

Ep #95: How to step into fully-booked coach identity with Jacqueline Gates

Full Episode Transcript



With Your Host

Simone Grace Seol

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Welcome to *Fearless Marketing For Life Coaches*. I'm Simone Seol and I'm here to teach you how to get your life coaching practice fully booked without having to pay for ads, buying Instagram followers, or complicated sales funnels. It's not rocket science and you can do it, too. Listen on to find out how.

Simone: So I have on my podcast today my client Jacqueline Gates, who is now a fully-booked coach. She's in my six-month fully-booked mastermind. She got fully booked in less than six months and she does the most amazing work helping women live as if they are already who they secretly dream of being and become that person that they're secretly dreaming of being by using their homes and wardrobes as manifesting tools.

Now, she teaches how to turn housework - so this is my understanding, so you can correct me if I'm misrepresenting it. But how to sort of use the same housework that we all do, clean and laundry and organize and cook and whatever, the same things we do, and turn them into these powerful tools of creating a version of yourself that you want to create and make your dreams come true.

And it's all very magical. She does work that has no example, has no parallel and is an amazing combination of skills. So I can't wait for more of the world to meet her work and I invited her on the show to talk about her journey to getting fully booked and how her own tools have helped with that, and obviously, we want to give you all, our listeners, actionable things that you can implement right away to start having some of the same results. So welcome Jacqueline.

Jacqueline: Thank you, thank you. I am so delighted to talk today.

Simone: And she just has the most wonderful voice and the most wonderful accent. She's like your fairy godmother coach. So first of all, congratulations on being fully booked.

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Jacqueline: Thank you, thank you. It was one of those things that felt like it - when I started seemed so far away, and when it happened, it was like, oh yeah, well, look at that, here I am.

Simone: Okay, you know what's so funny is that I don't know if you remember, but in my group, you know I had that thread where I asked everybody how are you going to celebrate once you get fully booked? And everybody had these very dramatic celebrations that they were going to do. Like I'm going to go on this vacation, I'm going to do this, and it was all big.

I think everyone has this idea that once they become fully booked or once they hit an important business milestone that it's going to feel like curtains and a chorus of angels singing and something dramatic happening. And I would always laugh and I hope that people give themselves proper flashy celebration. As you know, in the mastermind, we're all about celebration. But also, so much of success just feels - you tell me.

Jacqueline: Well, because you have to become that person. You have to rehearse that starring role. You have to become that person thoroughly in order to become that person. And if you do your job properly, you become it on the inside and then when the outsides catch up, it's like, oh, there you are. Of course.

And actually, I had said yes, I'm going to be fully booked and I had announced in the mastermind I had one more to go, and then I was just - I really honed in on this being this fully-booked coach and how she was going through her day and how the thoughts I was going to have, the thoughts I was practicing and rehearsing and having.

And so when I signed up number 10, I was just about to serve dinner and I signed her up and I got the PayPal thing and I put her on my - make sure the calendar thing was organized. And then I served dinner and I was sitting down eating and I suddenly put my cutlery down and I said to my husband, "I'm a fully-booked coach."

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It was surreal. It was just like, holy shit, everything has caught up. Because the thing with transformation, the kind of work we do with coaching is that you can change your insides in a nanosecond. A thought can change in a nanosecond. But unfortunately, reality takes a little longer to catch up because if it was as good as our thoughts, we would be the literal fairy godmother.

We would go, shazam, and things would change. We have to have a bit more practice before we get there. So the real work is holding on to the inside shift to give reality time to catch up.

Simone: I love that so much. So here's what's going on is that when you think that you are the under-booked coach, I think who I am is the coach who just has a couple of clients and struggles to get more, and from that vantage point, when you think about being fully booked, it's like, I'm going to celebrate, it's going to be amazing.

But once you actually get to fully booked, what's happened is your insides, as you put it, and how I would put it is your mindset, your thoughts, it's the same thing, your insides have already changed so that that is your - that's just who I am, what's the big deal?

And then once the outsides catch up, meaning that you actually are objectively in the material world fully booked or you've made this much money, whatever, it just seems like it's just congruent with who you're already believing yourself to be.

