

# Ep #144: Making Money Through Pregnancy and Maternity Leave with Stacey Boehman

## 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.

Hey friends. I am delighted to have my beloved coach on the show today, my coach Stacey Boehman who is - if you've been living under a rock, world's number one sales coach for life coaches and a total rockstar.

Stacey's been a coach, mentor, and friend to me for the past two and a half years. I talk about her all the time. I've been on her podcast, *Make Money as a Life Coach* a whole bunch of times luckily enough, and I think lots of people know about our relationship as coach-client.

But what some people might not know is that Stacey has been such a critical part of my family's trajectory in so many ways actually because it was after I started to work with her that I became the breadwinner in my family. I realized that was possible and then I went ahead and created that reality and was able to retire my husband.

And it was also thanks to the conversations that I have had in her mastermind with my mastermind sisters that I gathered the courage to admit to myself that I wanted to get pregnant and I wanted to become a mother and to develop the trust in myself that I could actually do it and not screw it up.

Because before, whenever I thought about it, there was desire but I also had so much fear and anxiety wrapped around it. And lastly, Stacey gave me some critical pieces of coaching that allowed me to plan this year with my business, the way I serve my clients, around my pregnancy and giving birth in a way where neither experience is compromised.

My business is going to be amazing; my clients are going to be served at a really high level, and I'm taking a couple months off to give birth and be

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with my new baby. Right before I leave for my maternity leave, I wanted to bring her on my show to talk about all of that.

What it means to be a woman doing business, how we make powerful decisions and model a new way of doing things so that none of us is being forced to choose between having a full life, especially as a woman, and having an amazing business.

I know that so many of you are in this boat of debating, should I have a baby, should I do this, but being afraid that it's going to take you out of your business, afraid that it means you're going to have to compromise on your goals and dreams. And maybe it's not even about having a baby.

Maybe you're planning to get married and go off on a wonderful long romantic honeymoon like Stacey actually just did and came back from. Or maybe it's something a bit heavier. Maybe it's about having an illness that takes you out of your business, a loss in the family.

These things happen. And even if it's something less dramatic than that, I recently talked to a client of mine who ended up making some adjustments to her schedule to fit the different needs that her body is having with menopause and perimenopause.

All of these things happen in life, especially in the lives of women. And if you have fear that these things get in the way of building a strong profitable business, you're going to find so many life-changing gems in this episode. We want to inspire you and sell you on the idea that it's not only not necessary to have to choose between your life and your business, but that it's possible for you to write a completely new paradigm into being in which none of us, especially women, is being forced to compromise the fullness of the lives that we want to have for business.

We really can have it all and Stacey and I are going to talk about how. Tune in and listen. You're really in for a treat.

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—  
Simone: I just keep going back to this moment in the - was it the last or the one before? The live 200K event.

Stacey: I think it was the one before.

Simone: Yeah, it must have been - you know what I'm talking about.

Stacey: That I did in my house.

Simone: Yes. The old days when you were really slumming it.

Stacey: And corona shut the world down.

Simone: That was an amazing event. But anyhow, back to the story of when you were coaching one of our peers who was pregnant in front of the whole group. And at the time, I was also pregnant but I had just found out a few days ago and I hadn't told anybody because it was very early.

And anyway, I was like, somebody else is getting coached on being pregnant, it's going to be so useful for me. And this peer, this coach was - I don't remember the specifics but she said she was worried about what was going to happen to her business, how she was going to serve her clients when she gives birth and when she's dealing with a baby, et cetera.

And again, I don't remember the specifics of the conversation but there was a moment when she said, "I just assumed that when I have the baby, I'm just going to stop making money." And you said, "Not in this room." And that, I literally started bawling in my chair looking at the computer. I didn't know how that was going to affect me.

In that moment, I just started crying because it just struck me, the magnitude of what you had just said, which is that everywhere in the freaking world, in the vast majority of rooms in the world that are run by

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men, women stop making money, women stop being valuable when they have babies, and this is the room where that doesn't apply.

Stacey: You're making me cry right now.

Simone: In that moment, you looked like a queen and I was like, this is why Stacey's my coach forever. And guess what? I ended up miscarrying that baby a couple weeks later and the one I'm pregnant with now is the one that made it after that. But I just - that completely broke my world.

