions in so that we hopefully take care of everything. You may still have questions, which is great. We're here to get them answered. You'll want to grab something to take some notes with.

We're going to send you an email with the details, but the reason we don't just rely on emails is that we really want you to hear what the process is like and get a chance to answer your questions, so that when you see the email you'll understand, "Oh, these are the steps. I get it. I knew what was going to happen here." It's going to be very straightforward and very simple.

We'll take as much time as we need for that. Then I have a final completion visualization that I'm going to walk you through. We'll get to have fun with that as well and then that will be our call.

Let's go ahead and hear victories. I love that word. I'm so glad I switched to using that word a few weeks ago. Suzie, do we have somebody in queue already or on the chat box?

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

Kendall: Great. Hi, Sandy.

Sandy: Hey. I've been asking clients about their personal victories also and everybody loves it. I just wanted to say that. I've been using it and I love it.

I gave my first VIP call yesterday. It was half a day, using CMMS with my 6-month client and it was just awesome lean into and rest into the material. It was much more simple than what I previously tried to make everything into.

Kendall: Yay. You know, we hear that so often. People either realize that initially, which is why they often sign up for CMMS, or they come to the realization inside the program. There's this piece that you said about leaning into it, just knowing that the material is going to take care of a lot of the work for you and that it's there for you. It just is such a comforting place to be.

That's wonderful. Thank you for sharing that victory. I really appreciate hearing that, Sandy. Thank you. Suzie, do we have someone else?

Suzie: It looks like Pujah is on the line.

Kendall: Hi, Pujah. What's your victory, sweetie?

Pujah: I'm just celebrating you and CMMS in general, Kendall. I have had two more VIP Days signed up this month. In the past two months, I have had two clients for the 6-month program and one client for a 90-day program. All of this is on the CMMS materials.

These clients are having such great results and I feel like I am standing on such solid ground. I honestly feel like I'm just getting started, because every time I open the folder, there is new stuff in there. I just wanted to have one big victory call before we wrap up this call.

Kendall: That's great. Thank you. That's very similar to what Sandy just reported. I don't know how to explain it. Maybe on a different day I'll have to really reflect on it and journal about it, because there's this piece about standing on it as a foundation, about letting it do the work for you.

I think of it as also quite liberating, because the content is so wonderful. It's so well thought out and just flows. When I say "liberating," to me, it liberates each of you to show up in your full brilliance as a coach and really create this very deep, profound connection with your clients. I think that's, to me, one of the greatest gifts of all the certifications we do, but in particular CMMS.

Thank you for sharing that, Pujah. I really love hearing that.

Let me go ahead and introduce Renee to you. I think most of you know Renee. You've seen her at the live event. I don't know if Renee was on the livestream at all as far as seeing Renee. Years ago, we used to have her come on stage and that was really fun as well.

Renee is who really makes sure everything gets handled and pulled together. She's put quite a bit of time and effort into this certification process for you. Talk about standing in the shoes of Other, Renee really does stand in the shoes of Other in terms of making this as seamless, as easy and efficient for you as our beloved client. Renee, are you on the line with me?

Renee: Yes, I'm here.

Kendall: Great. I'm going to turn it over to you. Here's what I'll ask you to do. Renee is going to walk you through the details of certification. Please listen closely. You don't need to take tons of notes, because we are going to give you an email with all the dates and the details, etc.

As I said earlier at the top of the call, I want you to hear what she's saying so that it's familiar to you and then the process will be that much smoother. I'll chime in a little bit here and there. We'll let her go through everything and then we'll ask for questions.

If you have a question, go ahead and jot it down and let's see in her sharing here if she actually ends up answering it for you. If not, then of course you can ask your question. We want to make sure you leave this call today crystal clear about the certification process.

With that said, Renee, I'm going to turn it over to you.

Renee: Great. I'm so excited to talk about this with you today. Certification is always a special time for us with these programs on the team and also for you guys as coaches that are going to be certified. So we're already excited for you.

As Kendall said, we have tried to make this as simple as possible and also, as she said, not to worry, because all the steps, the dates and everything that you need to have, which I'll be going over today, will be sent in an official Certification-Is-Open email this Thursday, so you have it right in front of you and you can follow all the steps.

The first thing we're going to go through today are the dates for the certification window. The certification window is going to open this Thursday, October 27, and it will close on Thursday, December 1. What happens is we will review all the

information that you send in and your certification status will be sent within two weeks of the date you've completed all three steps of certification.

The certificates themselves are printed later in December and you will receive them via mail. However, you will be certified even though you haven't received your printed certificate yet.

Just to quickly review, the window opens this Thursday. It's going to close on December 1, and we will send out your certification notification within two weeks after you've completed all three steps of certification.

So the earlier you complete your steps, the sooner you'll be certified, which is new for this year. Usually, we group everything at the end, but we really want you to be first. Get your certification in and find out within two weeks that you are certified. It's such a great feeling, so we want to make that happen for you as quickly as possible.

Kendall: I want to say thank you to the team too for making that happen. In the past, we always batched it. I like to be first on these kinds of things. For those of us who like to be first, we don't want to wait for everybody else.