So it's only a shock and a dramatic celebration if it's - again, I'm totally encouraging celebration, but just notice when you think that something is really out of reach, when you think that something feels like a pipe dream, pie in the sky dream, all that's happening is it's not actually a pie in the sky dream. It's not actually so far from you. It's just that you haven't decided that that's who you are inevitably becoming. You haven't decided to sort of - you haven't fully switched your insides yet.

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Jacqueline: Right. And it's that thing that you taught us about the difference between evidence and events. Is this an event that happens to you or evidence of who you are? So when I talk about becoming, it's evidence. So when the fully-booked coach turns up, it's evidence of who you are. It's not an event that happens to you. It's an event that happens through you.

And therefore, it's - you celebrate because you celebrate your outsides catching up with your insides and you celebrate the manifestation. But there's this knowing that it's not like winning the lottery. There's no real happenstance here. It's evidence of who you are now.

Simone: Okay, I love that.

Jacqueline: And so the celebration is whipped cream.

Simone: I love it. The celebration is whipped cream. The thing is I didn't actually give you that wording. I think you created that. I think I must have said some version of it, but I want everybody to - I want to slow down just a little bit so everybody gets what Jacqueline said.

What a lot of coaches do is that a lot of coaches will get tons of positive feedback from grateful clients or just people in the audience saying you helped me so much, I think you're so amazing, or they might make money here, sign a client there. And instead of thinking that I signed a client, of course I did, it's who I am, I'm a life coach, I sign clients, or I had my 5K month, or a five-figure month.

And then instead of thinking of course I do, that's who I am, in other words, external things happening being evidence of who you're already believing yourself to be, it's very easy for coaches to do this thing where you just think it's something that just happened that has nothing to do with you. It's like a fluke, what Jacqueline is calling an event that happens to you.

It just happened, I don't know how I created it, it feels like I didn't create it at all, it was just random. And if I think that my five-figure month was random, then that means I'm totally powerless to go create it again.

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Whereas if I think my first five-figure month, my first 5K month, whatever, if it's just evidence of who I am, if I believe that, I can go on and keep creating evidence.

So for all the things, the good things that happen in your life and business, just notice if you are just taking them to be events. Like it just happened to me. This person just reached out wanting to work with me. I don't know what I did, it just happened. No, it didn't just happen. All of that stuff is evidence of who you are. Who you really are.

Jacqueline: Because your outsides will reflect your insides, as within, so without. It is how the universe works.

Simone: Just pause. I want you to just talk about that a little bit more because I don't really talk about - I don't really use manifesting language that much, but I think I love your take on it, so just tell us a little bit more about what it means when you say outsides reflect your insides because it'll be, for some people, the first time they've heard it phrased like that, and for other people, they're like, I think I know what that means, but elaborate on that a little bit more.

Jacqueline: Well, it starts with the Hermetic principle from the Emerald Tablet, which is 3000 years old and it says as within, so without, as above, so below. Now, the law of attraction took that really mainstream. But what it does is it affirms that our thoughts are the generation of everything.

And we know this. So what we're thinking, we know this as coaches, what we think will show up as results in some way or another. And so I use this term of your outsides reflecting your insides because after 25 years on stage, I know what a set, a theatrical set, the conversation it says about the person who lives there.

So when I go into - because I work with homes, if I go into a home, I can read it and read the person in it almost like a magazine, like a story. Because that's what set designers do. They will take a person and their thoughts and their feelings and make them visible on a stage.

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And we do that ourselves in our homes all the time. And so for example, you have somebody who - say there's a woman who's starting a coaching business or really any kind of entrepreneurial business and she's working in this tiny little cramped corner of the kitchen.

And what she's saying is I'm building this little thing but don't mind me, I'm just going to stick it here in the corner and I'm just going to sort of do it on the side here. Now, imagine if she claims half of the dining room table and she sits at the head of the table and she takes up space in her house and says between this hour and this hour, I am in my office. And she tells the kids that until that timer goes off, unless there's smoke or blood, she doesn't want to hear from them, that is taking up space.

Simone: Smoke or blood. Love it.

Jacqueline: When I was on stage, I used to have to have time to learn arias and Shakespearean soliloquies and stuff. And my kids were little, and so I would give them a little egg timer and I would say until the bell goes off, yes mummy, no smoke, no blood, no mummy.

