

Ep #181: My Thoughts on Consult Calls

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With Your Host

Simone Grace Seol

[Joyful Marketing](#) with 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. Today, we're going to talk about consultation calls, sales calls, the call that you have with people, the conversation you have with your clients for them to decide if they want to work with you, and for you to decide if you want to work with them too.

I don't teach specifically on this in my body of work and in *Joyful Marketing* because I teach a lot more on marketing. And the way I think of it, marketing is everything that leads up to the sales conversation, and sales is the sales conversation.

And so everything that leads up to the client saying, "Okay, you know what, I might want to work with you, let's actually talk about this," that is marketing. And so I haven't really talked about the sales conversation specifically, even though I have talked about bits and pieces of it in the past.

And today, I think I would like to for the first time because I have lots of thoughts on them and people ask me about my thoughts on them all the time. So these are the questions that I somehow end up answering the most frequently when it comes to consultation calls for coaches.

So the first thing - actually, before I start talking about the first thing, I want to give you an overview of what I'm going to talk about. First of all, I'm going to tell you my thoughts on whether you should do them, whether they're necessary at all.

And two, I want to give you my thoughts on the wrong reasons to do consults and the wrong reasons to not do consults. And I want to tell you my thoughts on how consults can backfire when you don't know how to create a safe space for the clients you talk to.

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And then I want to tell you what I think the highest purpose of a consult is. Like what you're actually trying to do, if you're not trying to hustle them into a sale. And then I'm going to address one of the most hotly contested topics I think that I've seen, which is do you disclose the price of your coaching package prior to the sales conversation or not.

And guess what? I have an opinion on this. A very strong one. And you're going to want to hear it. So here we go. Let's go in order. First of all, here's my thoughts on do you have to do a consult to sell coaching as a life coach, and my answer is of course not.

And my answer is of course not. Any time somebody asks do I have to do something in order to have a great business as a life coach, any time the question is framed as do I have to, my answer is always of course fucking not.

All of the rules of marketing and sales are completely made up. The entire field of life coaching is completely made up. We are playing by the rules of games that have been completely made up by human beings who have thoughts all the time.

Now, that's not to say that made up rules cannot be useful obviously. I said coaching is made up, but coaching is obviously extremely useful. So this whole idea that you need to do a sales call before somebody can sign with you is completely made up, but it can be very useful to.

So any time, like I said, any time somebody asks me do you have to do this, my answer is always no, you don't have to do anything. If you want to find examples of somebody who is succeeding, somebody who has an amazing business without doing whatever it is that people are wondering if they have to do, I can completely find those for you.

So are there coaches who have great businesses who don't do consult calls? Yes. And are there coaches who have amazing businesses who do do consult calls? Yes. If you ask me, I did sales calls for a long time and then I also didn't do sales calls for a long time and I loved doing them, and I also loved not doing them for different reasons.

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So the question is never do I have to. The question is why. Why would you want to or why would you not want to? So first I'm going to talk about some of the wrong reasons that people might do consults. A wrong reason to do consultation calls might be when you think you have to do them in order to sign clients because you believe no one would ever want to work with you unless you have a chance to talk to them first.

You have to soften them into it, you have to - they're not interested, and if you can just talk to them. Or maybe they are interested but they're way too scared, and if you can just get them on a consult call, they're going to want to buy.

If that's the kind of thinking you have and you think the chances are slim that anybody would want to just buy from you without a call, that's probably not the best reason to do a consult call. Because then you're operating from the belief, people don't just want to buy coaching from me, which of course they do.

Or maybe you wouldn't create that result if you're believing the opposite all the time. And a lot of coaches also walk around with this idea that people would be too scared to buy coaching without talking to me and asking me a whole bunch of questions about it first.

And therefore, I have to do the consult so that I can talk to them, make it not scary for them, answer their questions. Another similar version of this is nobody is going to buy if I don't overcome all their objections first.

So if you have these beliefs and that's why you're offering consults, the message you're subconsciously sending when you're marketing is coaching is scary. And come to me so I can un-scary it for you, or coaching is a very big investment and I have to give you an explanation of why it's worth it so you don't have to do this scary thing without knowing what you're getting into.