And before I say anything else, I just have to give you the most profound gratitude for being you, for having the brain that you have, for having the worldview that you have that broke open possibilities for so, so many of us. In this episode, I'm going to talk about how I plan to run my own business during my pregnancy and for my upcoming maternity leave and we're going to talk about all the decisions I made.

Well, I want to tell people about it and then I'd love to hear you weigh in on it and how you coached me through some of those decisions. And I think these conversations are so lacking. I think they're the elephant in the room in so many places, they're taboo in a weird way, and there's nobody that I know that thinks about these things in the way that you do. You're a true trailblazer, true thought leader. I'm so privileged to have you as my coach. So I want to say that first.

Stacey: Well, I'm over here, I mean, I don't know if they can see the video but I'm over here with tears coming down my face. I'm so honored and I just - I'm receiving all of that. It feels like the greatest honor of a lifetime for me to be able to put that work out into the world, for me to be able to have said that comment.

Because I'm not pregnant, I have not had a baby yet, but I have - my wedding got canceled with COVID and so for a year, we kind of put family planning on hold and we wanted to be married and have that experience. So I decided to use that year to coach myself on what I wanted in my R line

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during that time, and so it just feels really emotional and significant for me that even though that hasn't happened for me yet, that work is happening for some of you ladies in the mastermind and that you all are getting to benefit from that. So it just feels like also an ode to the model.

Simone: Totally. Oh my gosh, okay, so that brings me to the next story that I wanted to tell. This one's about me getting coached. So ever since that moment in that mastermind event, I realized, oh, I guess I don't have to stop making money when I'm pregnant and having a baby either.

And so we were actively trying and I knew/hoped that I would get pregnant and deliver a healthy baby. And it was a few months after that, I was in the Two Million Dollar group live event with you and I was just thinking, because in my mind I was trying to figure this out on the A line. I was like, but how?

I don't understand. How do I do this? Take time off and still serve my clients and make money. I don't understand. Just coach me, tell me what to do. And you asked me, it was the craziest moment that I'll never forget. You asked me, "Simone, how do we create any result?"

And that moment, my head went blank and I was like, I don't know how results are created. What are you talking about? I was like, I don't know, what are you asking me? And you were like, we put it on the R line. And I was like, I feel like I must have known that at some point. How does the model work again?

Stacey: That's so good. I love it. Yeah, we put it in the R line.

Simone: It's so obvious, it never occurred to me that I could just put something in the R line and work backwards up the model. And so part of what - this is the work that I've done. So if you get into the Two Million Dollar group with Stacey, she doesn't coach you every day on all the things. You use your million-dollar CEO brain to figure all these things out, but you do meet with Stacey once every quarter and you make the most of

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the conversations that happen then and you get everything you need from those conversations and you coach yourself the rest of the time.

So I took that conversation. Okay, so that's what Stacey's telling me to do. Put it on the R line because I know how the model works. So this is what I put on the R line. I knew for a fact that I wasn't going to play by the bullshit rules of society and that I was going to give my family and my baby and my body and myself adequate time to just to have a baby.

And of course this is my first time giving birth so I didn't know exactly how much time I was going to need, I can't anticipate what the experience is going to be like, but I did know that I wanted a good amount of time off and I was willing to adjust it once the time came. But I was like, okay, I'm going to say I want two months off after the baby. I might give myself four, I might decide to come back to work less, I might decide I miss it, I don't know what's going to happen.

So here's what I put on the R line. I take two months off and I make tons of money. Another R line, another model, I take two months off and my clients get amazing results.

Stacey: So good.

Simone: I just went to work and also, another R line, I take two months off for my baby and it's the best thing ever for my business and my clients. And we all have the most amazing transformative experience because I went on leave for that long.

And so once I put those on the R line, I had no idea how to fill out the rest of the model immediately, but that in itself broke open so many possibilities for belief, new things that I could believe in about myself, about my clients, about my business. And it kind of forced me to reorient the way I was thinking about the value that I give in the world. It forced me to really update and upgrade my self-concept and my client concept and forced me

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to upgrade radically the trust that I had in my business and the kind of life that it has on its own that is independent of the daily effort that I put into it.

Stacey: That's so good. That's the piece. As a CEO, it's like, you independent from the daily work you put in. That's the way that we are used to interpreting value is the daily actionable things, the effort, the energy that I put into something, that physical exchange where I do something and then I get an - I put value out, I get value back. But it discredits all of the value that you've created leading up until that point.