Simone: That's perfect.

Jacqueline: And so I would have these little 10-minute - initially it was three minutes and both kids sat outside the door with the timer holding it like it was going - until it went off. And it was like I'd been gone for years. But eventually they got to the point where 15 minutes was fine. And that was how I learned my words, that's how I learned my arias.

And eventually, when I started working and coaching and making videos, that was what I did. I would set the timer, put it outside the door, close the door, and if the kid came to interrupt, they would see how much time was left on the timer and they would know that I would be available to them at that point unless there was smoke or blood, and then they could knock on the door and they could come in obviously.

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So you're taking up space. And the more you take up space in your home, the more you rehearse in a space, in an environment that is your realm to claim, the easier it is to take up space in a virtual realm and claim your Facebook wall, claim your position in front of people in your group, on your podcast, whatever. This is about rehearsing your becoming and having your outsides reflect that in the environment that you can control most, which is your home. Did I make sense?

Simone: That was beautiful. I was just taking it in. So I think you spoke to this and the story that you just told and I think for probably the majority of coaches, we don't just have a gorgeous home office starting out. Even I'm working out of a tiny room. I mean, we're going to move houses soon, and I definitely had less than this when I was starting out and so did you.

And so if you want to be or if you want to feel like a super successful CEO, which we all want to be that, and you're cramped for not just time but also space and you've got kids, you've got a job, you've got this, wanting your time and attention and you don't have a gazillion dollars to just do whatever you want, which most of us don't, what would be your advice for starting to claim other than the egg timer and the blood and some policy? What would be some more advice on how to start to claim your space in your life, in your home?

Jacqueline: Each home is different, but mostly it's about the idea of not apologizing for the space you want to take up. It does take some navigating when it's a communal space for example. But there's other places that you can - I will just segue here and say for eight years I was a barista at Starbucks.

And during that time, one of the most famous marketing letters was called the coffee shop letter, which was a story about a guy who ran this multimillion-dollar marketing business and coaching business from his laptop in various Starbucks.

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So he was working from a Starbucks and I had this thing in my head as I stood behind the counter making thousands of lattes that every single guy who sat there with his laptop was a millionaire. And all I wanted was to be on the other side of the counter.

So when I started, I used to deliberately take my laptop and go and work at a Starbucks to become the millionaire, to become that coffee shop millionaire, give myself an hour where I felt like I was on the other side of the counter. And this is inhabiting a role. So there may be a spot where you feel you can really inhabit the persona of who you want to be.

So it's your incoming persona, your next self. She doesn't have an office of her own, where does she work? Maybe she has moved the furniture around and put a table in a corner next to the window so that becomes the office space. Maybe like me at the moment, she claimed a piece of the bedroom because she needs to be able to have a closed door because coaches have to close a door.

So initially, I was in author mode and I could be out in the lounge and I could be at the dining room table, but as I started realizing a fully-booked coach actually needs privacy, and privacy involves a closed door, so I carved out a piece of my very beautiful bedroom. I carved it out and I've set it up for good lighting. It gives me a spot where I can close the door and I can be in empire-building mode.

Simone: I love it.

Jacqueline: And I especially bought - actually it was my very first client's money. I bought a desk for myself because I'd always worked from a table. And it's not an expensive desk, but it's very classy and it's very elegant and I'm visualizing it in a fabulous office. And when I bought that desk with my money, it was enough to say fully-booked coachness is inevitable.

And that's another nuance. That money could have gone to groceries. And I'm not saying throw it all away, but I am saying invest in your business, invest in your mental, invest in the tools of your trade because if you were a

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man working in an office, you would not skimp on the tools that allow you to do your job properly. And part of becoming a fully-booked coach is taking yourself seriously.

Simone: It's almost like when you make those investments, it's like making the space in your bank account for entrepreneurial money to come in. Because we say we take our business seriously, but then when it comes to investing, I mean, this is definitely how I was starting out. But we want to spend as little money as possible.

We're not willing to make that space in our bank accounts for even bigger money to come in. And what we're trying to do when we try to spend as little money as possible is we're trying to conserve what we have rather than - I don't want to lose what I have, rather than I'm making space to have so much more.