That's the kind of message you're sending. As opposed to believing coaching is so easy to say yes to, coaching is so fun, coaching is like getting a hug, coaching feels like coming home, coaching feels like talking

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to your best friend and your cheerleader, it's not scary at all. It's not hard to want. It's not hard to say yes to. Of course everybody already wants it.

That's how I always, always think about coaching. People want to buy regardless of whatever happens between their decision to buy or their contemplation about wanting to buy and actually buying.

Could it be really helpful for me to get on a call with them? Of course. But is that what makes them want to buy? No. Coaching is what makes people want to buy coaching because coaching is awesome.

Check your thoughts about coaching, about the desirability of coaching, and just your thoughts about coaching too. Because if you think that people are intimidated by coaching or confused by it, that's probably just reflecting your unconscious, your unintentional thoughts about coaching.

A part of you is thinking that coaching is scary, a part of you is thinking that coaching is too intense, or a really big scary investment or whatever it is. If those thoughts are the ones that are motivating you to offer calls, maybe, probably not going to give you the best results because of the thoughts that are motivating your actions.

Another thought is that I have to do consults because that's the only way to be a legit coach. Some people have these thoughts, like to be legitimate, you have to do consult calls. Once again, no, you don't. No, you don't.

I know so many legitimate coaches who have amazing businesses who have one-on-one coaching practices, who have group coaching practices who don't do consults. It's just not a law of the universe. It's not like gravity. It's not physics.

It wasn't dictated to Moses from God on top of Mount Sinai. It's not anything like that. It's just a practice that some people do because of conventions that we made up with thoughts in the industry, which is also made up by human thoughts.

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You do not have to do anything to be a legit coach except to believe that you are a legit coach and that you have legitimate skills, and that you can create legitimate results for your clients. Actually, that's a really good barometer.

Do you have legitimate coaching skills? Yes or no. Do you know how to get your clients legitimate results? Yes or no. If yes, then you're a legitimate coach. You don't have to do anything to prove it, including consult calls.

So those are some of the "wrong" reasons you might want to offer consult calls. And I also think that there are wrong reasons to not offer consult calls. And when I say wrong, you know what I mean. It's not wrong morally. It's like, wrong in the sense of it might not help you in producing the results you want.

So here are some of the unhelpful reasons that I've seen people not offer consult calls. I've seen people not offer consult calls because they're scared of consult calls. It's like, so much pressure, and what if they ask me a question I can't answer, and what if I can't help but be sales-y and pressure-y, and it's too stressful to think about so I'm just not going to do them.

And people just have all these thoughts that scare them about consults, and then they just decide to avoid all of those thoughts by just not offering consults. And once again, the question to me is always not what you do, but what are the thoughts.

What are the fears and doubts? What are the motivations underlying that decision? Because if you don't want to do consults because you don't trust yourself to not feel sales-y, those thoughts, that fear, that energy isn't going to go away just because you're not offering the very particular format of a consult.

That's going to leak all over the place in your marketing if you don't trust yourself not to be sales-y. If you have the thought like, it's too much pressure to do a good consult, then what that's telling you is your inability to trust yourself in this intimate, sacred conversation with a client.

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And once again, even if you got rid of the consult, that distrust would still be there and it would leak out into your marketing. It would leak out into your coaching even. Because all a consult is is you and a client having a conversation in which you're both deciding if it would be a good fit to work together. That is the very basic definition of it.

And if you somehow have thoughts that make that very unpleasant or scary, or whatever, unpalatable, then you want to ask yourself why. What is it about it? Which is really another way of asking what is my brain saying about it that points to my beliefs about myself, about my beliefs about them, my beliefs about my offer that is creating these emotions that make me not want to do them.

There are really good questions to explore. I see another popular reason that people don't do consults or they think they don't want to do them, and that is that I'm too advanced to have to do consults.

I make too much money, I have too fancy of a platform, I should be above having to offer consultations. And this, I have to say, when I first encountered coaches saying this, it kind of took me by surprise because I never thought of consults as something that makes you less fancy or whatever.

I never thought of it as something elementary that you grow out of once you're fancy enough. I just thought of consult calls as literally just me talking to prospective clients to see if we're a good fit. So I'm like, what does that have to do with anything?