Simone: Exactly, which are actively working in the world even when you're not. And what you just described as the effort that you put in every day translating directly to value, that's what I call factory assembly line model of value creation. That is not what we're doing as life coaches.

Stacey: Yeah, 100%.

Simone: Because one, I mean, it's so not useful in so many levels but I think the worst part about it is that if that's how you see your value as a life coach, that means that the minute you're not showing up in effecting and giving, your client is helpless.

Stacey: Yeah, which is what creates codependent clients. A client who can't make a decision, who can't - I was thinking about this. I'm working on a podcast about codependency. Client codependency. There are things you want to make sure that you're looking for. Can your clients not have an emotion without you? Can they not experience something difficult in their life without you walking them through it?

Simone: It's I want to go rescue them, save them, make them feel better.

Stacey: Right. It's like, I have to - I've been that coach. I have to step away from dinner when you're doing one-on-one coaching, you're like, I have to step away from dinner, I have a client who's going through something right now, I have to take this client call.



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Can they experience things without you? Can they make decisions without you? Can they function in their life and not just function but thrive? Can they create, can they do more? Because our job is not to make them need us more. Our job is to make them need us less.

Simone: Exactly.

Stacey: And I think what's really interesting is to think about if your coach's job is to help you need them less, do you still want to be coached? Because I'll have clients come to me and be like, if that's the goal is I'm supposed to make my client so self-sufficient they don't need me, why would they keep paying me? Why would they hire me?

And I was like, why wouldn't they? If you keep teaching them how to be the ultimate self-sufficient human that you can be at every level as you grow, there's never going to be a point where you arrive and you're like, I'm the most self-sufficient, resourceful, smart, best decision maker I'm ever going to be. I've arrived and there's no more growth left available for me.

There's always going to be a way to create more self-sufficiency. It doesn't have to be - which is maybe off the topic, but it's like, it doesn't have to be this you have a problem, I'm here for you directly all the time always, and that's not - I think it's the opposite of what's valuable.

Simone: I can't agree more. What you just said is so genius and I think it's not off topic at all. It's exactly the topic. Who we are as coaches, who we think our clients are and what we think of their capacity as being, and how we set them up for this beautiful balance of self-sufficiency and self-resourcefulness and independence and choosing you as a guide, as a coach, as somebody who inspires them towards greater growth. I think honestly, not to toot my own horn, but I think I'm the best example of this as a client because...

Stacey: You are, of course.

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Simone: I totally am because the reason that I'm ride or die for Stacey is because Stacey reminds me of how powerful I am and how amazing I am and how genius I am, not how amazing and powerful and genius Stacey is so I have to rely on her.

When I'm not being coached by Stacey, when Stacey's not here with me, I fucking love that version of me. And every time I do get coached by you, I come out of that container more of the version of me who doesn't need you because I am so in love with my own brain and what I'm creating, I have so much more trust in myself.

And so I'm like, but if they don't need you, why would they hire you? I think about the relationship I have with you; I will never choose not to have a coach and for the foreseeable whatever, I can't imagine not wanting to choose you as my coach, but there's no need there. There's no codependency.

I am so confident that god forbid something were to happen and you weren't my coach anymore or you weren't there or whatever, I would 100%, I would still go on being the amazing, powerful creator that I am and it just happens you're here and I'm so lucky that you're here. I feel so happy that you're here.

Stacey: Yeah, 100%. And I think that as the coach's job is like, if you're thinking about maternity leave or even just taking a vacation or whatever it is for you, believing that your client is capable of that and that they are 100% sufficient and resourceful and don't need you every second of the day. I think that's such a powerful thing to do for your clients is to believe in them that they are completely capable of creating the results that they came to you for.

Simone: And also because I'm a business coach too, for my decision, it took a lot of self-coaching and bravery and a lot of up-leveling in my self-concept. So for so many of them, watching me just give myself permission

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to take time off to have a baby, that in itself was transformational regardless of what happens in the two months that I'm taking off.

Because so many of them told me like, this is an example of what's possible and I know that because you did this, if I were to choose to have another baby, if I were to have something in my life happen, I know that I wouldn't have to give up on my business. And that was everything for them, regardless of what happened. That permission of like, life does not stop when women have babies.