Jacqueline: Right. And you're not putting your money where your future self is. You are banking - this is one of those times where you have to put the parameters around. You do the finances that support your family and yourself obviously. However, from that mindset, we get very used to bootstrapping. We get very used to making do. We get very used to downloading yet another freebie, get going on yet another five-day challenge that's free. And we offer those to our clients because...

Simone: Get the cheapest course whatever possible.

Jacqueline: Right. But we don't take them - when I talk about decluttering, that's another whole side conversation because there's a lot of financial privilege in just being able to toss anything that doesn't spark joy. You can have things that you hold as placeholders.

So this laptop that I got from my husband will be a placeholder for the fancy new one that I'm intending to be the owner of. My dining room table was always a placeholder for the snazzy desk that I wanted. I used the dining room chair for a while, it was a placeholder for the snazzy golden white leather desk chair that I have now.

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When your intention is that, it's very different. And it's our thoughts that create results. So if you are thinking that I'm always making do, I'm going to be second best, I will - it's okay, I can do without for a while, well, you are modeling that for your clients. You are modeling that for everybody who works with you, I'm going to make do with your freebie, I'll make do with your group.

And you taught me that, Simone. I started with you right when you were much less expensive than you are now, but it was expensive for me at the time. And then I got on to the first mastermind and that was a huge stretch. And then I got on to the second one and we had a conversation about how I needed my cushion and actually, I paid off 10K on my credit card in one fell swoop because I knew that that was what a fully-booked coach does. That's what the business woman in me said I was capable of what I proved to myself before we've even finished this one.

Simone: I love that. I loved your story. I think when we first started working together, I think we had a \$3000 package. And it sounds like, oh, all those years ago. It was actually just last year.

Jacqueline: Well, you say it feels like a lifetime ago and it absolutely is because who I was then and who you were then are completely different people and that's the whole point.

Simone: There are several incarnations in ever since we first started working together. I don't know, spring or summer of last year. And what I celebrate is that the \$3000 for you at the time was a lot of money and it's a lot of money, period. And you really had to become your next self at that point in order to say, you know what, I believe in myself enough to make this investment, even though it's a giant sum of money.

And then the next investment you made was \$5000 for the first round of mastermind and that was another - I think I remember you telling me that you swore you would never buy coaching again. Am I misremembering?

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Jacqueline: Yes, I said because I wouldn't - I wasn't going to go into debt for it. I wasn't going to put it on my card because back when I started this whole journey, I had four and a half thousand dollars on my credit card that I'd got myself into a mess with and I totally earned this with network marketing.

And I went to work retail because at the time, my self-concept, my persona could only see having an exchange of eight dollars an hour. And I actually wrote a blog post about how I become a goddess working for Starbucks at eight dollars an hour. I was joking and said, oh, I'm the goddess of lattes, and all my customers, my regulars started calling me goddess.

And I started thinking, well, what would a goddess do? What would a goddess wear? What would she say? And so this persona became so much more than just the goddess of lattes. And so when I got to you, I was ripe for the next - my next, next self was saying you can go even bigger than you ever thought possible.

And so I had to undo that thought pattern that said don't go into debt because it takes you forever to pay it off. And I proved that to myself this time. It took me a month to pay off 10K.

Simone: Yeah, did you have to take out credit card debt to pay for the 5K mastermind?

Jacqueline: Yes.

Simone: And how quickly did you pay yourself back for that?

Jacqueline: In three months.

Simone: In three months. So she took out \$5000 on the credit card and she paid herself back in three months. And then to invest in the next mastermind, she put another 10K on the card and paid that back within one month, right? So we're just telling you this story to help you see that Jacqueline is just making more money faster and faster and faster.

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And so I just think that was a year ago that you first started investing seriously in yourself and \$3000 was a lot of money, and this time it was 10K, I can make that back. It's so fun to think of where you'll be at this point next year because it'll just be times five whatever it is today. That has been your growth trajectory.

Jacqueline: And that's the brilliant part about this is that once you've undone the old crappy programming - not crappy. The old era programming. I use the analogy because everything with me is about theatre. So you have this person and I have this person in my history who is brilliant at Shakespeare and they project and they say their lines beautifully.