And so that never made sense to me. And it shouldn't make sense to you either. At any point of your business, something making you look successful and fancy should never be a reason you do or don't do anything.

Come on, this is really basic stuff. You want to make decisions because they truly are in the best interest of your clients and/or they're truly in the best interest of your business. Not because you think you shouldn't have to, or because it makes you look fancy, or because you whatever.

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So that's a bad reason not to do consults. So whenever somebody asks me should I, shouldn't I, my answer is I never care about the yes or no. You can do them, you cannot do them. I only care why.

What are your thoughts? What are your motivations? What are your reasons? And what does that reveal about your thoughts about yourself, your thoughts about your offer, and your thoughts about your clients?

So I really encourage you, if you're listening to this and you're like, oh man, I got some shit to explore here, I really encourage you to stop this podcast right here and maybe take a few minutes to think about it and write it down.

Like, what are my thoughts about consults and what is that telling me? Do I like doing them? Do I not like doing them? Do I feel really great about my decision to do them or not? And what are the reasons? What does that tell me about my beliefs?

So for example, you might - I'm totally making this up, completely just random examples. But you might think I have to overcome too many objections. Let's say that's one of your thoughts about consults.

Interesting. Then that reveals to me that I am believing that people don't really want it, or they're very skeptical about coaching. Why do I believe that? Am I skeptical about coaching? Or maybe I believe completely in coaching, but maybe I'm not trusting that my clients will.

So maybe it's my thoughts about my clients, where whenever I think about them, I think of them as almost adversaries whose doubt I have to overcome. Is that the way I'm thinking about my clients?

Or is it that when I think about doing consult calls, am I scared about not knowing what to say? Is it really about my doubts about myself as a coach? Or is it my doubts about the usefulness, the value of my own offer? Am I afraid to get tripped up talking about my offer?

Then the issue is I might want to examine my beliefs. What am I believing about my offer that I'm scared to talk about it? So whatever you think about

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the consults just shows you, it just holds up a mirror to whatever you're already believing about your business.

I will tell you that I took the idea of doing an amazing sales call, conducting an amazing sales conversation, being really good at consult calls, I took that very seriously and I did a lot of work on it myself because I felt like it would be such an amazing growth for me as a coach and as an entrepreneur to learn how to hold 100% completely clean space.

Clean space in talking to a client about their desire to possibly pursue coaching. And that takes me to the next topic I want to talk about, which is how to create a safe space, how to create a clean space.

And learning how to create a 100% clean space when I'm talking about selling with a client, when they're in the position of possibly giving me money has been one of the greatest opportunities for personal and spiritual growth.

And honestly, growth in terms of my maturity as a coach too. Because here's how you create an unsafe space for your clients in a consultation call, here's how you create an unclean space is when you outsource the responsibility for your emotions to the client in the consult call.

Let me say that in a different way because I felt like that might have been confusing. It's when you make the client's reaction, what they say, what they decide, be responsible for whether you feel good or whether you feel bad.

If what they say to you can influence your emotions positively or negatively, one way or another, then you have created an unsafe, unclean space in that conversation.

For example, if them saying, "I really want to do this with you, how do I pay?" If that's going to make you feel better, and if they say, "You know what, I don't think I can afford it at this time, I don't think it's right for me," if that's going to make you feel bad, then you are putting the responsibility for your emotions on the client.

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Like I'm talking to you as the coach and whether you want to buy coaching from me is going to determine whether I feel good today or not. When you're in that energy, your client can 100% tell. And that, my friends, is what we experience in the position of being the customer in any kind of sales situation where we feel pressured.

Any time we feel pressured, it's because the person doing the selling, the salesperson, whether it's at the Gap, or the car dealership, or in a coaching conversation, any time we feel pressured is when the person doing the selling, when we can tell that they're going to be happier if we buy and they're going to be unhappier if we don't buy.

And therefore, the human instinct is make the other person happy, and therefore buy, but we might not want to. So the subconscious message is don't make me fucking responsible for your emotions.