Stacey: Yeah. Well, you and I talked about this over some Facebook messages but it just feels like a lot of this is very tied into just patriarchal beliefs that we have internalized. A couple of them being that as a woman, you have to work harder than everybody else, you have to do a lot in order to be seen as valuable.

So if you see women in the corporate world, often they are doing more work than their male counterparts. They are the ones shouldering all the responsibility. If you see them at home, they're often the ones - not always, I'm definitely a testament to the opposite of this - but they're often shouldering all of the responsibilities at home. A lot of us women I think are used to seeing our own value in other people in needing us.

Simone: Totally. So the more we're at service, the more valuable we become.

Stacey: Right. So it's like, work hard, make sure everyone needs you, make sure your needs are taken care of last and everybody else's needs are taken care of before yours, and the comment that your peer had made in the group was she had actually listened to a podcast and they said that the answer to how to take a mat leave was to take less money.

Simone: Oh, I remember that.

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Stacey: Of course that's such a patriarchal story of the woman has to sacrifice for the family. That's the way it's supposed to be. And so I think anything other than that and we're like - even when we're the ones that want to take it, we're like, no, we can't. We can't take a break, we can't take a vacation, we can't take time off, we can't step away from someone needing us, otherwise we lose our value.

Simone: So good. I was like, I'm going to invite Stacey and she's going to give a while feminist diatribe. But I'm actually so curious. I wanted to ask you personally Stacey, how you developed this philosophy because it's not something we're taught in school. How did you get to these thoughts?

Stacey: Yeah, interesting. I just think having just the thought about how I wanted to run it, how I wanted to do it, like I was never going to be - I never wanted to have a business that ran my life and I couldn't have a life with. One of my predominant thoughts when I was building my business was you have to be working 100 hours a week to make the kind of money that I wanted to make and you have to give up your family and you have to give up all these things.

And being introduced to Brooke's work and the model was just freeing, to be able to say maybe it doesn't have to be that way. Maybe it could be a different way. And the more I started doing that, the more I started thinking okay, so when I have a baby, what do I want? I don't want - I want to have an abundant amount of time to be with my baby. If I were working in corporate, I would get a mat leave and I would get paid. Why would I not pay myself? And why would I not get paid in my business?

Simone: Exactly. A few people have messaged me as they heard me talk about this and told me that they'd been on consults or they were emailing or messaging with prospective clients who were considering hiring them and them getting messages from prospective clients saying, "But I heard you say something about trying for a baby. Are you going to be around?"

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That being an objection that they had, that their coach might have a baby and not be there for them. And they were telling that this shut them down like, oh no, that means I'm not going to be able to - I can't sell coaching anymore.

Stacey: I just think it's so interesting because it's your thoughts. So you had given me the - you had told me about this story that I had told you about my wedding planner. So she had told me early on, this is before I was even thinking about my own maternity leave really.

And she had said like, I'm going to be gone, I'm having a baby, but my assistant, she's going to be available, she'll be able to answer any of your questions, and then if you need me, of course I'll be there. And I was like, wait, what? No, take your maternity leave, your assistant will be perfect.

Whatever I need, she can 100% answer for me. It was just my thought. I just decided not to think that that was a problem. I just decided that her assistant could give me everything that I needed. And I do remember having the thought that I'm going to approach this situation, do unto others the way you wish to be treated, how I would want to be treated.

I don't want my clients coming to me and being like, you're going to be gone on maternity leave? And really truly, we have to think about and I said this to you too, we have to think about what - I don't know if story is the right word, but what circumstances, what roles are we going to continue to fuel in the world, and again, this goes back to the patriarchy.

Do we want to keep fueling the story, the belief, the system where automatically, you get paid less if you have a baby? We don't have the option. If we want to have a baby, the men can't have them. The women have to have them. We have to be - this is so crude but I always tell Neil, if I have to be your human incubator, this is what you're going to do.

I'm actually very excited to be pregnant but I often talk about being the human incubator. We don't have the option as women in the world. We can

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have other options like adopter or surrogacies, but women in general have to be the ones to have the babies. Men can't have them.

So if we have that as the thing we're doing, why can we not also create societal rules or break them where we're not punished for that? Where we're not having to put our dreams and our lives on hold in order to do that? If we don't want to.

Simone: Exactly. I think it starts with each one of us CEOs and everyone with a coaching business, you're a CEO, making the decision that the buck stops here, I'm not going to be the one punishing myself, I'm not going to be the one giving myself a pay cut for this.