Renee: Me too.

Kendall: Yeah, you too, so definitely get it in early. I will tell you that it also helps my team. If everybody waits until the last minute on the last week, then it takes us that much longer, because we're inundated. It helps you and it helps us if you get your assessment taken and get everything done as quickly as you possibly can.

Like Renee said, our commitment is within two weeks to let you know whether yes or no you are certified. Back to you, Renee.

Renee: Just one quick note. I know there are a few of you who just recently joined in the last few weeks, so please don't worry. We're going to have a special certification window for you. We'll send you some information about that. It's just a couple of you that joined in the last few weeks.

Now we'll just go through the three simple steps for certification. Wow, I'm going to say that word a lot today.

Step 1 is to send in your certification materials using our CMMS Certification Assessment Document. In order to make this super easy, we have everything you need to send in your certification in one document. When we send it to you, it will be called the Certification CMMS Assessment.

What that means is you won't have to send in multiple attachments. You'll be able to copy and paste from the tracking documents you've been using right along during the training, that we provided you in the beginning. You can copy and paste from those right into this document, or if you've been handwriting them, you can transfer that into this document.

We're going to send you that on Thursday this week when the window opens. I know you all have the list of certification requirements in your workbook and in the Client Center, but I wanted to run through it today, especially so if you have a question about any of them, you can jot that down and ask us about it today here live on the phone.

The first requirement was to attend our 4-day live training in person or watch the video livestream. Yay! Everybody gets a checkmark on that one. I'm so excited. That was such a great event.

The next one was delivering your six buddy coaching sessions and receiving six buddy coaching sessions. We gave you a simple call log to log those throughout the training, just to log who you had it with, what the date was and how long you spent on your session.

One thing you won't need to do is send in the review forms that you used during those sessions. Those were for your practice sessions. The review forms were to help you get more out of the sessions, so you won't have to submit those. Just submit the logs with name, date and amount of time.

The next part is to furnish proof that you listened to all the training calls either live or through the audios. We use our proof-question system that Kendall supplied for each training call, so we have all the questions in the certification document and all you'll need to do is to go ahead and answer those questions.

The next piece is documenting your paying client information. The requirement was to get two paying clients. Delivering any portion or any exercise from any of the CMMS modules qualifies your client as a paying client. The only qualifier is that the client cannot be a member of this CMMS training.

What you'll do is just provide us information about the program they purchased with you, the investment level and maybe one other detail. I think it's what breakthrough you had in coaching that client in that program.

The next piece is to complete the Certification Training Assessment. It's a group of questions about your training. You can think of it as an open-book quiz on some of the things you've learned during your CMMS training journey.

The biggest thing to remember here is that while we're both exacting, we are also understanding at the same time. Do your best and don't worry about it. If there's a problem, we're going to let you know. If you missed one question, we're not going to hold back your certification.

What usually comes up is if somebody has three or four that are clearly wrong, there's some kind of problem happening. They may not be understanding, or they're guessing.

If somebody's at risk of not being certified, which does happen in every group, but not very many — usually only one or two — we reach out to them and say, "Here's the problem. What can we do to help fix this or to help you fix this?" We usually know what needs to be done, so there's definitely open communication in that case.

Again, if you just miss one question, we are not going to hold back your certification for that. Just feel at ease and go ahead and answer the questions. I know you guys know this. You've been following along and it's been such a great group.

Kendall: The questions are pretty straightforward questions. They're not those types of questions that try and trick you or anything. There's a question per module and they're very straightforward questions.

Again, when we're assessing the assessments, we're looking for right answers here. The questions are designed to test your understanding of the CMMS content. If you're demonstrating understanding, but it's a little bit off, it's okay.

As Renee said, if there are quite a few that are not accurate, we're going to reach out to you. We're not going to just say, "Sorry, you're not certified." We're going to say, "How can we help you here?" We'll talk to you about it, because we want you to get certified.

Renee: The final section of this step is to complete the Certification Results and Review Form and to tell us, most excitingly, how you'd like your name to appear on your printed certificate. That's always a super-fun part.

That's it. Those are all the certification material requirements. Again, you have them in your workbook. They're also in the Client Center if you want to review them again. They will all be in the document that we send you on Thursday.

Step 2 is to sign your CMMS License Agreement. We're using an online signature service to make it really easy. A link to sign the agreement online will be included in the Certification-Is-Open email that you're getting on Thursday.

Step 3 is to activate your annual licensing of \$197. By activating the licensing, you receive the Certified Money Marketing and Soul coach credential, plus all of the licensing benefits, and you'll be able to use the title of Certified Money Marketing and Soul Coach.

Those are all the steps. It's three simple steps. They're super easy. I would love to take any questions if you have any. Suzie, do we have any questions?

Suzie: We have Denise on the line.

Renee: Hi, Denise.

Denise: Hey, Renee. Is this a process where you sit down and do it all in one sitting like before and you keep the document open? Or do we do it all at once and then fill it in all at one time?

