

Ep #111: Creating a 100K Month with Alexander James

Full Episode Transcript



With Your Host

Simone Grace Seol

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

Simone: Hey coaches. I am so excited to bring you today, a conversation that I had with my client, Alexander James, who is in my Six Months to Fully Booked mastermind. And he recently accomplished something really amazing.

Hey, if you ever felt like fish trying to ride a bicycle, like when you're trying to make your business dreams come true, this conversation is what you need to hear because seemingly out of nowhere, out of nothing, Alexander's suddenly catapulted himself into six figure coach territory. He created a six-figure month just out of like nowhere or so it seemed, and I'm going to ask him how to do that in this conversation.

And he shares one of my favorite messages ever, which is that, to create amazing results in your business, to take your results to the next level, you don't have to be a better coach or even a better entrepreneur. You can be the exact same person that you are now. You just have to throw away all the rules that you thought you had to follow.

If you're a fish, you got to throw away the bicycle and you got to burn the bicycle. And you know what you do? You swim, you play to your own strengths, you do things your way. Make things easier and more intuitive for yourself and have more fun. What if that is the fastest way to create quantum growth?

Alexander is such a beautiful example of how he did that for himself and how he consistently showed up for his own growth in the mastermind and this is just the beginning of what he's going to create. I'm so excited for you to get a peek into his mind. You're going to learn so much, that it's going to unlock your own quantum growth.

Have a listen.

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Simone: Hi, Alexander.

Alexander: Hello, Simone.

Simone: How are you today?

Alexander: I am just feeling so excited to be here. I set it as a goal when I entered the mastermind, I remember after our first call, I was talking with somebody else and I was like, I'm going to visualize being on Simone's podcast.

Simone: So easy.

Alexander: And I did it and I'm here, so I'm feeling accomplished.

Simone: Yay. So just right off the bat, give us your numbers in whatever order you'd like to give it to us, but you had an incredible month just this past month and I would just like to hear about your introductory and growth in terms of numbers.

Alexander: Totally. So I joined the mastermind, I had one client who I was clinging to for dear life. And they weren't even a contracted client. It was month to month. So at the end of every month, I started getting nervous, what if they don't resign? What if they don't resign? Then I won't be a coach anymore. So that was my entering into the mastermind.

My first couple months, I was gradually signing one client a month, two clients a month, and then I looked at the numbers actually before we got on this call and in the past 38 days, I've signed \$127,000 of business Simone. You know how insane that number feels coming out of my mouth?

Simone: That's so insane. I think that's a record. With one-on-one clients, right?

Alexander: Yeah, all one-on-one clients.

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Simone: That's fucking amazing for so many reasons. It's like, \$120,000 what?

Alexander: And a quarter. \$127,000.

Simone: Yeah, \$127,000. Wow, it's so amazing for so many reasons and what I love is that people assume that you can't do that with one-on-one coaching. You can't just make six figures. People think you have to do a group program. You can just be in super-duper fucking demand and be really, really good and be really good at marketing and selling and have that be backed up by substance and charge so much money so you're breaking six figures in a month just with one-on-one coaching.

So you came into the mastermind with one monthly client and then you just closed so much business. Everybody's going to want to know what happened and what changed, what was the biggest things for you, and where should we start? There's so much to cover. I'll just let you talk. If somebody were to wonder what was the biggest thing that changed for you, what would you say?

Alexander: Well, here's the thing is like, I've had some pretty significant and powerful mind shifts in the past one to two months obviously. But I think the actual biggest mindset shift that I had was in probably the first two to three months of the program. And we were working, specifically a lot of coaching you were giving was about shame and the shame that I was experiencing in my business and in my coaching practice and the shame that I had around not having more clients and thinking that I was struggling.

And so much of that shame work was work that I had kind of pushed away or pushed to the side. And I even came into the mastermind like, kind of with this cocky or arrogant attitude. I remember applying to the mastermind, I was like, I'm going to be the best student you ever had and I'm going to be better than all the other students.

Simone: I remember that.

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Alexander: You were like, and coach yourself on that. So I had this arrogance that was coming from my shame and because I was only able to access my greatness through this filter of arrogance, I wasn't actually able to deeply connect, especially in the coaching world and with other coaches, but I think also with clients.

I think there was a deep disconnect because I was trying to hide who I was in some sense, if that makes - I was trying to pretend to be great, rather than just knowing that I'm great.

Simone: Pretending to be great assumes that you don't know that you're great. You don't think other people can tell that you're great because you don't really think you're great, so you have to put on an act to be great. But when you're not doing any of that, you would just be great.

Alexander: Exactly. And so it was like, I felt like oh my gosh, I have to hide but I have so few clients from everybody in the mastermind and I can't let them see that I'm struggling with this part of my business.

Simone: Yeah, so you weren't letting yourself just be vulnerable and show up with all that you are and trust that you'll be seen as great and loved and respected.