But then they always play Shakespeare. And then we had somebody drop out of a pantomime and the only person available was this person, and we said I know you only do Shakespeare, but could you just come and do pantomime for this minute?

Simone: Hold on, pantomime? Like a mime?

Jacqueline: Pantomime. No, pantomime is almost like vaudeville. It's very broad, it's musical theater, it's so the opposite of Shakespeare. And so what was happening was he had to become a different actor. He had all these skills but he had to morph them into becoming a different kind of actor.

And once you learn to do that, you can do it in anything. So when you're an under-booked coach, you have a certain role that you're really good at playing. You're really good at thinking these thoughts. You're really good at showing up to see where you can get the best bang for your buck, where the freebies are, who's giving a podcast, who's giving a challenge.

That's how you've got really good. But when you start mining your future for details on how to perform, when you start playing the role you want to play, instead of the one you've always been playing, you start thinking differently. And when you learn to do that, which is what I've got so much better over

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this past year is then it's the incremental steps are inevitable because you'll just play bigger and bigger games.

But in the beginning, you know they say the hardest thing to do with a locomotive is to start it moving. Once you start the locomotive moving, the momentum will keep it going. So it's always the beginning part, that first investment, the first thought error that you need to undo, the first big scary thing that you do because your next self just go do it. That just becomes your norm. And so incrementally, you get bigger.

Simone: Yeah. So when you're first starting out, you don't fully believe that you're a successful coach yet, so not only in terms of investments, but when you show up online, when you post, when you make offers, when you introduce yourself as a coach, it's an uphill battle.

You have to - there's so many thoughts that come up and your brain tries to tell you nobody's interesting in what you have to say, everybody thinks you're spamming them, your offer is stupid, there's 50 people out there doing the same thing better than you and you can't get people results, you're a fraud, and all of these things.

And it just - it breaks my heart when every time coaches who are starting in their journey hold it against themselves that they don't have the level of confidence that for example I am at. Or they don't have that level of belief in themselves and their business that they see somebody like me having.

And it's like, well, I have had lots of time and practice to really become a successful life coach from the inside and out, and that transformation, that journey of who you feel that you are on the inside, it's not you snap a finger and it's done. We wish. It really is a journey and all it means is that yeah, you're still believing that you were who you used to be. A mom or an executive or whatever you used to be that's not a coach. That identity, it's going to kick and scream a little bit before it dies.

Jacqueline: Oh yeah, for sure. And this is where we go back to what we talked about earlier is you start collecting evidence. You need to start

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collecting evidence of your next self showing up. And I'm absolutely convinced that your next self never gives up.

She's always calling to you and she's always offering evidence. So I always recommend that we have a file of fabulousness, which is what I call a - other people have called it a dossier of awesome. Whatever you want to call it, but you start collecting evidence that you who want to become.

So when somebody says you said just the right words at that time that changed my life, you take a screenshot and you put that on your file and you keep that. And somebody says thank you for spending time, you helped so much with what you said, that goes into your file.

And they can be little things. They may not be the \$500,000 testimonials. They are still evidence that you are helping facilitate transformation and that's what a coach does and that's what you are.

Simone: I can't stress that enough. I just want to pause there and say this has been one of the most transformative on one of the most powerful tools that we've been using in the mastermind. Like Jacqueline says, she calls it the file of awesome did you say?

Jacqueline: File of fabulousness.

Simone: File of fabulous. And somebody else, Janet calls it the dossier of awesome. And I think I just called mine - I don't think I had a name for it, but I highly recommend that you do exactly what Jacqueline said. It's what I did years ago. Actually, just three or four years ago, where everything, every hint, every piece of evidence that you get that supports your identity. And there's nothing too small.

It could literally be just a Facebook comment from somebody saying exactly what I needed to read today, thank you, or somebody else - I would even include things that my friends told me after talking to me being like, I just always feel better after talking to you. Or things as casual as that, anything that had the power to make me feel more like the person that I

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wanted to become, I screenshot the hell out of it, all of it, and I just put it all in a file.

And actually, I still have that by the way. I still have that going, and I still use screenshots. But when I was first starting to do it, I actually printed things out and copied and pasted in real life, with scissors and glue onto an actual physical notebook that I had.