Renee: This process isn't online. It's done through a document that you can keep on your computer, such as a Word document or a PDF for those of you who prefer that. You can do it in bits and pieces if you'd like and then submit the document to us by email at the end.

It's a little different. It's not online and you don't have to do it all in one sitting. You can work on it and save it and then work on it some more and save it and then send it to us when you're ready.

Denise: Perfect. Thank you.

Renee: You're welcome.

Suzie: We have another caller from San Francisco.

Maryam: I have a question on the paid clients. Does that include group clients?

Kendall: Let me speak to that briefly. Here a just a couple of ground rules on the paying clients. It needs to be somebody outside of CMMS, so you can't just say, "Oh, I'll pay you and you pay me and that counts." No, it has to be somebody outside of the program.

It can be delivering any portion of CMMS. To put it a different way, it could be delivering, for example, a group program — which is what I think you're asking



about — where a portion of the group program is CMMS. In other words, the whole group is not necessarily CMMS content and that's okay.

We recognize that some of you are using CMMS solely. Many of you — and it is designed this way — are using it in conjunction with other content and that's fine as well. Yes, it can be a group program.

Maryam: Can I just ask one thing about that? I had 30 women that I was leading through Money Transformation and it was mindset. Most of my stuff is mindset/inner game stuff and I did the "Claim Your Price and Get It." That was the module I delivered to them in addition to my own mindset stuff. So would that count?

Kendall: Yes, that counts.

Maryam: Would I just take a general group pulse as far as the outcome?

Kendall: Renee, what is the requirement that they submit on this? What does it actually say in the document that they're filling out?

Renee: Give me one second just to look that up so I can be real specific.

Maryam: I have feedback papers from everybody and I could just generalize what people got out of it. Everyone loved it and wanted more.

Renee: Actually, the question is actually more directed to you as a coach, describing a breakthrough that you experienced from these clients hiring you. So you don't necessarily have to take it from their angle. I was mistaken. It is actually from your angle, so we want to see as a coach, what's a breakthrough that you experienced from the client hiring you?

Maryam: Okay, cool. Awesome. Thank you.

Kendall: Do we have other questions?

Suzie: Yes, we do. We have some written-in questions. One I believe you've already addressed, but I'll read it just so you can reconfirm it. It's from Fran and it says, "Is the assessment online and timed?"

Kendall: Right. We just addressed that. It's not online and it's not timed.

Suzie: Then Valerie has a question. "I am curious how long the original videos will be available online and how long we will have access to our CMMS portal?"

Kendall: Do we have a definitive answer on that, Renee, other than the answer being a while?

Renee: I don't think we have an exact time period answer on that, so we will have to get back to you on that one, Valerie.

Kendall: I wouldn't worry about it. They're not coming down in the next week or two or even in the next two months. Don't worry about that.

Renee: Absolutely.

Kendall: It is a long while, so I wouldn't be concerned about it. We're not the type of company that says, "Oh, they're coming down in a week." You're going, "What?" So don't worry about that. We'll give you plenty of notice and we leave them up for a very long time.

We're making some changes to the program. That's why we can't answer that question right now. We're making some changes that would impact that for you in a positive way, so I wouldn't worry about it for right now.

Are there other questions?

Suzie: Yes, we have Deborah on the line.

Deborah: Hi, guys. I just have a fast question because I messed this up in SMA. Are we supposed to do Step 2 and Step 3 at the same time we do Step 1, or do we need to wait to find out that we've submitted everything correctly in Step 1 before we go ahead and do the Licensing Agreement and Activate Licensing?

Kendall: Great question.

Renee: That's a great question. No, you do not have to wait. You can do Steps 1, 2 and 3 and getting all three steps done is what allows us to within two weeks tell you if you're certified or not. So you do want to go ahead and do all three steps.

Deborah: Perfect.

Kendall: The reason it works that way is because someone actually isn't certified until they do Steps 2 and 3. It is part of that certification process. The other thing to keep in mind is that we want you to be certified.

I don't expect this to happen, but in the case that we have one or two people who mess up on a bunch of questions on the assessments — more than three questions — we're going to reach out to them privately. We're going to help them along, see what's going on there and make it to where they can get certified.

I don't think we've ever had it to where somebody actually then didn't or couldn't and we had to refund their licensing, but we could certainly do that if that was the case. I don't think it's ever happened, because we're very supportive in this process.

To be clear, doing all three steps are required in order to get certified, so if you only do the assessment and you don't do Steps 2 and 3, you won't be certified. You will have passed the assessment, but you will not be certified, which means you can't use the materials after a period of time.

There's a consequence to not being certified. There's a benefit to being certified and a consequence to not being certified.

Great questions, you guys. Who else has a question?

Suzie: We have some more written-in questions. Katherine asks, "If we miss something that doesn't hold up certification, will we get feedback with what we missed and what the correction would be?"

Kendall: Yes. I think just in the time delay here of us talking about it and getting the question online, I think we answered that. The answer is absolutely yes.

We're here to empower you. That's the main thing you want to remember. We are here to empower you. We take this very personally. We care about you personally, so you can count on us to help you if you need that extra help.

Suzie: Jan asks, "How long will we be able to access the Facebook CMMS group?"