Alexander: Totally. And so I think to protect myself from that, I came in with this attitude of like, who are these coaches? I'm hot shit, who are they? I was very - a little bit arrogant coming into the mastermind. And I remember distinctly having the thought like, no, this is something that you need to work on. And I gave myself a challenge. Because it was like me and one other person in the mastermind, and we had somehow decided that we were the cool kids, which we're not.

Simone: I think I know who this is.

Alexander: Yeah, you totally do. But we were talking and I was like you know what, each person in this mastermind had a piece of the puzzle for us and we have to coach with every single person in this mastermind. We

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have to exchange coaching and connect on a one-on-one level with each person.

Simone: I love that you did that. So did you?

Alexander: Yeah. I did. And what was crazy is that that ended up - if people kind of want to know what's the magic, what changed, it was having people who could reflect to me, who are A, incredible, the caliber of coaches in the mastermind is unparalleled to any room I've ever been in. But...

Simone: And you would have never found that out if you kept believing the thought that we're the cool ones with your arms crossed, like, let's just see.

Alexander: Totally. I'm not going to give them my coaching, my coaching is worth more than their coaching. You know what I mean? Just all these prima donna thoughts. So first of all, I fell in love with everybody in the mastermind because there's just such cool people.

Simone: But I think you only fell in love with them because you decided to.

Alexander: Good point.

Simone: Right? I think you did that work where so many people don't, where they just have a thought about other people in a group and they just believe that thought and they don't think maybe it's just a thought. And I love that you challenged yourself in that moment like, hold on, what am I getting out of having my arms crossed and being like, I'm better than everybody here? It's not serving me very much, so let me go change this.

And I do the same thing in group situations that I'm in too because my brain will - my bitchy brain will always offer up some kind of thought that makes me want to be standoffish, either because - actually probably most of the time because I am anticipating being rejected for some reason because they can all probably tell that actually, I'm not good enough and nobody likes me ever.

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That's my brain's thought about myself. And so if I can find a reason to put everybody down in my mind, do this junior high shit, then I don't have to risk being rejected or being hurt. So I know that my brain just wants to do this whatever room I walk into, so I have to intentionally counter that by deciding on purpose, no, what if everybody here is my friend?

What if the more people there are here that I don't know, the more gifts and teachings I have to discover that people that to offer me for my benefit, for my dreams and goals? And doing that work has been very intentional for me, which is why I can spot it when you tell your story. People didn't just become coaches of amazing caliber and become lovely, amazing people. They were the same people. You just decided to love them. You just decided to feel seen and loved by them, and then so they became amazing coaches who loved you and who gave you so much, right? You created that 100%.

Alexander: Oh my gosh, yes. Hearing you say it back to me, I can totally begin to see how - and even receiving coaching because that's one of the beautiful things about this mastermind is like, there is every kind of coach. So some of the coaches I was working with were like, okay, stand up, now I'm going to throw the problem at you, watch what your body does.

And I'm like, what is happening? Just totally out of my sphere of what I do as a coach. But being exposed to that and all these different styles of coaching actually allowed me to break up the rigid molds that I had around who I am as a coach and the kind of coaching that I do and just opened up a whole new world for me in terms of what my business and my brand can be.

Simone: Yeah, that's so good. And when you're really attached to your own style and this is the way that works and you're exposed to different ways of coaching and different styles and seeing that they all work, that's part of the magic. And the thing is guys, for whoever's listening, the reason that I think it's so important for you to go into group situations and intentionally choose

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your thoughts about the group, whether you're in a mastermind or even if you're just in a Facebook group.

Because your brain's going to offer you thoughts about what it's like in that group, what other people are like, what you think about them, what you think they think about you. And the reason it's so important to be aware of those thoughts as thoughts and to choose them intentionally is because your thoughts about them are just a mirror of your thoughts about your prospective clients.

Because it's always people out there in your mind and all of your thoughts, unintentional, unconscious thoughts about "people out there" are going to - they define your marketing. So when you think people at large, people love me, people see me, people are amazing, I am connected to people, they have so much to offer me, I have so much to offer them, by the way, no human brain that I know of chooses these thoughts automatically.

You actually have to work for it. At least mine doesn't for sure. So when you practice having these thoughts, the first place to start is if you're in a mastermind, if you're in a group coaching program, or just program where you're in a Facebook group with other people, practice thinking these thoughts about them and you'll notice where your brain wants to do the opposite, and notice that that's exactly what you're doing when you sit down to write a post for social media.

You're writing copy from all these guarded thoughts about they don't understand me, they're going to reject me, I don't like those people, those people don't like me. And then what comes out is you might have intellectually brilliant things to say, but it's kind of like what you were talking about Alexander, it's kind of like you're leading with disconnection and shame. The energy of it. And that's why you can write all the posts, hustle, hustle, hustle, do all the work and just not find connection with somebody who really wants to and is able to say yes to your help.