And the reason that this practice is so important, to be constantly gathering evidence and putting it in one place and intentionally reviewing it again and again, literally every day, like in our mastermind we tell each other hey, have you checked your dossier of awesome? Have you checked your file of fabulous? Have you been reading it lately today?

And people will be like, I forgot. Like that's why you're forgetting who you are. Because your brain will very rarely spontaneously remind you that you're amazing and that you totally deserve - you're a rock star coach and that everybody wants to work with you. And all of these nice things. Your brain will just never - it'll just never spontaneously remind you of that. It will spontaneously remind you of all of the old crap.

And so you really have to actively go against a lot of your current programming. You have to feed it what you want it to think. Our brain deletes evidence that doesn't fit what we are already thinking about ourselves.

So if somebody says you're an amazing coach and your brain is like, no you're not, you're going to forget that that person told you that. Or you're either going to forget because your brain's going to want to delete it, or your brain's going to distort it. So if somebody says you're an amazing coach, how your brain's going to store that is by saying well, they're just trying to be nice to you.

Jacqueline: Yes, but you're not paid for that.

Simone: But you're not paid for that so it's not real, or whatever.

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Jacqueline: Yes, exactly.

Simone: So because your brain is a deleting and distorting machine, you want to get as much primary evidence as possible to regularly feed into your brain like I didn't make this up, somebody actually said this to me.

Jacqueline: I tell my clients all the time that if you have a goal, a persona that you want your next self, that you want to be, that is a sign that you auditioned and got the part. You already are that person. You are learning to become them. You're learning their script, learning their wardrobe, learning their set.

And part of it is learning the script and learning the script is reading the things that people say about you and taking them on. Not the crap press because there's always people who will be mean. However, you're looking for evidence of who you're becoming and it's right there in front of you, I guarantee it.

Simone: That is gold. Like when you decided to do something, when you set a goal, you already got the part and the rest is just you learning the lines, you learning the moves, you learning the songs, you're just rehearsing.

Jacqueline: Absolutely.

Simone: That is so good.

Jacqueline: And you just wait for the production to catch up. And then one day while you're sitting at dinner it goes, tada, and you go, holy crap, here I am.

Simone: That's always how it's felt for me too. I just keep doing the work like - okay, I've never been an actor but you have, so you can tell me. But I feel like I just keep my head down in the sense of I just keep showing up for the work of learning my lines, so to speak, and learning how to do this role and rehearsing and rehearsing.

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And maybe, to continue this metaphor, it's a moment on stage where I'm like, oh my god, I've really become this person. It kind of sneaks up on you. Like my success and the amount of money that I've made, it just sneaks up on me. I'm like, oh my god, all of that happened while I was busy rehearsing.

And so of course I give myself time to enjoy it too, but what I'm trying to convey is that it's not always going to feel like fanfare and fireworks of I have become. For 99% of the time, it's just going to feel like, hey, I'm just showing up to rehearsal. What do you think about that?

Jacqueline: I think that's very true because it's immersion. You drop into the role that you're becoming. And this is the difference between somebody like Dustin Hoffman, who just disappears into a role, and somebody else like Matthew Perry, god bless him, who is always Matthew Perry, no matter who he's playing.

But you can see the difference, right? And this is why I get so annoyed when people say act as if. It's not acting. You are becoming and you do until you become, but you have to think like who you become. Because otherwise, you're just acting and people can tell that.

So that's why when people go - you can write an email or write a post and people just throw money at you, and somebody else will write an email and there's crickets. It's the becoming behind it. It's the role, it's the embodiment of who they are. We humans are very perceptive. And we know when someone is, as we call it, inauthentic. And that's just because you haven't fully immersed in your next self, in this becoming.

And the way to do that is to be very clear about your next self and I'm not talking your fully actualized multimillionaire Brooke Castillo level coach self. You're talking about your next self. So for me, it was fully booked. 10 clients.

Simone: You mean like more incremental, right?

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Jacqueline: Incremental. I'm all about strategic, deliberate, incremental progress towards what you would rather experience. Because otherwise, people get so overwhelmed they can't see the difference. We talk about showing people the bridge between where they are and where they want to be. We do that to ourselves and we build a bridge that we can't see the end of and then we wonder why we don't get moving.