Kendall: Renee, how does that work?

Renee: I believe how that works is that the Facebook group is for training and certified coaches. So if you were to complete the training and decide not to get certified, the group would no longer be available. If you're a certified coach or you're in the training, then you do still have access to the Facebook group.

Kendall: I always forget. Do we have everybody from past years together, or does each year have their own group? I forget how that works.

Renee: I believe that each year has their own group. However, that may change in the future.

Kendall: That may be changing in the future, which would be really cool, actually.

Renee: Of course, during this training, we also have some of our certified coaches who have retaken the training, so they are in that Facebook group as well. There is a mixture. It's just everybody who's going through this year's training together, whether they were previously certified or are getting certified during this round.

Kendall: As long as you get certified, you get access to this group and it's possible we may be merging this group in with the other past years as well. I'm not going to promise on that. We're taking a look at that, but it's a possibility.

Suzie: We have a caller from Sunnyvale, California.

Diana: Hi, everybody. There is a sample. I'm not sure if you put it in this CMMS, but it's the 15 Tips and Scripts. Will we have access to that from this program?

Kendall: I know what you're talking about. The answer is no. Let me just make sure everybody is clear what Diana is referring to. It's a sample of a free giveaway that I used to give away a long time ago. I think it's where I teach you how to give a signature talk that helps build your list and you see a sample form. That free giveaway is referenced on that sample form.

We don't give that away. We used to, a long time ago. I will be honest with you. It's really old. You wouldn't want it. Let me put it that way.

I'll tell you what I did and I wouldn't do it this way now. I would cut it way down. I would just do it differently. That's why we don't provide that. It's not up to the quality that we produce at this point and I think it actually gives away a little too much information.

I think that when you're looking at free giveaways, gosh, that's a whole other topic and call, because I have a lot of ideas. Renee is going to want to pull me back from committing to anything here today, but I've got a lot of ideas on free giveaways that I want to implement for you guys in the future.

Anyway, what I can say for you is that when you're making your own free giveaway, here's what I would recommend. I would pick one of the modules that you have a particular love of. Some people pick "Niche." Some people do "How to Charge What You're Worth and Get It."

I obviously did "How to Charge," because I love the topic of money and pricing and I find that it's a universally exciting topic for people out there in the world. It's very attention getting.

As far as the structure for free giveaways, there are lots of different ways to do it. I wouldn't give a bunch of scripts and tips. I think it's giving away too much. I

created that a long, long time ago. It doesn't lead people to a natural conclusion of wanting to hire you.

I would look more at the structure of the signature talk itself. For instance, "Here's the problem. Here's why it's a problem. Here's what gets to happen when it's solved and here are some tips for you." That's not only a great structure for a talk, it's also a great structure for a free giveaway.

There are other structures as well, but that's a great one. It's similar to a discovery session structure as well. It's a great structure. The more often you use that structure, the more familiar you get with it. It's very appealing and engaging for people.

You could put your free giveaway together using that type of a structure. Think of your free giveaway as giving, yes, some tips, but you're giving more of a reason why people should step into getting this solved themselves and book a discovery session with you.

I hope that helps give you a little bit different frame on this.

Diana: Yes, thank you very much.

Kendall: I can't remember who it was, but I had somebody do a free giveaway on the topic of "Niche" and they actually took the basic structure of "Niche" — not all the steps and detail — and created a 1 or 2-page template that said, "Here are the things you're going to want to know to create your niche."

I'm not sure I would do it on "Niche." "Niche" attracts a certain type of person that may or may not be the kind of person you want to work with, even though everybody hates to look at their niche.

I thought that was an interesting way of doing it as well is to say, "Here's why you want to look at your niche. Here's a fill-in-the-blanks template. If you want coaching on filling this in, book a discovery session with me." I thought that was really interesting, actually.

I'll take my marketing hat off now and turn it back to you, Renee. Suzie, are there other questions?

Suzie: Yes, we have some more written-in questions. Modita says, "As a certified CMMS coach, do we get updated CMMS material too?"

Kendall: That's a great question. That's not a clear yes or no answer at this point. Renee, do you want me to answer that, or do you want to answer it?

Renee: You can. I feel like it's not clear to me what the question is.

Kendall: I'm going to rephrase the question. I think I understand it. When we update CMMS materials, do they get access to that updated material?

Here's what we've done in the past and I do think this is going to be changing in the future. We've offered CMMS graduates to retake CMMS at a greatly reduced tuition. Every year, we've always had people retaking it. This year, we had a lot of people retaking it.

We know that they've been extremely happy that they did that. They've been very vocal to us about that and we so appreciate hearing that, because my commitment was that the material had been updated extensively and they said, "Wow! You're right, it has been. It's even better than it was when we took it and we liked it back then."

That's what we've done in the past. So the short answer to will you get access to updated materials is yes, we will always provide a way for you to get access. Will it be free or included with your licensing? I can't promise you that. If there is an additional investment, I can tell you it's really low. We make it very easy to do that.