And if you are getting people saying if you go on maternity leave, I don't want to hire you, just like with any sales objection, it only becomes a problem when you agree with their model of the world and you agree with their belief. And if you're like...

Stacey: And that model sucks.

Simone: That model sucks. It's not a model that we want. It's not the world we want to live in.

Stacey: Not a model we want to keep fueling, people.

Simone: Exactly. And so what I want to suggest to you if you're worried about that is honestly you guys, my brain always wants to figure out the how first, but you really have to start with the belief. You have to start with the belief, the thought that lots of people want to pay me when I go on leave.

Stacey: Yes.

Simone: And one of the T lines that I came up with that I've been saying everywhere because I feel so strongly about it is the value of my brain goes up because I'm having a baby. It doesn't go down. And how useful - my

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clients get more results because I have a baby and take my maternity leave. Not less.

And once you give those alternate thoughts a chance, you're going to start to find and create evidence for them. And for as long as you are looking at beliefs in the old paradigm, you're going to find evidence of people who don't want to pay you because you're having a baby. You're going to look for evidence of people who want you to babysit them every second of their day.

So it's not that one belief is right or wrong. It's that what do you want to believe and what do you want to create more evidence of. Because again, the model always works. You just get to create the world you want to live in one belief at a time.

Stacey: And I also think you're cueing me to another motivation for putting - for me it's three months but I could be just like you. I talk about it all the time with my friend Lindsey, I'm like, I don't even know if I would want three months. My brain went crazy after six weeks of being on my honeymoon and not working.

I'm like, oh my god, I have to start thinking about a project or problem solving. My brain got bored. But I want to give myself the option of three months. And one of the motivations when I was thinking about that result is I know if my clients can't continue with me, if I just didn't - because I put all the options on the table of how I would do that.

I was like, okay, so I'll not run a class, I'll make a gap of 200K, a three-month gap. Or I'll refund people if I sell a class and find out I'm not going to be able to deliver it. I put so many options on the table. But the one I kept coming to when I would look at those options of pausing, refunding, things like that, I always thought my clients are going to freak out. They don't want to go work with someone else. They don't want - they want to be - and not just me, they want to be in my container.

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Simone: Exactly. They want your energy, your intellectual property, your container, your culture, all of it.

Stacey: Right. Even if I was - say I was one-on-one coaching because a lot of people will be like, well, that's fine, Simone and Stacey, because you guys have giant million-dollar businesses, but I'm just doing one-on-one coaching. But even if you were doing one-on-one coaching, if you think about your clients, they would trust a coach that you brought in, that you were like, this coach teaches in a very similar method as I do, they have every similar expertise, they - maybe for example they're an LCS certified coach, I've worked with them a lot, I've gotten a lot of coaching from them as well.

If you trust them and you bring them in, they're going to be so much more trusting than if they have to go start over and find another coach that they don't know anything about. They don't want to do that work. They don't want to do the work of finding another coach and replacing you. They want you to do the work of finding someone to take over while you're gone and they just want to keep coaching because that's what they're thinking about is them getting their results. They don't really care about you anyway.

Simone: So good. And you have to have a high enough, solid enough self-concept to believe that you attract and can work with clients who bring that level of respect and love and trust for you and your decisions. Because oftentimes because our self-concept can get wonky, we always imagine working with the worst case scenarios. Like the neediest clients.

But then, only if you think that's what you're going to get, only if that's what you think you deserve. What if you got to work with a caliber of clients who are so sold on you, who are so sold on their own transformation, who already are like, I already did the work of finding you and trusting you, you're it, whatever you suggest, I'm already in, let's go get the result, let's go get the transformation. You get to work with those clients but you have to decide first that that's the kind of coach you are.



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Stacey: Yeah, 100%. I always give Maggie Reyes all of the props. We all love Maggie very deeply. And I loves that I had posted something about - I said how much money did you guys make while I was gone? Drop it below if you made a shit ton of money or something like that.

Simone: Before your wedding and for your honeymoon?

Stacey: Yeah. Because I was gone for six weeks and I had Two Million Dollar Group instructors come in. So people were commenting and then Maggie came in and commented, "Well I have to say, you were never gone for me."

Simone: So good.