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Alexander: Oh my god, I love that you're talking about connection because first of all, I think what you're saying about a group setting, that's so powerful about the group setting is it's easy in your mind to be like yes, I love people, right? People love me. But then you get in a group setting and it's like, no, I hate Billy Bob, Billy Bob hates me.

Simone: Nancy hates me because...

Alexander: Totally. And then it's like, you actually have the clear pathway to do that work in a way that isn't just theoretical and sort of detached like oh yeah, I think everybody loves me. And then you go into a group setting and there's one kind of person and another kind of person. And the coolest thing about being in a group is that I think there's a couple people who are more religious.

And I would have never known - I just haven't had a lot of contact with Mormons, but going into the group and those being some of the people I connected with the most deeply and we've had the most deeply transformational experiences together, it's like puppy love all the time between us. It's like, wow, I never would have thought that someone like that could be a client or I could help or they could help me.

So it's like, really you start to see those walls when you get very specific people with very specific identities in a room together with you. And you get to work on...

Simone: And for them probably it's that they might not have expected they become BFFs with this flamboyantly queer male, right?

Alexander: Exactly.

Simone: And get their soul nourishment from you.

Alexander: Totally. So I think connection and learning how to build that connection in the group and with other people in the group is what led me into creating the results that I created in my business. And I think at a

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certain point recently, I had such an intense influx of consult requests that it was just like, I just can't meet all these people for consults, there's not enough time on my schedule, nor do I necessarily want to.

When I have one spot open, have 15 consults. And so it was really about me taking that connection with myself and bringing it into a relationship with those people and so I've just been doing all my consults through Messenger. Sending a couple voice notes, saying hi, talking to them a little bit for 10, 15 minutes, and then making an offer. And it's just the connection I have with myself and my openness to them I feel like is what's continuing for me to sign high-ticket clients over Messenger.

Simone: That's so, so good. So good. I bow down. I was telling Alexander, we were talking about how he made his 100K, 125K, whatever, so fast, and I hope he surpasses me in how fast I made a million. And I just think I love when things like this happen because it just breaks our preconceived notions about what it takes to make money.

I mean, how much time it takes and you have to pay your dues and take step one, take step two, and I mean, that has truth in the sense that you can't take a shortcut in a way where you bypass your own work. You can't do that. You can't just say oh, I hate doing consults, they stress me out, so I'm just not going to do them. Or I hate toiling away with these one-on-one clients, takes so much of my time, so I'm just going to bypass that and just do group so I can work fewer hours and make more money.

You can't do that, or you can try and it won't work very well. But what you can do is that when you do the work within yourself to change your thoughts, to change your energy, to change how you relate to yourself, to change the quality of your connections, the changes that can happen in your business and your income is quantum. Does not go linear when you do the work to shift the way you feel inside and the way you relate to the world and the power that you show up with. So tell me about what you think about that.

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Alexander: Well, it's so interesting because my dad has this story about being - he always talks about being the overnight success that was 20 years in the making.

Simone: Is he an entrepreneur?

Alexander: Yes. And he works in the financial field, so their business took forever to build and then all of a sudden, they were in the news and the media was reaching out to them. And he was going on the news and being like, a financial expert. Talking about stock markets and stuff. And so it's so interesting - do you know the game KerPlunk at all?

Simone: No.

Alexander: Okay. It's a little bit like Jenga, but it's reversed, and the way it works is there's all these marbles at the top and you remove a stick, and the idea is to get as many marbles as possible on your side. And so every time you remove a stick, maybe one marble will fall. But eventually, there's a place where you remove just enough sticks that all the marbles whoosh through.

And usually that's - if you can get that key stick, it all comes through. And so obviously everybody's growth work looks different and progresses in different patterns. Some people have a very gradual steady pattern, other people's is like we talked about mine, it's like a whole jerky.

And as you are working and as you're doing your inner work, it's very possible that you have all of this money in the pipeline or you've got all this money in the bank, and there's just a couple beliefs that you need to pull out that are really going to allow you to access everything you've already pulled into your sphere and your network and your business, but that are just holding them out.

Simone: It's like the lynchpin.

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Alexander: Yes, totally. And so when you're talking about you can't kind of leapfrog over belief work, and you can't do it like I don't like this part of my business so I'm just going to skip it and do something else, I think it's that you're not doing that underpinning belief work that is what actually creates those quantum results.

Simone: Totally, which is why I have so much certainty that anybody can get fully booked in six months because it doesn't take all of the work. It doesn't take you doing everything on the planet, it's just those few beliefs. It's like, a few things, a couple of shifts in your self-concept. One or two long-standing things unlocking and dissolving.

And I give you guys so much. You have a whole thick workbook, not because you need to know all of that and do all of it perfectly, but because there's going to be something in there, one thing or two things or three things in there that's just going to go whoosh for you, right? Completely agree.