The answer is yes, but I can't tell you in what form right now. We'll know that at the beginning of the year, within the first couple months of the year. We're going to be redoing some ways that we deliver CMMS. In that process we'll be sorting out some of these details and we'll certainly let you guys know.

You have to have faith and trust in me and my team that we always take care of our clients first. We always give you guys the best deal on things. We give you early access and early notification. You're part of our family now and we continue that going forward. You can really trust that we're going to make sure you're taken care of. You won't miss out on anything.

Suzie: We have another written-in question from Jane. Jane asks, "With the two new clients, does using The Intuitive Coaching Toolkit and/or The Courageous Coaching Method count as using portions of the CMMS material for certification?"

Kendall: Yes. It's actually possible for me to give a one-word answer. I just did it. I met my quota for the year.

Suzie: Irene has a question and I hope I'm clear as I read it. She says, "I want to be clear about the paying-client requirement. Can you repeat the paying-client

requirement about our breakthrough from the client purchasing our package program?”

Renee: Sure, absolutely. Just to be super clear, here’s exactly what you’ll need to give us for each of your two paying clients. It will be the date that you started with the client, the investment amount for your services and describing the program or the offer the client invested in with you.

For example, is it a virtual retreat? Is it a private intensive? What pieces of CMMS did you include? Then we just ask that you describe one breakthrough you experienced as the coach from having this client hire you.

Kendall: Great. It can be two paying people from the same group. For instance, Maryam was talking about a 30-person group. Her two clients can come from that one group. It’s just two different people that paid you as a coach and as part of your delivery to them, you included something from CMMS.

Renee: Or if you had two groups, you could use Group 1, what the investment level was and what your breakthrough with that group was and then Group 2. It could also be one group and one single private VIP Day client or private program client. It’s really an open thing. We want you to celebrate every victory that you’ve had, to use that word. I love it too.

When you’re filling in the paying clients, put in there what feels great to you about the paying clients that you have. If you want to put the whole group in as one and an individual in as another, that’s great. We love it.

Kendall: It’s funny. I’m reminded that Richard was helping me a little bit over the weekend to design some new things. We sat down on Sunday afternoon for about an hour and a half and we were using some of my own exercises. Go figure. I’m always astonished. Why do I make things harder on myself by not using my own stuff? My own stuff works really well.

The reason that comes to mind is because. in this two paying clients piece, first is that we want you to have paying clients. The second piece is that I believe deeply in the value of reflecting on what that breakthrough was, of reconnecting and deepening your connection with the CMMS content.

I think it’s really easy to forget what’s worked well for us and go down a path of making things more difficult when they don’t need to be. I want you to look at this and say, “Wow! I used that piece and people loved it.”

There's an ulterior motive I have for how we structure this and it's that I want you to use those pieces again, to feel confident going forward. A big part of the value of CMMS is that this is done-for-you content. It does make your life easier. It is liberating and it frees you to be brilliant, because this content is right there for you and supporting you.

I don't want you to forget that. I want you to re-anchor that and that's part of why we ask for proof of the two paying clients in the way that we do.

Are there other questions?

Suzie: We are good with questions. Jane was happy with your yes answer. Irene said thank you for the elaboration on the paying-client requirements. Other than that, we are good.

Kendall: Renee, I'm going to have you stay on for just a minute, because we know how this goes.

Renee: There's always just one more.

Kendall: There's just one more and that's fine. That's why Renee is here. Some of the questions I actually can't answer because I'm not that involved with some of the logistical details and Renee handles that.

Suzie: We do have Tabitha on the line. She may have a question.

Renee: Hi, Tabitha.

Tabitha: Hello. Mine is really just a curiosity question. I plan on doing the certification, but I'm curious to know what is the pro and the con. Maybe you've got it posted somewhere and I flipped over it because I'm planning on it anyway, but I am curious.

Kendall: It's not posted anywhere. I'll contribute to that answer. Then, Renee, if I miss anything, you can add to it as well, because you see things from a different lens than I do.

I think there is both intrinsic and extrinsic value there. Intrinsically, it feels good to have that certification. I'm going to speak to this for a few seconds here. I know a lot of mentors out there will say that you don't need another set of initials after your name and I always listen very carefully when they say that. I always want to know what their motivation is in saying that. It's usually to get you to buy something obviously.



I actually don't agree with them. From the aspect of needing another set of initials after your name, do you really need it? No, probably not. From a factual standpoint, that's probably true. However, I personally experience — and I think a lot of you do as well — that there is a sense of self-satisfaction and a sense of validation.

Sometimes it's okay to want external validation. There's nothing wrong with that. It actually can help build confidence.

Not everybody is going to be this way, but a lot of you are going to walk taller, feel proud and more confident and that all translates into two things. One is that it translates into self-esteem. You've completed something. Lack of completion is a huge problem with women, for sure. For women, especially in the coaching/entrepreneurial world, lack of completion is a huge problem and it's something I struggle with.

I was just joking with Renee about it this morning, actually. I really struggle with it and it's just the nature of being an entrepreneur. We're great starters. We love to start things. Finishing? Eh. It doesn't get us quite as excited. However, I will tell you that finishing, completing, getting certified feels amazing.