Stacey: She said you were here in the hundreds of past coaching calls that were available for me to watch, you were here in all of the beautiful videos that you've laid out, the book that you've written for us, you were here in all of the 2K process, every one of your podcasts. She just went on in this list of all of the ways that she had accessed my thoughts and my brain and I was never gone for her. For her, I was never gone. And I started thinking about that and I'm like, yeah, Brooke is never gone for me in my mind.

Simone: You're never gone for my mind either Stacey. You're always here.

Stacey: Yeah. I'm always getting coaching. I'm like, I could coach you from Byron Katie all the time. I don't even work with her. Your best clients will think that. They won't even know you're gone. They're too busy using your content that you give them and being resourceful to get what they need because they're focused on growing their business or getting their result, even if you're not a business coach, getting their result.

They are highly committed for them and you're just part of the process that helps them get there. I always say you have to decide who your best client is and be very specific about what are their top three or five qualities. For

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me, the top one is resourceful and another one, I literally imagine Maggie. I'm like, resourceful, grateful. Grateful clients.

That's so important is you just decide who your best clients are, you write to them, you only accept them to working with you. But I also want to flip it and say that if - some of my clients had a really hard time with it. They were in shock that I was going to be gone even for six weeks.

And it's just like any other thought that they come to coaching, they also have shock when I tell them that they can only sell their simple offer, that they can only sell one offer up until 200K. Or that I tell them to raise their price to 10K and their face goes green.

It's like any other normal thought and you have to treat it that way. You can't treat it like - here's the other thing. Sorry, I'm going to go on a tangent now. I'm also really big on especially if it's a decision I've made for me and my business, for something I want, it's a sticky thing sometimes to sell a client on loving that as the thing that's in best service for them because to me, sometimes it can be a little manipulative.

Not saying that that's what you were saying, but we have to walk a fine line of what I'm doing and my behavior is the best thing for your growth for you to accept it and find happiness and peace and be on board with it and still get what you came for, whatever. It's like, no, it's also okay for you to be unhappy with it.

It's like I'm going to do me and you get to be unhappy with it and I'm going to hold space for that. And you get to decide, do you - and I loved how you're really open about if anybody's unhappy with it, I'll give you a refund. I'm not going to hold you hostage. I feel a very similar way.

There are so many options they have. They can ask for a refund, they cannot reapply, they cannot apply again, they can do so many things. They can write and express how they don't feel good about it, they get to have all of their emotions and they're not wrong. It's their experience. So I do think

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that's really important too is being able to hold space for it's totally fine if they don't like it.

Simone: I'm so glad you said that because that's such an important and subtle point. Here's the thing; I sell my decision. So for example, I'm going on maternity leave, I'm going to present that as one of the many circumstances of my mastermind, which people can have thoughts about. And the thing is I'm only going to coach you on loving that circumstance if you want to be coached on it.

Stacey: And first of all, why wouldn't you want to be the most resourceful version of yourself that you could be? For me, I never want to be the client - I don't want to be the client that Brooke can't take a vacation or that Brooke has to be on the page answering every single thing that I need. I don't want to be that client. I want to be the client that Brooke loves coaching, which I'm guessing that you feel the same way.

You want to be a client that I love coaching, you want to feel like the exchange of value is mutual. So for me, I've made a deal with myself, so everybody can also take this. I made a deal with myself that there's nothing Brooke could ever do that I would choose a thought that would break our relationship.

Simone: I took that from you when you mentioned it. I think the way you put it first to me, the way I heard it is I'm never going to have a thought that separates me from my coach. And I'm like, I decided to love Stacey forever and I'm never going to have a thought that gets in the way of that. And of course my brain, sometimes it gives me thoughts and I coach myself. I'm like, no, we're back to loving Stacey because that's what I do.

And the point about that is it's not for you. It's for me. Because what I always tell my clients is that I'm not the best most amazing coach for you because of who I am. I'm the best most amazing coach for you because

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you chose me. And I want you to feel that way about your choices, not because of something inherent about me.

So I'm the happiest when I'm sold on my own choices. So I put the work upon myself to sell myself on you over and over and over again. And it's paid great dividends.

Stacey: Yeah, 100%. I think that's the distinction is it just has to be like they want coaching and it's for them. And then there has to be a willingness to let people be unhappy. For me, I think I even posted in the group like there was a little bit of rumbling. Not much, but a little rumbling of Stacey's going to be gone and I'm not going to have access to her.