Alexander: Totally. And I feel like for me, there's a couple really pivotal moments of beliefs that shifted for me that literally changed everything. And so it's so interesting because it's like, you kind of have to show up and get coached again and again and again.

And that was one of the most amazing things about being in the mastermind was I've got 20-something of the most brilliant minds in the world and I can just get coached every single day. And I did. Oh my god, did I. And got so much amazing coaching and then every once in a while like, every five to seven coaching sessions, one thing would come up and I would shift it and then suddenly my business results would change.

So in the beginning, I remember I had a session and the coach said to me like, you're so amazing at encouraging other people but you do not share that encouragement with yourself. And I was like, wow. You know when you get a truth bomb and you're like, wow. And so she was like, your task

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this week and for the rest of your life, every time you go to cheer someone on in the mastermind, because I was a cheerleader in high school.

Simone: Oh, were you?

Alexander: I was. I love to cheer. I'm such a stereotype. But I love to cheerlead and I just love to squeal at people and be excited with them and root for them. And she was like, bring that energy to yourself. Any time you go to encourage other people because it's so reflexive, stop and give yourself an encouragement instead. And literally just that one shift totally changed my trajectory.

Simone: Wow, okay hold on, I want to make sure listeners hear this part of it because we're talking about working with the shame and I know you talked about the importance of the success evaluations too. And I think in order to be able to really open yourself and connect to others and show up with your best you, you first have to dissolve that inner asshole whose default is never to encourage yourself or to self-celebrate.

So first you had to realize I'm really good at encouraging others, and I'm going to learn how to encourage myself. So you did that work. And then would you mind telling our listeners about the work that you did with success evaluations?

Alexander: Totally. And literally if you're listening and you are feeling like it's never going to happen, you might already know you're a great coach but you just think you don't have the business chops to do it and you're nervous about investing in yourself or taking yourself to the next level, what I want to tell you is that so often, we use coaching as a tool against ourselves. Especially if we have subconscious shame.

It leads us to this perfectionistic cycle where we feel like we have to turn all of our weaknesses into our strengths. And so we spend so much time looking at what's wrong with us...

Simone: Trying to fix our brokenness, improve our shittyness.

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Alexander: Totally. And it's like, trying to - in some cases, it's like trying to make a fish ride a bicycle. It's like, no baby, you should just swim, you're great at it. And for me, I was so caught up in I'm not doing it like this coach or that coach, or this coach makes 35 million dollars and she said I have to write like this.

So when you start doing success evaluations, which is something that you introduced to us in the group, and I immediately was like, in my encouragement mode like yes, I'm going to start doing these, what you begin to see are your strengths. And when you're building your business, it is so important that you build a business around your strengths and in a way that plays to what you naturally love doing as a coach, what comes naturally to you, and what you - I know I've already said this, but what you enjoy doing.

Because if you're always trying to focus on the weaknesses or the areas that need to be better, you're bringing that - you're trying to lead with those pieces in your business, and what ends up happening is you just end up showing up in ways that are inauthentic but also not showing up in your full power because you become identified with your weaknesses and you lose the sort of self-concept of somebody who is really identified with what you're already amazing at.

And so anybody listening, I can guarantee you that there's already 10 to 500 ways that you are an amazing coach and super strong. And you need to learn how to play to those and give those equal air time so that you can create your business and your coaching practice.

Simone: I cannot agree harder. And when Alexander says identify with your weaknesses, another way to say that would be thinking that you are a sum total of the problems you have to fix about yourself, or thinking that you're a sum total of all the work you're doing on self-improvement and all the things you have to learn.

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Or you can just turn your head to the other direction and see yourself as a sum total of all the ways you're already amazing, all the ways you're already strong. And I think this is such a common thought error for coaches starting out or coaches who haven't made a ton of money yet is that they just assume that because they haven't made money yet, because they're not fully booked yet, that they're just not good at business yet.

Like I'm not good at marketing, or I'm not good at selling, I'm trying to figure it out, I'm learning, I suck at it, I suck at copy. All of these coaches, they'll tell themselves these thoughts like it's a fact. Like look, how can it not be a fact that I suck at business when I've only signed one client this whole year?

But every time you say that, you reinforce this idea that you are lacking and you shine the flashlight on what you think your weaknesses and flaws and areas of improvement are. And you're not noticing all the ways all that you bring to the table that makes you already great at marketing and selling.

Even if you only sign one client or even zero clients, I say if you've ever talked someone into something ever, you already know how to sell. If your partner said, "Hey, I really want to get Italian tonight," and you say, "Hey, how about sushi? There's this new place opened up..." and you talk them into sushi when they really wanted spaghetti, you're getting them to eat nigiri rolls instead, you just sold him on the idea of sushi, right?