And your body of evidence, your file of fabulousness starts to show you evidence that you are moving, that you are becoming, and your job is to keep showing up as that next version of you.

Simone: So what if somebody's wondering like, how do I know what that incremental next version of me is?

Jacqueline: I always - I have a three-question process, which I start with what's it like to be you these days, and if you're listening, you can do this. What's it like to be me these days? And write it down like a character sheet. I think this, I feel this, I'm doing this, I have this. And then what would you rather be experiencing? What's "better?" What would fuel that movement towards a more fulfilled, a more satisfied, a more delicious life for you?

And then we look at that and get real on that, and then we say now, what can you do with what you have right where you are to move you closer to what you'd rather experience? So maybe it's doing curating all the evidence of the nice things that people say about you and your coaching and you read that every single time before you write a blog post, before you go online.

Simone: Which I literally recommend that you do exactly that.

Jacqueline: Because then you show up as your next self. Not as your holy crap, I'm terrified self. You show up as the star of your show. And I'm always talking about a leading lady life. You have to start showing up as the star of your show.

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Simone: I have a question. What's the difference between pretending and acting like you believe things that you don't already and trying to force your way into a new way of being, where you're doing it and it just feels like pretending, versus rehearsing? What's the difference to you?

Because a lot of people will try to believe a new thought, a new identity, and they're like, I'm trying, I'm trying, but I'm not believing it really. So there's this cognitive dissonance. And it kind of creates more resistance and it's actually not helpful. So what's the difference between being in the process of becoming versus feeling like it's fake?

Jacqueline: I think it has to do with incremental. I think it has to do with thoroughly nailing act one, scene one, before you worry about the song and dance routine in the finale. And you've got people - I remember in the old days in network marketing, they used to say go into a Lexus showroom and ask for a test drive. Get all dressed up.

That is too far. Most people, you can't go from \$22 in your bank account to buying a Lexus cash. We don't have that - some people do, but most of us do not have that capacity to immerse ourselves in somebody who pays cash for a Lexus.

So we have to start being - I would recommend somebody being somebody who has more clients than you have now. If you have one or two and you want five, start becoming somebody who has five clients. Don't worry about the 25 that you want to get to. Get to your five clients.

And I mean, in the mastermind, I actually said let's all just get our calendars full for a week to see what it's like to have our full number of clients. And some people went to 15 and said no actually, I want to pull it back a little bit because this was a lot and my kids needed more time or whatever.

I got to 10 and I thought, you know what, I can probably do 12. But I had talked myself out of 10 for the longest time because I thought I would be overworking myself to a standstill. So the point I'm making is that we don't

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know for sure if we go too far out. We have to start looking at the next future self. Not our future future self. Our next future self.

Simone: So if something feels fake - sorry, I keep interrupting you. So if something feels fake, it's probably a sign that it's too many increments away.

Jacqueline: Yes. Just that little bit too far out. And so go back to reading your evidence, go to the next step out. It will be scary. Don't misunderstand the scariness because everybody's butterflies on stage are just a sign that your biggest role is waiting for you. The adrenaline.

One of the opera stars I worked with, she said butterflies lift you up to a higher level of performance, and that's what you're looking for. But you don't want the dinosaur ones that make you feel like you're never getting off the ground.

So you're looking at your next future self. And if that next future self has two clients, aim for her and become her and think like her. And it's the thinking like - and this is where mentoring and being part of the Fearless group, being part of - anybody can teach you funnels and they can teach you how to do videos and can give you lighting tips and broadcasting tips and which podcast channel to use. But it has to do with who you think you are when you show up that matters more than anything.

Because on stage, we used to call that immersion where you become the role. So even where the scenery falls down or the door doesn't open or you try to yank it open and the handle comes off in your hand, you respond as the person you're being, not the actor playing the part. So when you have a wobble, you respond as your next self and the wobble doesn't last as long.

Simone: That's so, so, so good. I love it. I can't agree more. If you have two clients now, think about okay, my next is having four clients or whatever. So many people look at me and sort of compare and despair in the wrong way. To become who I am today, I had to go through 8000 versions of

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myself where I first had to get comfortable charging \$100 an hour, and then I had to get comfortable charging \$120 an hour.