And it's like, it's totally fine for them to be upset but the one thing that I just have a boundary on in general in my coaching relationships is you don't get to talk negative about it to each other. There's no gossip. We don't allow that in our group. Because that's just not - that's indulging, it's not really useful for anyone.

So it's like, you get to express and you get to feel however you want to feel and you get to take action however you want to take action. If you don't want to be a part of that, that's fine. But I also don't allow indulging in gossiping and staying in negative thoughts about it.

Simone: If you take responsibility for your thoughts and then you get to take clean action, so a lot of people might have the worry that oh, what if I decide, make this decision or that, and people get mad and they think bad things about me and they want to leave, well, again, that's okay. Not everyone's obligated to think wonderful things about you and it doesn't mean anything less of them as a client.

Stacey: So good. Not everyone's obligated to think good things about you, yes.

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Simone: I don't know why I want to believe the opposite all the time but it's true. And not everyone has to remain a happy client of yours. It doesn't make them less. So here's the thing; your worst case scenario might be my clients are going to be mad and want their money back. Guess what? I gave a few refunds.

They weren't asking me for coaching, they were taking action that they were happy with and I was happy to give them their refund and say okay, this is - I didn't think they were...

Stacey: They weren't looking for coaching.

Simone: Exactly. They weren't looking for coaching. So the worst case scenario that people might be worried about happened and that's okay. My business...

Stacey: You survived.

Simone: I survived and as much as I send them off with love and well wishes, to me, it was worth every penny that I gave out in refunds because of the way that the rest of the group was massively up-leveled. And I feel like really, truly, the energy and the potentiality of the group was brought into congruence precisely because I made this decision.

And so like Stacey, one of the things you always teach which I also teach, but it's like, let things get a little messy. What's the big problem? One person asked for a refund, there people asked, life is going to go on and you will find that every time you're brave and you risk losing relationships, when it's in the path of your integrity, you gain so much more.

Stacey: Yeah. I also just have a strong stance; this maybe is another thing that has contributed to me having this result line for myself and putting this possibility out into the world is at the level that I'm at - so I was trying to think of how this would apply if you were new in your business. It probably still does once I say it, we'll figure it out.

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But at the level of business I'm at, I have a very strong thought that my mentorship is a gift and I am not interested in mentoring or putting energy and effort into anyone that wants to make my life harder than it needs to be, that wants to complain.

Simone: Who doesn't treat it like a gift.

Stacey: Yeah. If they don't treat it like a gift, I'm like, you're out. It's totally fine. I love you, I send you with love, but truly in my more advanced programs, I would rather coach less people who are all-in for themselves and choose loving thoughts about me, choose to be grateful, choose to be honored, choose thoughts that I'm not having to constantly coach myself on them and having to coach - and having to even deal with just drama and strife and all of that. Do you know what I mean?

I remember - this maybe is a clear example of it. I remember when I raised my prices from 10K to 25K and I had 30 people in the mastermind at the time and I remember thinking is only four people continue I'll be happier. Because I'll be serving them at the rate that I want to serve them, at the investment level that I want to serve them.

And at this level, my time, my energy is so valuable that I would rather pour into four people who see it as mutually valuable as I see it myself than 30 people who don't. And I feel the same way about maternity leave. I would rather coach 100 women who were like hell fucking yes - sorry, I don't know if I'm allowed to cuss on your podcast. You can bleep it out if necessary.

But if they're like, hell yes, what you said earlier, this inspires me, this creates more opportunity for me, this creates more expansion for me, I would rather coach 50 of those people than 100 that are going to complain and be upset and whatever. For me, it's not about the money. At this level it's about giving back, mentoring, creating more people to go out and help more people.

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So I'm just not in it for anything that gives me a headache. I often think about that even with my communities. I'm like, if they get out of control, I will just shut that shit down. You guys become a headache, it's over, cut, closed.

Simone: The best thing you taught me that I tell my team, I don't know if I should say this on my podcast but it's like, if anybody has complaints about Joyful Marketing, just ask if they want a refund.

Stacey: Yes. Get it out of there.

Simone: Be here and be happy and if you're not happy, then just - here's your money back. Fortunately that happens almost never, like basically never. But hold on, there's another thing I wanted to say. So before - we have to close the podcast soon but I did want to say one of the R lines I really wanted to solve for was during my maternity leave, everybody has an amazing time.