And if you ever spread the word about anything, like your favorite leggings, you got a pair of leggings, you like them so much that you told all of your girlfriends, listen, you're wearing the wrong leggings, get these leggings, here's the link, if you don't buy it you're crazy, you've got to buy it, it's so good. If you've ever done that, or here's this amazing bottle of wine that I love that I think everybody should get, if you've ever successfully gotten someone on board with something, with anything, leggings, wine, whatever, then you're already good at marketing. You know how to do it.

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And it's actually these very same basic skills that we use every day. I'm not a mom yet but moms know, it's really tricky to talk little kids into doing things that you want them to do. If you've ever done that, if you've ever gotten a little kid or a husband or whoever to get them to do something that they didn't want to do, you tricked them into it by talking to them, hello, you're a very good salesperson.

So just those things that you don't notice, you don't notice every time you talk and somebody's really compelled, you don't notice every time you talk and somebody's moved and says, you know what, you really changed my life, or you made my day, that's exactly what I need. All the ways you're already impacting people, all the ways you're already compelling people to see themselves and the world differently, all the ways you're helping people believe in themselves right now, that's what marketing and selling is.

And you miss all of it, you miss all of your competency and all the ways you naturally do it when you keep telling yourself I'm bad at this because the money isn't here.

Alexander: Totally. And I think what's so important about that is that when you're thinking that you're bad at it, then you're like, okay, I'll just do it - I'll follow this method and I'll just do it someone else's way. And then you end up being bad at it because again, fish on a bicycle. And I'm not saying there aren't things you can learn from teachers and people, but you have to do it your way.

And that's one of the most powerful things. It's so funny because part of why I signed up for this is well, I'll learn Simone's way, it worked for Simone. And then I got into the mastermind and you gave us an insane amount of content and just copywriting knowledge. And you were always encouraging us, no, be more you, use your voice. Lead with what makes you interesting. Don't just copy what's in the book, don't go copy that million-dollar coach. Find what's in your spirit and convey that to your people. Find your message and speak in a way that feels like spreading the good news.

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And so that I think is one of the most powerful things is when you stop thinking that you're bad at marketing and selling. You start leaning into doing it in your way, and then it's paradoxical a little bit. But then you become good at it because you were good at it. You just didn't think you were good at it, so you tried to do it a way that didn't feel right for you. So it's so important to carry that thought that you are good at marketing and selling.

Simone: Yes. Everybody, I'm giving you permission to think that about yourself right now. I'm already good at marketing and selling and now I'm just doing it in a more conscious way when it comes to my coaching business. So just think it right now. I'm giving it to you. Plant it in your brain.

Yeah, and to what you said, we talked briefly about our mutual mentor coaching legend, Brooke Castillo's program called How to be Interesting. And that's a marketing and selling program. I think you mentioned that you were trying to make it work for you but it wasn't working for you for a time because I think what you were - you were coming to this program called How to be Interesting with the thought that you're not interesting and you don't know how to be interesting and Brooke's going to tell me how to be interesting.

Whereas I think that's a really common thing that we do is like, I'm sure that's not what Brooke's intention was either. She wasn't like, all of you are dull so I'm going to teach you how to be interesting. It's more like, no, this is a way to help you express all the things about you that are already magnificently interesting.

And even if you come to my mastermind, dear listener, Six Months to Fully Booked, it's not that you're a helpless case and I take you and I sprinkle my magic on you, you become fully booked in six months. I help you find the part of you that's already that powerful, who's already that magnetic. And I just help you unleash that part of you to go play.

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It's never - please don't sign up for coaching or programs, whatever, with the hope that I'm broken and defective and I don't know anything, and this coach, this teacher is going to make me whole. It's no, I'm already whole, I'm already amazing and this person's going to give me a set of tools to play with to strengthen my original shine.

Alexander: Totally. And I think what's so powerful about that as well is when you're going in and you're approaching coaching not from what's wrong with me but what's right with me, you really deeply begin to shift what's possible for you because the subconscious belief - any coaching tool can be used as a weapon. I think you posted something along those lines recently and it's so true. Coaching can totally be a way that we just show up and punish ourselves and tell ourselves...

Simone: Why can't you change your fucking thoughts, stupid? Everybody else is doing it.

Alexander: Totally. And it can totally be a way of reinforcing those negative thoughts. And so what was so funny for me was I was using this program to say that who I am is not interesting, which is like, look at me, I wish the viewers could see but...

Simone: Could you please take a picture of yourself in that exact outfit? And I'm going to ask my producer to use that as the cover art for this episode. You cannot change. It has to be this exact outfit.

Alexander: I'll take it as soon as we get off the phone. 100%. But I was using this program, How to Be Interesting, to tell myself that I'm not interesting, or that I'm not a good writer. And Simone kind of gently/vigorously shook me and was like, Alex, what are you talking about? And I realized, oh my god, I'm an amazing writer, but I write poetry. That's the kind of writer I am.