We think it's not as exciting, but we're wrong. It doesn't feel exciting. To me it feels very different. It feels really rich. It feels really empowering. It's just a different feeling and it's equally as valuable. I think there's that value.

It also gives you credibility. That confidence and self-esteem is magnetic to a potential clients. Again, you walk differently, you talk differently, and you feel differently about yourself. When you're somebody who walks in that space, who operates in that space of completion and feeling how good it feels, clients love that. That emanates from you. It radiates from you. It's really positive.

Practically speaking, it allows you to continue to use the material with your clients. If you don't get certified and you don't do the licensing, you can use it for yourself in your own business, just for yourself, but you are prohibited from using any of the content with clients.

Can we police it 100%? Obviously not, but I will tell you that the CMMS graduates police it. They tell us. They say, "So and so is using this. Are they certified?" We get emails every month from people letting us know.

In fact, it's because of that that we secured a trademark earlier this year that we hadn't filed. We had somebody who was going to take it, but we were able to file

and get that trademark, which is one of the many that we own and that you guys are allowed to use.

The community itself is really policing and quite vigilant, so I wouldn't want to cheat. The community will come after you and they will let us know. We do enforce it. When we're aware of people using the material inappropriately, we enforce it. So that's the other piece.

The licensing is \$197 a year. It's really minimal. Nine years ago, when we started, I think it was \$1,000. It was a lot more. We've really changed it and made it very easy over the years.

Tabitha, that was a super-long answer. Does that help give you some insight?

Tabitha: It does. Thank you.

Kendall: Okay, good. Are there any other questions? I know we want to go into our closing visualization. We still have plenty of time here.

Suzie: We have a written-in question from Jamie. She has a couple of questions. I believe you just answered this one. "Do you pay a yearly fee to stay certified?" You just mentioned that you do. "I'm also wondering if we can use the really cool swirl when we get certified, or do you provide us with a different certification image for our website?"

Kendall: Oh, Renee, I'll let you answer this one.

Renee: You are able to use the Certified Money Marketing and Soul Coach logo. So yes, you can use that logo. We do not provide the swirl separately. That is an integral part of that logo, but you do get to use the logo itself.

Kendall: It's all together, in other words and includes the swirl. We're glad you like the swirl. Actually, I picked that out a couple of years ago. I like it too. Yes, you can absolutely use it. In fact, we want you to use it. We encourage you to.

I love to surf on the web and I'll go to someone's site and say, "Ooh, they're doing something really cool. Let me go look." I'll go look and they're CMMS certified or they're certified in Sacred Money Archetypes and I see our logos there. It's always really exciting. I say, "Wow! That's neat. Awesome."

Yes, the licensing is renewable each year for \$197, which we feel is incredibly reasonable, given the amount of income that you can make with CMMS. Even if you only use parts of it, that's fine. We have some people who only use one

module. They just use “Branding with Archetypes” or they just use “Signature Systems.”

That’s why we made that so reasonable. Even if you’ll only use a part of it, it’s still, we think, very fair and appropriate.

Great job, Renee. Thank you.

Renee: Thank you. Thanks, everybody. I’m looking forward to seeing your certifications come in.

Kendall: Renee tracks it closely. Thank you, Renee.

I’m just going to open it up for a couple of minutes here. Are there any other questions that may not exactly be about certification, but just any questions you want to ask me here? I’m happy to be available to you here for the next few minutes and then we’ll go into our closing visualization.

Are there any questions about the content or about your marketing? Are there any other questions coming in, Suzie?

Suzie: It looks like we’re good at the moment, Kendall. Do you want me to chime in, or do you want me to hold off?

Wait, actually we do have someone from San Francisco.

Maryam: Does this have to be a question about certification or just in general?

Kendall: Just in general.

Maryam: I don’t know if you saw in the forum, but I just sold the largest package I’ve ever sold in my life and I’ve been saying “Woo-hoo!” and celebrating.

Kendall: I didn’t see that post. I see all the posts, but I didn’t see that one yet. That’s fantastic.

Maryam: It’s a client in the Netherlands who signed for six months for \$6,297, so I’ve been blowing my mind out. I’m sending her a comprehensive — it’s what I usually do when I work with a business — business profile. It says, “360 your business for me so I can be the best service possible.”

I’m just wondering if you have anything like that or anything that you would recommend? I’m looking at this and like my discovery session I was using that wasn’t really working terribly well and it came from a male coach, so did this

business profile come from a male coach. I'm just wondering if there's anything you have already?

Kendall: We don't have anything actually on that. Let me share something with you guys. I've made a lot of changes in my business this year. I've had a lot of retiring products. I've been retiring different programs and shifting things. We've really changed a lot internally so that I can focus just purely on certification programs, which I love.

I'm not going to promise you that I would come up with something like that, because we'll see where the spirit moves me as far as divine downloads and such, but that's the type of thing that I want to be looking at giving to you guys next year and making available, either included with the licensing or at a very inexpensive, very reasonable part of new toolkits that we would be coming out with.

I don't have anything like that. Here's what I would encourage you to do when you make it. Do you already have it made up, Maryam?