Stacey: Oh yeah, that was a good one.

Simone: Yeah. And I feel very strongly about that because I make so many analogies between business and party because I love parties, I want everything to feel like a party. It's like, how can I have a R line, how can I have a result where while I'm away people have such a good time, it's like a party, and they don't even miss me.

And they're like, who's gone? Simone? Who was that? And so I start with that belief. I don't start with the how. I start with that belief and then I allow my brain to percolate for possibilities and then so as a result Stacey, I came up with so many fun ideas that don't - it's not like I have to hustle to create all this extra stuff but it genuinely felt like so much fun for me to create certain experiences in the timeframes that I'm away for my clients in both Joyful Marketing and my mastermind.

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And a lot of those details are confidential because y'all are going to see if you're in Joyful Marketing what I have planned for you. My mastermind students are getting a glimpse, but when I look at the plan I have for them, I'm like, oh my god, this is so fun for them, they're going to have an amazing time.

So that's part of what brings me into congruence because those qualities are important for me and my business. So if you're listening and you're contemplating something similar, even if you're not having a baby, even if it's something else, or maybe it's something even darker, like maybe you have a loss in the family.

Stacey: Yeah, grief, or illness.

Simone: Yes, if you're ill, please - it all applies to you. Think about what you want to put on the R line, what result you want to create, how you want to feel in that time, and how you want to invite your clients to feel. And what results you want them to have, start with those beliefs. And then get to work filling out the rest of the model. You can create whatever paradigm you want; you can create whatever rules you want, and you get to be an example of what's possible that way.

Stacey: Yes. I love that so much and I will say for anyone who is Simone's client who's listening, I don't even remember who it was in 200K so I feel sad because I would totally shout them out. But someone said let's start a challenge and make more money when Stacey is gone for her honeymoon and wedding than when she was here.

And they all just got - went to work and made - someone had a 100K month, someone sold out their launch, I mean, it was insane watching the numbers come in. 20K months, someone had a 50K month. So if you're one of Simone's clients, I just want to offer that you could make more money when she's gone and here's what's incredible about that.



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What you walk away with is more resourcefulness, more belief in yourself, and less fear of if Simone's not in my life I won't survive because I've actually been in that situation where I had a coaching relationship that ended, one of my coaches, and I really genuinely - the relationship was so codependent that I thought now I won't be able to be as successful as I am now, let alone more successful.

If Brooke hadn't stepped in at that time, I don't know where I would have been. I really was struggling with my belief. So if you're one of her clients, this is such a beautiful opportunity for you to break codependency, for you to gain resourcefulness, for you to be more successful than you would have been if she was there, if you put that in your R line.

I'm going to be more successful than - and I've had that thought about Brooke. Her next mastermind I'm going to come in and I'm going to have killed it while I was in between masterminds. I'm going to be that student who does that. So that's 100% possible.

Simone: And even if your niche isn't money or business, you can give the same - you can try on these thoughts in the same way. Not all of my clients right now are going necessarily for the biggest money, but what would be the most amazing growth for you? If you're a relationship coach, if you're a health coach, whatever. It all applies. It's not just money. And we all get to raise the standard for ourselves and our clients this way.

Stacey: 100%. I love it.

Simone: So good. Well, in just a couple of weeks I'm going to go have my baby and I'm so glad that...

Stacey: I'm so excited.

Simone: Yeah, thank you. And I just want to thank you again for having been such a beautiful part of this journey for me and have been my favorite coach in the universe and for this conversation today.

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Stacey: You're so welcome. I'm so honored to be on here.

Simone: Yay. And I don't think anybody doesn't know where to find Stacey but if they don't, if they've been living under a rock...

Stacey: That's how I think about The Life Coach School Podcast when I tell random people in the world and they haven't heard of it, I'm like, what are you doing with your life?

Simone: Exactly.

Stacey: They can find me at [staceyboehman.com](http://staceyboehman.com) or on the Make Money as a Life Coach podcast or on Instagram, @staceyboehman. My married name. It's officially official. It's legal. Stacey Boehman.

Simone: Mrs. Boehman. That's right. We'll leave the links in the show notes as well.

Stacey: Mrs. Boehman.

Simone: So cute. Okay, we'll talk to you later. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So get on that. Link in the show notes, and I'll see you in your inbox next time.