And so what I started doing was under all of my posts, I started coaching through poetry and writing these beautiful ethereal poems and immediately people started reaching out, commenting, it was resonating with people,

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they were signing up for consults. They were touched. And it was like, Brooke Castillo's method is obviously genius and it's made her a million dollars, and it works for so many people. And you got to find your groove and your little - find your way.

Simone: It's like my coach teaches to write copy in terms of describing people's problems and solutions. And I think that is a completely brilliant way that everybody should force their brains to practice thinking in those terms, especially if you're selling something. What's the problem that I'm solving? I think that's so important and valid.

And the way I've always written is vomiting my feelings at my people. It's like all my newsletter, it's like, here's everything that happened in my life and here's all my feelings. And the thing is I learn from everybody and I get so much out of exercising my mind to think in certain ways that are not native to me.

So Alexander said a while ago too, it's not that you reject other people's ideas and don't learn, it's just that you first have to have pride in what feels like home to you. Writing in this poetic style felt like home to Alexander, and writing in this confessional very intimate chatty style feels like home to me. And you can't be homeless. You can't not know where your home is and try to follow other people's rules and formulas because then you'll just end up sounding like nothing. You're like, messaging Frankenstein. You don't even know who you are.

So at first, if you were trying to find your messaging, first play with what feels natural to you. Play with what feels like home to you. What mode of expression. It might not even be writing. I think Alexander's such a great writer and I'm a writer. I love to write. And if your mode is singing, interpretive dancing, or whatever it is, talking on video, express yourself.

I think all human beings are built for self-expression and all of us in different ways. And I'm so glad that not everybody's a writer because the world

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needs writers and the world needs singers and the world needs dancers and the world needs speakers. We need everybody. We need you.

So play with using your voice in a way that feels good to you, and then you can start learning from other teachers. Not in a way where they're going to tell you how to do it, they're not going to fix your brokenness, make you whole, but use other people's ideas to sharpen your thing. Use other people's ideas to make you even more effective at being you.

Alexander: Yeah. The way that I switched my mindset is like, everybody has a piece of the puzzle for me. I said this about the people in mastermind but I think about my teachers too. They have a piece of my puzzle, but it's my puzzle. If business is a puzzle, we'll just use that as a metaphor, not a lot, I'm not just trying to retrace the puzzle that they did. I'm allowing them to give me a few pieces and figure out where those pieces fit in my puzzle the best.

Simone: That's such an empowering, wise way to look at it.

Alexander: Totally. I mean, it's so easy to go into compare and despair, and especially when you're like, nothing's working and I can't figure it out and I'm doing it all wrong, which is the thought that your brain likes to feed you a lot. When you're in that cycle of thinking, you're doing it all wrong, the temptation is to chuck everything that makes you you and be like, okay, I will copy this formula and I will say these amount of words.

Simone: Because you probably have shame about all the things that make you you that make you different from everybody, even though that is totally your secret weapon.

Alexander: Totally. What's interesting now too about my business is I have sort of - which is so funny, because most people think that to make \$100,000 you really have to niche down and you have to be so specific. And what's just naturally progressed is I have un-niched myself because...

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Simone: Alex became this unexplainable psychedelic phenomenon and he made 100K. Niche is an earthly construct. I don't do niche. And then made a bunch of...

Alexander: Here's what's so funny about it is I realized like, I've become the niche. I am so particular and peculiar and so stunningly just spectacular in my existence...

Simone: Singularly spectacular and stunning.

Alexander: Yes. That like, people just show up. And either I am for you or I am not for you. I don't even need an offer to push people away because people who are not into all of this, they don't even try to follow me. They're like no. And the people who are into it are like...

Simone: Really into it.

Alexander: Let me throw tens of thousands of dollars at you through Messenger.

Simone: Totally. Hold on, while we're talking about this, I cannot miss the opportunity to talk about psychedelics and the unconscious mind with you.

Alexander: Oh my god, I thought you'd never ask.

Simone: No, I was warming up to it but the conversation got too good and we got sidetracked. Okay, tell me about - here's the thing; I totally think that coaching and psychedelics are going to merge in the not too far future. You will probably be the leader of that movement, I don't know. You already are. But I was just reading that book, Michael Pollan's book about - do you know what I'm talking about? I can't remember the title.

Alexander: It sounds familiar. I'm sure you'll say it and I'll be like, oh yeah.

Simone: I can't remember any of the details but he's the guy that wrote The Omnivore's Dilemma.

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Alexander: Oh my gosh, yes. 100,000%.

Simone: Yeah. So he's a - I love him, he's a great writer, he's a great journalist. And he wrote a book, something about - it's killing me that I can't remember the title. I even own the book. It was the first mainstream book written by a very mainstream respected journalist about the legitimacy of the psychedelic experience. And treating it historically, politically, philosophically, and personally.