Maryam: Yeah, I do and I've become very aware that a lot of this material that I've been using for years is really masculinized and I've been looking at feminizing it.

Kendall: That's what you want to do and I do that with my own stuff as well. I would suggest any materials that you guys are putting forward, that isn't produced by us, that you do take a fresh look at it, start questioning yourself and say, "Does the spirit of this match what I want to do?" Yes, the Business 360 matches in the spirit of it.

Now let me look at the individual questions and say, "What's the vibe and what's the tone that I want to put forward? Is this on brand for me? Yes, or no?" The on brand to me is a yes or no question. Something is not mostly on brand. It's either on brand or it's not, period. I'm very black and white about this.

When you're black and white about that, what will happen is you can update. I know you might have already sent it to this gal, but you can update it for the next client, so you have it ready in an updated way. We do this all the time. We are constantly updating our stuff.

Maryam: I haven't sent it to her yet. I was kind of waiting for today to ask about it. I just want to say one comment. After CMMS, I love doing discovery sessions. I never did before. Now I really enjoy it. It's like sex and candy, so thank you.

Kendall: Yay! Sex, candy and discovery sessions, woo-hoo!

Maryam: Boy, that's a brand signature talk. Thank you so much.

Kendall: That's a power trio, I'll tell you. You're welcome, Maryam. Thank you.

Keep looking at your stuff, you guys, to make sure that going forward this represents who I am now and who I am stepping into. There's a distinction here. It's not from the place of constantly looking for perfection, tweaking and it's not good enough. It has none of that energy.

The distinction is that it's from the energy of, "Does this piece that I'm putting out represent who I've now become or even does it represent who I am becoming," like that next step forward? If the answer is no, then just change it. You can take 20 minutes to rethink that form.

Maybe the questions themselves on it are good questions, but maybe some of them need to be deleted or some of them need to just be asked differently so that they reflect who you are at this time. That's a great question.

Suzie, are there any other questions that we have?

Suzie: It looks like we're good, Kendall.

Kendall: I'm going to take you through a visualization that I love, that just is a really nice completion. It's very honoring and anchoring for you. You do not need to take any notes on this.

What I would like you to do is to go ahead and stand up. You guys know me. I love standing/moving types of visualizations. They get you out of your head and into your heart and body.

Go ahead and stand up. If you have to go into a hallway, that's fine. I want you to have a straight line, not out in front of you, but from left to right, so it's like a cross from left to right. It's like drawing a line in the sand. It's actually going to be a timeline.

You want a little bit of space there. If you need to go into a hallway where you have more length, that's great and no clutter, no stacks, furniture or anything like that. I want you to have a really visually clear space.

Go ahead and close your eyes. Take a breath in. Go ahead and let that breath come out and exhale.

Go ahead and notice, with your eyes closed, that line out in front of you flowing from left to right. This is a fairly long line, so you'd have to turn to the left to see that end and turn to the right to see that end.

This is a timeline. The line is out in front of you, but where you are standing is on today's date, Tuesday, October 25, 2016. You're observing what has happened in the past by looking to your left and what is unfolding for your future by looking to the right.

Go ahead and look over to your left. If you want to open your eyes, you can. If it's easier to stay in your imagination with your eyes closed, that's great too. You're looking to the left and you look where you see when we started this CMMS journey together. That was in June, the tail end of June.

You're seeing in your mind's eye the you that you were back then, but you're observing that you of you back then on this line over to the left and you're noticing how easy it is to observe what you were doing. I'm curious. Who were you working with back then? Maybe it was very different types of clients or maybe no clients. Maybe you were just getting started.

What did your business look like back then? You're noticing a few things about what your business looked like and noticing what felt important to you back then. What was important to the you of back then? Maybe that piece that was important to you was a catalyst for you stepping into CMMS.

There was a desire you had back then or a frustration. There was something that was agitating or sparking you forward.

From this place, just observing the you of you back then, you can notice what it looks like that you were feeling. Again, you're just making an observation. You're not feeling those feelings necessarily anymore. You're just noticing what it appears like you were feeling back then. You can even notice what your level of confidence was back then.

All right. That's beautiful.

Now, shift your body slightly so that you're seeing the months flow by from June through July, August, September and October, until your attention lands in front of you on today's date. It's right out in front of you. You're still observing. You're still noticing and now you're noticing: Who are you working with now? What opportunities are in front of you? What are you excited about?

If you were to take stock of the income that's come into your business over these past months, what might that number add up to as of today? Noticing how what you charge or charged may have changed. Maybe even noticing how that money flowing in happened regularly or maybe it happened in different bursts, just noticing. No judgments. It's just interesting to observe it.

Noticing what courageous actions you've taken that you're most proud of and really taking a moment to observe and say, "Wow, I actually did that and I did that and I did that." All these courageous actions that you're noticing, one after another, the victories and being curious about: What is the biggest shift you've experienced as of today?

From this place, you're observing and just noting: What's the biggest shift you've experienced as of today if you had to pick just one? What has shifted about your confidence level? How much has it increased and in what area specifically?