And that's why so many of us have weird feelings about sales conversations because we have all experienced being pressured on the other end of the conversation and that pressure only happens when we can tell that us saying no is going to disappoint them, and us saying yes is going to make them happy.

And it feels really unfair to be given that burden of like, having control over their emotions when all we wanted to do was maybe get a nice sweater, or buy a car for a fair price, or explore if coaching is right for us. That is how you as a coach can create an unclean, unsafe space.

Any time you make the client responsible for your emotions. And of course, what's the antidote? What's the answer to not doing that is to be 100% detached. And by detached I don't mean you don't care. But I mean in the sense of you're not going to feel more worthy because they decided to buy from you.

And you're going to feel less worthy because they didn't decide to buy from you. You're going to feel emotionally however you want to feel, regardless of their decision. So that your client doesn't feel like they have to emotionally take care of you.

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I guess I'm saying this in as many different ways as I can think of. But any time you're subconsciously asking your client to emotionally take care of you by agreeing to buy from you, that is - you've created an unsafe space.

And I felt like when there's money on the line and I'm interested in growing my business, learning how to come from 100% service and learning how to be truly present with them and advocate 100% for what they want and to really listen to what they're saying, as opposed to my ego monkey chatter brain coming in and being like, oh my gosh, what do they think about me? Do they want to buy? Are they going to give me money? What do I say?

That's all the monkey chatter ego brain. When I learned how to put that aside and show up 100% detached to the outcome, 100% they're not going to make me happy, they're not going to make me unhappy, I'm just there to support you making a decision, when I mastered how to do that, that was such incredible growth for me.

That is why I loved learning how to get really good at sales conversations. And I've had multiple clients who told me, "That consult call with you changed my life because I experienced what it's like to be sold to in a completely unattached, loving way where I genuinely felt like you just wanted the best for me and you really were listening to me, and I just felt no pressure and it was transformative," and it gave them a really beautiful example of what to aspire to when doing sales calls with their own clients.

So to me, if anybody asks me is it worth learning how to do consult calls, I'm always such an enthusiastic yes. Because when you learn how to decouple your ego and your worthiness issues and your neediness and your fears and your ego, all that stuff from the sales conversation, that is - you're going to up-level so much as a coach and you're going to up-level so much as a salesperson and a marketer.

I mean, I said learning how to get better at sales conversations, but it's really learning how to get better at sales. So if you have that skillset, even if you don't do calls per se, you're going to be using all those same beliefs, all

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the same skills, the same ability to hold clean, unattached space, whether you're selling by email or webinar or Instagram posts, or whatever it is.

So to me, that's really the skill that's really worth getting excellent at. And to me, how exactly you do that is less important to me. So what do I want to talk about next?

So having said that, let me talk about what I think is the ultimate aim of a consult call, what I think the ultimate purpose is. The ultimate purpose of a consult call is to love your client and to love your own offer enough to make sure that it's a mutual fuck yeah beautiful fit.

It's not about getting them to buy at all. It is not at all about getting them to buy because how would you even know if they're a good fit to become a client of yours? What if they're a horrible fit and they're crazy and they might give you money, you start working together, and they make your life miserable? You don't know that.

You don't know that that's not going to happen. Literally, you want to find out what they're about and give them a chance to talk to you and find out what you're about. So it's kind of like a first date.

I think to really learn about them and give yourself the chance to get to know them, especially if you're doing one-on-one coaching, that's a lot of intimate time together. You're going to be spending many, many hours with this person.

You want to make sure they're not crazy. I'm joking, but the most important question isn't are they crazy, obviously not. I'm being funny. But the important question is okay, so for the particular kind of coaching you do, are they a good fit?

You want to know. You would want to know that if you truly loved and honored your coaching offer. If you truly honored your coaching container, you wouldn't just me like, oh, you're going to give me money? Here, you can go in.

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You want there to be a check. Like, okay, let me get to know you and find out if this container, if it feels like a fuck yeah both ways. And you also want to check to see if your client before they sign on to work with you feels that fuck yeah feeling in their own hearts.

I'm sure - if you're dating somebody, you don't want someone to start dating you just because they feel like they could potentially be interested in you kind of. They can see that somethings about you are great, but we'll see. That's not a great place to start a relationship.