He writes about his entire experience with it as a journalist. And I just think like, hello, we're opening consciousness here. I just feel like coaching and psychedelics are going to merge at some point. Full disclosure, I have never done it. I'm a good Asian child who's never done anything like that, but it's only a matter of time. So tell us all about it.

Alexander: Totally. Okay, so I think the first thing that people need to understand when talking about psychedelics is that we have had a lot of subconscious programming in our society about what a psychedelic is, who does them, what they're good for in general.

And a lot of that comes from the 50s and the 60s and the 70s when people were starting to do research on the psychedelic effects, the therapeutic effects of psychedelics. And what they were finding was that using a little bit of psilocybin or MDMA, they were actually able to open up traumas from people coming back from the war and speak to them...

Simone: There's documented research for everything that Alexander's saying right now.

Alexander: Totally. This was all happening in the 50s and 60s. But what happened was there was so much political opposition...

Simone: War on drugs.

Alexander: Totally. There was so much political opposition to the Vietnam War due to these consciousness expanding drugs, people were kind of like,

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hey, maybe there's another way, maybe we don't have to - does anybody really win when we go to war?

And so one of the ways that that was clamped down is the government immediately scheduled any kind of consciousness expanding, or I call it neurologically healing and rewiring substance, they just scheduled it as a class one drug that's super illegal, you go to jail, and it was a way to...

Simone: And you're a communist.

Alexander: And you're a communist. And it was a way of creating a certain amount of political warfare on people who were opposed to the current political regimes at the time. So knowing that allows us to go into the conversation with a little bit more of an open mind and in the past 10 years, all that research has started up again.

And so part of what they're finding now is that psilocybin, which is the active ingredient in magic mushrooms actually has the ability to kickstart the neural circuitry that goes dead in your brain when you're suffering from depression.

Simone: That is so fucking cool. This is the future. I so believe in it.

Alexander: Totally. And I mean I think what's so magic about it is the medicine is here. This isn't Pfizer, this isn't some crazy chemical that's being made in a lab. And all the research they're finding is one dose can last three months, six months, a year. It's not like the prescription medications that you have to keep on taking. There's actually the ability to kind of heal the brain.

And so they're now learning how to apply this to different kinds of traumas and different kinds of abnormalities that you can have in your brain. And so what's happening over here in my world right now is I have been using, experimenting with psychedelics for probably the past five years and...

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Simone: Is this conversation legal? Am I going to get sued? Am I going to be arrested? I don't even know the legalities.

Alexander: You have done nothing wrong, Simone.

Simone: Okay, just Alexander everybody.

Alexander: Just me. And don't worry, I've got my lawyer on speed dial.

Simone: You can now hire an expensive lawyer.

Alexander: Hire an expensive lawyer, yes. So in working in my coaching practice, I've started to realize and part of this comes from your work too, you do so much work with people around their self-concept and who they think they are and their identity. And one of the beautiful things that psychedelics help us to do, even at very small doses are to be able to temporarily step out of the constructs that have been built in our minds and to kind of look from a higher view point.

And so so much of our personality structures are built around our subconscious. Like we all know the trope of the funny kid who's actually just afraid he doesn't fit in. And so much of our personalities become developed as mechanisms to cope and to connect and to exist in the world.

But sometimes they become maladaptive, especially when we have traumatic childhoods. The things that were keeping us alive and safe then are now creating problems and self-sabotaging and becoming very self-destructive now. But when you try and go through the conscious mind to try and work and heal what's going on there in the subconscious mind, I like to think of the conscious mind sort of as this rabid barking Doberman that wants to attack you, that wants to like, no, I don't want to give up my pattern, no, it's not wrong.

Because there's this wound in the subconscious that the conscious mind is there to protect. And so just like an abused dog, even if you're going to it with food and you're trying to help it, it tries to attack you. The conscious

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mind will do the same thing with a coach when you're working on a pattern that still has a trauma pathway in the brain or the personality pattern has developed around a subconscious wound and to protect that subconscious wound.

Simone: So it's like every time you open up a little bit or are about to have a breakthrough, it clamps down, it's like stop it, right?

Alexander: Totally. Because what's been wired into your subconscious is like, if you do this, you will die. The people that are taking care of you will no longer love you. So it sends these - I would say if you're hysterical, it's historical.

When you have these disproportionate responses to what's happening around you, it's pretty much always subconscious trauma that is very hard to reach. And so what I've been working on and discovering with both myself and other people, and I'm not the only one.

I feel like I'm the first person I know who's doing it specifically with coaching. But I know a lot of people who are doing it with sexual trauma work and severe levels of sexual trauma and healing, using psychedelics as a means to get into the subconscious mind and do deep work there. It's almost temporarily tranquilizing the Doberman for just a minute so that you can have a conversation with that wound and get in to put some balm on it and heal it so that that Doberman no longer needs to be there.