Noticing what feels most amazing to you, given where you are right now. What feels most amazing to you? Maybe it is signing that client up for the highest amount you've ever done, launching a new group, giving a presentation or planning a new launch of some kind. Notice what feels most amazing to you given where you are now.

Great. Next, on the count of three, we're going to take a nice, big step. I'm going to ask you to step right into that spot on your timeline right in front of you. Are you ready? On the count of three, one, two, three, step. Awesome.

Notice what it feels like to be here now, right on this and in it. You are in it. You are in this. What is something that you most appreciate about what you've accomplished? Really give yourself permission to say, "Yeah, I did that." "I broke through." "I gave that talk." "I asked for more money." "I did more discovery sessions." "I got better at something."

Whatever it is, these are all accomplishments that count. I want you to be generous with yourself. I want you to pour it on. What are you most proud of?

What words of acknowledgement would you like to say about yourself right now? I'm going to give you a phrase to start with. "I feel so much gratitude for my ability to be . . ." and then fill in the sentence.

"I feel so much gratitude for my ability to be . . ." and then fill it in again with something specific to appreciate about yourself.

One more time. “I feel so much gratitude for my ability to be . . .” completing the sentence with more and more appreciation for yourself.

Now, standing in this place where you are today, what acknowledgement would you like to give about CMMS? Maybe it’s noticing which modules are your favorites. We all have our favorites. What gratitude do you feel about The Courageous Coaching Method? What is it that you appreciate most about CMMS?

Allow yourself to secure the answers to those questions and to feel that gratitude, that appreciation for this beautiful body of work that’s brought you to this place and this beautiful experience that’s brought you to this place. In what way, specifically, has CMMS made a difference for you in your life?

Beautiful. Now, turn to your right 90 degrees — a quarter of a turn — so that you’re heading in the direction of your future. You’re on your timeline. You’re looking into the future.

Take a moment to appreciate that there is so much more yet to unfold for you, because this is only the beginning of your amazing future.

What’s an opportunity that is right there for you? Maybe it’s more than one opportunity. What are you most excited about as you look towards your future? It’s awesome to be excited. It’s great energy.

What is your intention with CMMS as you look forward into your future? It’s not just to use it more or to keep using it. Go deeper than that.

Maybe your intention is to become brilliant at your favorite pieces, to become brilliant at the next piece of it, or your intention is to bring it to your particular, perfect client over and over again. Whatever your intention is, make it deep, make it clear, make it meaningful and make it emotional.

What do you dream about regarding CMMS? Making six figures? Making your next six figures? Making \$1 million? It’s entirely doable. It’s entirely possible. We’ve had many people do it. What is your dream? What do you dream about regarding CMMS? Beautiful.

In this space, go ahead and put your hand over your heart and just take in my appreciation of you. I want to thank you for being amazing as a student. It’s not everyone who can step into the space of being a learner, of being an amazing learner like you have been.



I want to thank you for being an extraordinary ambassador of CMMS. I so appreciate your attentiveness. I appreciate your love of this work. I really appreciate your willingness to be open, caring, thoughtful and insightful. I really appreciate your willingness to be vulnerable and transparent.

I really appreciate your willingness to be incredibly brave and courageous, signing up those higher-end clients, giving those talks and trying something new. That takes enormous courage.

I want to remind you that that's a quality that you possess in abundance. It's a muscle that you've been strengthening for the past four months. It's probably gotten stronger than you've even realized until this moment.

I want to thank you and really appreciate you for supporting the other people in the CMMS sisterhood, for being generous, willing, kind, helpful, excited, enthusiastic and championing on the Facebook group with your CMMS sisters.

I appreciate you and have unlimited gratitude for you taking this work forward. I want to thank you for being you and imbuing your personality, your uniqueness and your unique brilliance into this work, for integrating it and making it part of you in a way that is absolutely, 1000% utterly unique. That, to me, is brilliant.

Thank you very, very much. This completes our completion. You can open your eyes. You can go ahead and just take that in. Step off that timeline and know that everything we just created here goes with you. It stays with you. It's yours forever.

I think we're going to be completing a little early here. I want to stay in this energy and this space. Here's what I would love to do. If you want to express thanks to me or appreciation to me, you can just raise your hand, which is a way of clapping your hands or just type the word "yes" in the online box. I'll give you a moment to do that.

I know how good it feels to give appreciation. It feels wonderful. I just got to feel it that last little bit here. So let's just complete with that.

Suzie: There are lots of hands, Kendall. They keep coming. Keep going.

Kendall: That's great. It would be easy to say, "Does anybody have any last questions or comments?" I just don't want to break this energy. The energy is just really special in this moment.

My intention was to create this sense of deep connection, love and appreciation with you here today, as has been my intention the entire training, and I think you guys have really felt that.

I just am so happy for each of you. Thank you so much. We will absolutely take in all of your love and appreciation. If you want to post things on Facebook and send us notes and cards and things, we will definitely receive that. I will receive that.

For now, I want to send you forward with all of my love and blessings to you. Thank you, everybody.

Participants: Thank you, Kendall. Bye-bye.