You want them to be like, oh my gosh, this is so exciting, I would love to get to know them, they're amazing. That's how you want to start. So is that how your client is feeling? Is that how you're feeling?

It's an opportunity to make sure it's a mutual fuck yeah. That's it. That is what a consult call is. And when you're on the other side of a sales call like this, that's the best kind of consult to experience as the client.

Really, the best kind of consult that I've experienced as a client is when it's so clear that they're not after my money. It's so clear that they're after a good fit. They're asking me questions and I can just tell, they're just really trying to make sure that I'm going to be in the right place, and they're really going to try to make sure that the container would be a good fit for me.

Then you really feel taken care of. You feel like they're putting care and thoughtfulness into this matching process between container and client. Not just shoving you in because you have the money to spend.

And listen, there are so many ways to figure out if it's a mutual great fit. It doesn't have to be an hour-long Zoom conversation, even though that's a great way to do it too.

Some of the best consults I've had took place on Facebook Messenger. I'd be like, hey, so tell me more about this thing. And then they'd ask me some questions, we just chat for a minute, and it would become obvious as I talked to them that it would be an amazing fit, and we're like, alright, let's get the show on the road.

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I've had some amazing consults on Zoom calls as well, but I'm just saying, it's just a conversation. It can happen in many ways. Some I've experienced over email. That works too. And sometimes you have people fill out a form just to have them answer some questions and that form can be - them answering questions on a form could be a way where you can get a sense for is this person an amazing fit for my container.

And in the process of filling out the form, the client can get a sense of, oh, how does it feel for me filling out this form? Does this feel like a fuck yes? It's not just them auditioning for you, so to speak. It's totally mutual.

They get to feel into is this right for me, and you get to feel into is this person right for my coaching container. And just for the record, I also want to say, when you have a form, a questionnaire people fill out to work with you, please, you don't have to call it a fucking application.

The word application, it always makes me think of a bank loan or college applications where you're hoping they're going to take you. And if you've been following me a while, if you've been my client, I know you're thinking like, but Simone, you literally have applications.

I'm like, I know. And listen, I'm not going to lie, I've been thinking a lot about getting rid of that word. I'm going to be really honest. I used that word application and all the energy that's associated with that word without questioning it just because I just can't think deeply about everything all the time.

But at some point I did start thinking deeply about it. I was like, you know what, I don't like this word application because again, it makes me think of college applications, which are really scary. You're hoping they're going to take you, you're going to put your best foot forward.

And bank loan applications, which I've personally never done, but it's kind of like cross your fingers, hope they're going to give it to you. Any kind of application, it just - to me, again, I'm not saying this is how everybody has to think. But this is just how one person, me, is thinking about this.

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This is how I perceive it. Application makes it sound like the person who is receiving the application has all the power and you're just putting your best foot forward, auditioning for them to make sure and hoping they're going to think highly of you and approve of you and give you a stamp of approval, like yes, your application has been reviewed by the committee and you have been accepted.

I don't like that dynamic. It's not like an evil dynamic, but it's just not what I want any of my containers to be about. I'm not evaluating your worthiness. I don't want you to hold your breath and cross your fingers that I hope you are worthy enough. That is not even remotely the kind of energy I want to hold or exude.

So just full disclosure, I've been thinking about what I want to call the form, questionnaire thing that I have people fill out so that I can tell if it's going to be a mutual fuck yes fit without calling it an application. So I'm still thinking.

In my next enrollment period, you might be like, so that's what Simone changed it to. So yes, I have used that word and I no longer love it and I'm thinking about what to call it that's different. And I just see so many other coaches who see what other people are doing, other people like me are doing.

Like oh, Simone's successful, she does applications, I should do applications too. If you love that word, go ahead, do whatever you want with it. If you don't love that word, you don't have to use that word. You can just call it a form. You can just call it here's a few questions. You can just call it a questionnaire. Whatever.

Having an application process for your thing, it doesn't make you, again, fancy, it doesn't make you anything. The point isn't any of that. The point is does this truly serve your clients. Does it truly serve you? Always remember, whether you call it application, consult, whatever, they're not auditioning for you and you're not auditioning for them.