Simone: It reminds me a lot of the work I do with hypnosis because I was first trained as a hypnotist. And putting someone into hypnosis is exactly putting that Doberman to sleep just for a little while to really work on the subconscious mind. There's so many ways to get underneath the surface.

Alexander: Totally. I think a lot of people listening are like, I'm not trying to drop acid and whatever. But there's so many ways that you can even have a psychedelic experience without ever taking a drug. You can Google holotropic breathwork and the chemicals that you can sometimes use or

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ingest actually already exist inside your brain. They're organic compounds. And so you can just breathe and have a psychedelic experience and...

Simone: Or be hypnotized.

Alexander: Or be hypnotized. There's so many different ways. And so for me. It's figuring out how to combine that with coaching and then very specifically, one of the things I'm getting into now is ritual and ceremony as means to shift identity.

Simone: Bring on the magic. Yeah.

Alexander: Totally. Because so much of - if I go woo for a second, which is so funny because we're just talking different languages. I can talk in woo or I can talk in a very matter of fact, I can explain it. But who you think you are determines how you behave and how you act. And it determines the way you show up to your life.

So when you shift who you think you are, every aspect of your life changes. And throughout time and history, cultures have been using rituals in order to facilitate that shift in the subconscious mind. So they'll send you out into the desert for three days and you'll become a man, or you'll have some pilgrimage.

Simone: Initiation ceremonies and yeah.

Alexander: Totally. And the point of that is it's almost like, I call positive trauma. It's like, this deep intense experience that wires a positive identity into your mind so powerfully that it then replaces the old one. And so what I'm looking at in my business now is how can we use the technology of ceremony to shift from an old I am to a new I am so that your life begins to flow in that direction effortlessly and bringing in every tool that I can. Hypnosis, psychedelics, you name it.

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But I believe that the power of psychedelics is also that they help to create new neural pathways. And they help to stimulate neurogenesis in the brain so the creation of new brain cells. So it just kind of expedites the process.

Simone: I love it. This is totally the future. And it's the future and it's also ancient because you know I'm Catholic and when I think about the Catholic mass, there's such a sensorily rich experience of there's incense, there's bells, there's music, and then there's - you're standing and you're sitting and you're kneeling, and then you take the eucharist in your mouth and you drink the wine and it's a full-on sensory experience.

So it's like a ritual, combined with words of repeated prayers and invocations that have been repeated for hundreds and hundreds of years, and some might even argue thousands. And so I think the reason this is such a powerful experience, it's been a continuous tradition for millennia is because words are very powerful.

As coaches, we work so much with words and conscious thought. And then there's a whole other dimension of experience that goes beyond conscious thought, which we experience as sensory experiences and rituals and ceremonies. And again, this is both ancient and the future of where our work to open and heal consciousness and bring forth new identities is all where it's heading.

We could do a whole 'nother podcast at least just to talk about this and it's never going to end, so I have to cut it short at some point. So I'm going to cut this one at this point. Makes me sad, but I have no doubt that our conversations will continue. Alexander, if people want to find out all about all of this work, even though you're super in demand and nobody can work with you anymore, where can people try to check you out and try anyway?

Alexander: Totally. So on Instagram, my handle is @thesubconsciousbrand and that's where I'm dropping tons of information about how to use what's hidden in your subconscious and the pieces of yourself. Like those truly

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deep powerful pieces of yourself, how to integrate them into a brand that feels like you and that has enough space for you.

So I'm over at @thesubconsciousbrand on Instagram. I'm helping people find the brand that lets them expand. Love that little rhyme. You can find me on Facebook at Alexander James and I'm just launching - you're actually the first one to know, Simone. But tomorrow I'm launching my podcast, which is The Subconscious Coaching Podcast where I am helping people understand some of what's going on in the subconscious when they have patterns or certain problems that show up with either themselves or their clients, and offering solutions on how to coach through those things.

Simone: I am the biggest fan. I cannot be more excited about all the things you're doing. It's just right up my wheelhouse. And Alexander gave me coaching. He was like, Simone, you have to be more out with your woo, man. And I was like, called out. I will take that coaching or whatever it was.

Alexander: Totally. Well I think having me on your podcast is the right first step.

Simone: People are like, I keep dancing with it. I just have to come out with it. Let's get weirder. In 2021, we're all going to get fucking weird. Alright, thank you so much for being here. This was so much fun.

Alexander: Oh my gosh, it was my pleasure. And if you have not gotten on the waitlist for Six Months to Fully Booked mastermind, let me tell you, it is the best money that you could spend on yourself as a coach and I was right where you were at one point thinking that it was never going to happen for me, and it feel surreal how fast it happened. So just know that I believe in you, Simone believes in you, you can believe in you too, and hopefully I'll see you in the next round.

Simone: Thank you for that plug. I'll see you all later.

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