It was a million little gradations of becoming the next, becoming the next. And that's all I had focused on at any given moment. And if I were to imagine - if I were to have imagined where I am today two years ago, I would have just freaked out. So just by - you might think that this work is not dramatic enough, it's not - your brain might want more of a dopamine hit of I don't want four clients, I want 20. I don't want another \$3000, I want \$100,000.

But just know that this incremental work is exactly what will take you to those big dreams that you want and they're inevitable when you know that that's who you are becoming and with every single additional day of you rehearsing that knockout performance, leading lady role, you're going to nail that in. That's coming, 100%.

Jacqueline: Absolutely. And I'll share my most favorite quote from Leonardo DiCaprio and he said, "Every next level of life will demand a different version of you."

Simone: Did he say that? It sounds like something from like...

Jacqueline: I know. Every next level of life will demand a different you. And I've used that for - I went and checked it because I couldn't believe it, like I didn't love you already. But yes, exactly what he said. And then the other quote that I base my work on is Winston Churchill. He said, "First we shape our environments, and then our environments shape us." And so I start looking at the next version of you and we shape the environment to support that. Just dance backwards and forwards.

Simone: I love it. So if we were to leave our listeners with a couple of pragmatic things that they can get started with right away, in terms of how to work with your outsides to change your insides, what would be your advice?

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Jacqueline: My first advice is collect your file of fabulous. Start taking and believing your own press. Believe what people say about you because until - your outsides are a reflection of your insides. Even when you're not acknowledging them. So the people around you know that you are already a coach. Believe them. Take notice of what they say and curate that and read it like a script because it is part of your becoming.

And then scoot out a little bit. Call in 90 days, your next iteration of you. Maybe your next birthday or the end of the year. Who would you like to be? How would you like to be? Don't go so far out that you're terrified, but have it a nice stretch. And then give some thought to how you would show up.

Would you dress differently? Would you be working differently? What could you shift? What can you do now with what you have that will anchor and pull in and scoot you closer to what you would like to be experiencing?

Simone: That's brilliant. I love it. I think you know that you have the right next incremental thing that you have in mind when it doesn't feel overwhelming or freezing because it's too much and it freaks you out, or it's not too little that it just feels flat. But when you have that sort of pleasant version of the butterflies lifting you up, like that sounds good, not like, oh my god, that's so big, but that sounds juicy. Navigate by how you feel.

Jacqueline: Exactly. And to use your phrase, get curious about this. Get really curious about so how would I show up differently if I had four clients? What would my calendar look like? What would my daily schedule look like? Would I still do dishes? Would I still have 400 children running around all the time? How would I shift my life if I had this many clients? If I were this woman, how would I change? What would have changed? And then you reverse engineer it and you start doing what you can with what you have to pull in what you want.

Simone: I love it. Now, if this all sounds so fascinating and somebody wants to learn more and meet you and learn more about your work, how

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can they find you? On Facebook always, Jacqueline Gates. And since I'm always on Simone's wall, you can find me on her friends list.

And then also I have a secret group where we talk all about our inside, outside. So using your home as a manifesting tool and the way you think about your home. And so you can join us there. It's called The Nest. And I'm starting to get my blog together, but if you're friends on Facebook, you'll hear all about that.

Simone: The best thing will be for you to just be friends with Jacqueline on Facebook and I will include the link for that in the show notes.

Jacqueline: Thank you.

Simone: Okay, so much brilliance. So much gold. Thank you so much for being here and I can't wait to accompany you on your next catapult.

Jacqueline: It's going to be so thrilling, and yes, there will be parades and feather head dresses and some glitter and confetti at least because some things really do need celebrating.

Simone: Yes. She's just the best. Don't you always just want to hear her talk about - read the phonebook? I could just listen to her talk forever. Alright, thank you so much for being here and I hope you will go out and just get off the podcast and take one piece of action today from what Jacqueline recommended. Go star that file of fabulous. Go think about what your next is. Cement that into a piece of your day today. Get the ball rolling and you'll be surprised by where it takes you. Alright, I'll talk to you later.

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