You are meeting as two sovereign, equal individuals to explore if working together would be an amazing, beautiful, joyful fit for both of you. That's it.

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There is no hierarchy involved, there is no evaluation of your worthiness involved both ways.

So I want to say the last thing. A hotly contested topic. I want to give you some clarity on this question that gets asked so often, which is do you disclose your price before the consult? Do you reveal it before the consult? Do you advertise it? Do you put it on your website or not? Do you keep it private until they get on the consult call?

When people ask about your price, should you just tell them or should you say, "We talk about that on the consult call?" So my answer as with my answers for most business questions is what you do or don't do matters way less than why you do it.

I know beautiful coaching businesses that disclose their price on their website, on their social media, and I know beautiful, successful coaching businesses that don't. For a while, I didn't. You had to get on a consult call to find out how much my coaching was.

And now I do. It's on my website. I know coaches selling at every price point who have \$300 packages who reveal their price, and other \$300 package sellers who don't reveal their price. I have very high-end multiple five-figure coaching packages where prices are already revealed, and I know people who sell multiple five-figure packages who do not reveal their prices before.

And what I object to - I can see why a lot of people would think that if they haven't thought about it very much. But I have heard so many people say it's like evil and gross and sales-y and manipulative to not reveal the price before somebody gets on a call.

And what I say to that is well, that's just a thought. Not disclosing the price before is a neutral circumstance. What makes it evil and gross and manipulative? That's literally just your thought about it.

If you have a manipulative intent, like they're going to jump on a call not knowing the price, and then I'm going to - I don't even know. Just don't

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assume that things are manipulative just because you haven't thought about why somebody would want to do that.

When I used to not reveal the price before the conversation, it was because of this particular reason. I know that we all live in a society where investing in coaching is not taken for granted. It's not something we habitually invest in. It's not something that's standard, average. It's kind of an extraordinary, out-of-the-box decision to decide to invest in yourself.

And I knew that so many people, myself included, would just decide based on the amount of money, based on the price, that's not for me, I would never be able to pay that. And I would just have those thoughts without ever really questioning, is that really true that I can't pay it?

And the worst thing about it is that I would be making the decision that I can't afford it and that it's "too much" for me based on a whole bunch of assumptions about myself, about money, about value, about what I'm creating in my life that I had never even learned how to question.

So for example, let's say I had no idea about any of my spending habits because I wasn't looking at it and I was bleeding money every month, spending on things that are bullshit, like emotional shopping and expensive cocktails, or takeout that I don't need to eat or whatever.

And I wasn't even looking at any of those spending patterns, and when I thought about my future, let's say I had such low confidence in myself that I never saw myself being more financially successful than I am now. So my thoughts about how much money I can save and earn is very low, and my thoughts about how fulfilled I could be in my life is also very low because I've never even talked to a life coach before.

So let's say I have all these shitty thoughts and shitty patterns in my life where I'm constantly over-consuming, overspending, and I have no awareness of those patterns or why they're happening or what thoughts are creating them. And I have a very low opinion of myself in the future.

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I have very low estimations about what I can create in the future, and I see the price tag, I'm going to be like, oh, of course - one, I'm not deserving of that, two, I'm not that kind of person. So that is the kind of situation that made me - to me, that was a problem.

I don't want people to have a bunch of unexamined, erroneous thoughts and assumptions about themselves and about their own money and have that be the reason that they'd never even give coaching a chance. So that's why I didn't reveal my prices.

I was like, you know what, let's get on the call, let's have you experience what coaching is like, let's genuinely explore what do you want in life. This was back when I was a general life coach coaching on everything. What's giving you pain right now? What would you love to change in your life and what would that look like?

And let's look at what's not working in your life right now. What's creating that? You've never looked under the hood of your life, under the hood of your brain because you've never had a life coach. I'm a life coach, we have an hour, let's look at all of those things, and then let's look at what's possible.

Let's look at what we now are going to be able to create because I'm going to be bringing you as the coach the perspective, the tools that you have never seen before. And your mind is probably going to be blown when you take this time to really get honest with yourself about your dreams and your desires, and really give those things some airtime when they never have before because you were too busy with daily life and being mired in the same old patterns over and over again.

So when we get a full picture of what you desire, a full picture of what's possible for you, a full picture of honestly looking at all the things you want to change and how we're going to change them, by the end of that conversation, you really as the client - the client should feel like a different person.

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Wow, I looked under the hood of my life for the first time and wow. What happens when I change all of it? Like I wanted you to look at that, feel all of that, have all of those thoughts, looking into your own future, and then decide what is this worth.

I want you to give yourself the chance to look at where you're spending money now and where that's all taking you, and then look at, wait, what happens if I spend my money in a different way than I have before. And then give yourself a chance to decide, would I want that?

The aim is never to goad you into wanting it. The aim is never to pressure you into saying yes. Like I said, one of the most important things about doing these sales calls, these consult calls for the coach is to hold a clean space where you have zero attachment to whether they sign with you or not.

So this whole conversation where you look under the hood with them and decide where they want to go and decide whether they want to try using their money in a different way to create the emotional life and the results they want in their lives, that can all only work if you provide a clean, unattached, safe coaching space where you're not making them responsible for your emotions.

So in this process, I have had so many - I signed so, so many clients because I was able to provide this clean space. And I've had so many of them tell me, if it was just my unexamined assumptions about my own life, about myself, about coaching, without ever having experienced coaching, and all I saw was the price tag, I would have never gone for it just because, again, of all my unexamined assumptions and prejudices and biases about my life and about money and all of it,

And thank goodness, thank goodness that I had an opportunity to experience coaching, to have a chance to talk to you, to have you lift the hood for me, to have a chance to look at all these things and to completely reorganize and reawaken and refresh my own sense of what's possible for me, what I want to create, and how I can get there, including money.

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How I spend money, how I earn money, what motivates my current spending on habits and decisions, and what does my financial future look like. Because it's my thoughts that are going to create that. It's a chance to turn all of that around when you have a life coach.

And so they're like, thank goodness that I got to experience this so that I knew what I was saying yes to. That's what it's about, my friends. So it really was in service to their transformation when I didn't disclose the price. It wasn't like, I'm going to be secretive about it and then I'm going to manipulate them.

First of all, that's never going to fucking work anyway. Remember what I said about the importance of a clean coaching space. So that's the reason I didn't disclose the price. I got to a certain point where I had way more people wanting to work with me than I had room for, and people were no longer going to be surprised about my prices.

There came a point where I put up the price I think on my website and marketing as a kind of filter. A lot of people are not going to be ready for this and that's fine because a lot of people are ready for this. And even all the people who are ready for it, I don't have all the room in my calendar or in my group coaching space to take all of them.

So I'm going to put the price there. So I started making the price public. But then I don't want to make this sound like you can only make the price public when you get to a "certain" point in your business. That's not what I'm saying.

I know lots of coaches, like I said, at every price point, where some of them disclose and have an amazing business, some of them don't disclose and have an amazing business. Once again, my question is why. What are your reasons?

Do you feel like there's something to hide? Are you not wanting to disclose your price because you feel like you have to manipulate people on calls? Do you feel weird about your price? That's not a good reason to not disclose your price.

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So always, always, always check your reasons. Check how you feel about them. And as long as you are making the decisions from a truly empowered place, where you have powerful thoughts about your own self as a coach, about your own offer, you have powerful thoughts about your clients where you're truly showing up for them, regardless of what you're getting out of it, you're truly showing up for making decisions for them to have the greatest transformation possible, then whatever you choose cannot be the wrong choice.

Okay my friends, I hope that this episode answered tons and tons of questions that people have. No matter what you decide, I want you to trust yourself and I want you to also know that you can trust yourself, do things, and then also change your mind and try different things later.

It's all in the process of getting to know yourself as a coach and as an entrepreneur and learning how to build deeper trust in yourself, deeper trust in the spirit of your business. To make decisions not based on so-and-so expert said I should do this, or I see my coach friends doing this so I'm going to.

Fuck all of that. What are your reasons? What do you want to do? If you learn how to make decisions that way, that is going to be more powerful than following any set of instructions any expert can give you, including me. Alright my friends, I'll talk to you next week.

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.