

## Ep #350: Extraordinary Success as a Life Coach



### Full Episode Transcript

With Your Host

**Brooke Castillo**

## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** You are listening to *The Life Coach School Podcast* with Brooke Castillo, episode 350.

**Male Announcer:** Welcome to *The Life Coach School Podcast*, where it's all about real clients, real problems and real coaching. And now your host, Master Coach Instructor, Brooke Castillo.

**Brooke:** All right, you all, today is a big day. Today we are doing a podcast on extraordinary success. You hear me talk about it all the time. I talk about it in theory, I talk about it for myself, but now I have many other people who have used all of the tools that I've been teaching y'all in the podcast to actually create the results in their lives and I wanted to have them come on the podcast and share their experiences of using the tools, their journey, and their life to blowing their own damn minds.

So, we're going to start one at a time. If you guys want to see this on video you should because everyone is super cute. You can go to [thelifecoachschool.com/350](http://thelifecoachschool.com/350) and see it on video. I'm going to have everyone tell their story of how they became a life coach and then how they made all the monies so you can all be inspired and follow their lead. So, let's start with you, Simone. Go ahead and introduce yourself. Tell us a little bit about you and then dive into your story.

**Simone:** Hello, my name is Simone Seol and I'm a life coach. I live in Seoul, South Korea and right now –

**Brooke:** Wait, wait. Doesn't that mean it's like the middle of the night for you?

**Simone:** Yes, that's part of my story.

**Brooke:** Okay, sorry. Okay, go ahead.

**Simone:** Yeah, so it's three in the morning. I am now wide awake. I was struggling to be and I was like I saw your face and all of my nervous system is like lit up, so let's go.

## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** Let's do it. I love it.

**Simone:** So, I won the 100K award for the first time this year. Well, it was the first year that I was eligible, but – and then just over the past month in November I crossed the million-dollar mark.

**Brooke:** What? Congratulations.

**Simone:** Thank you. So, I wanted to say that first.

**Brooke:** Yeah, of course.

**Simone:** I wanted to tell you how much money I made from January to November and I actually had to write out how to say this number because there just so many digits and commas. I did not know how to say this number and it's \$1,110, 647.

**Brooke:** What? That is – y'all, I just want to take a moment because we talk a lot about making millions of dollars on this podcast, but it is such a significant accomplishment, especially for women. The percentage rate of women-owned businesses that make a million dollars with the percentage of margin that we have is very, very low. So, I just want to congratulate you. I just want to honor you. I want to hear every detail.

**Simone:** Thank you so much. I'll start with some of the more significant details which is that two years ago in 2018 I made less than \$10,000. I first got certified as a life coach 10 years ago in 2010 and spent the next 8 years flailing, basically.

**Brooke:** You didn't get certified through me, did you? No.

**Simone:** That wasn't through you then.

**Brooke:** Okay, got it.

**Simone:** I got certified through you last year, but I knew of you. I had read your book back then and I've been following you for 10 years.

**Brooke:** Okay.

## Ep #350: Extraordinary Success as a Life Coach

**Simone:** A lot of people ask me, “How long did it take you to make a million dollars?” Since it became very public – well, I made it public because I talked about it all over the place.

**Brooke:** Good for you.

**Simone:** How long it took me and I just think about the fact that there are so many ways to tell that story of how long it took me and I always want to ask people, “What if we didn’t measure how long it takes somebody by the actual length of calendar time, but we measure it by how many risks you took?”

**Brooke:** Mm-hmm.

**Simone:** Because one way I can tell my story is that it took me 10 years to make a million dollars with my life coaching business, but then the majority of that time was spent trying to get it right and trying to find the correct formula to follow so I can be a good student and not fail and therefore that left me with very little action taking. It was only in the past two years when I took massive action, failed massively, and took massive risks that I went basically from zero to a million in less than two years.

**Brooke:** Good for you. Wow.

**Simone:** You taught me how to do that, so thank you. And so, I went from less than \$10,000 to – I did \$200,000 in 2019 and then I did \$1 million this year, over a \$1 million this year so far which is – my own head spins when I think about it. One factoid that was made famous by a Stacey Boehman podcast episode was that I was selling \$38 tarot readings a year and a half ago. I had no idea how to scale that.

**Brooke:** Right.

**Simone:** So, I scaled something else.

**Brooke:** Okay, so what kind of coaching do you do now?

## Ep #350: Extraordinary Success as a Life Coach

**Simone:** I now teach marketing. I take coaches who love coaching but hate marketing and I turn them into coaches who love marketing as much as they love coaching which makes them really great at marketing and then they sign all the clients.

**Brooke:** Genius. Love it. So good.

**Simone:** Thank you.

**Brooke:** So, when did you decide to become certified at the School? Tell me about that.

**Simone:** That was last year, in 2019 and somebody on this call talked me into it, Elizabeth Salazar.

**Brooke:** Good job, sister.

**Simone:** I've been wanting to forever and at some point it just seemed so obvious because anybody who had what I wanted, not just in terms of the money and success, but with the kind of influence and the quality of ideas was part of LCS and I was like, "Obviously, that's the club I have to join." The best decision ever.

**Brooke:** So, what is it like for you in Korea? Are most of your clients in Korea? Most of them American? Would you tell us about that?

**Simone:** I want to talk about that, too, because nobody that I work with is in my time zone, essentially. I have never had anybody in my time zone. Ninety percent of my clients are US-based and the rest are in Europe or various places and I think I never had an intentional T-line about it until people kept remarking on it and I realized that the reason that I've been so successful is because I never made any of that a problem. I never had a thought that that might be an obstacle.

A lot of people, "How did you do that?" I'm like, "Why wouldn't I? You just get up in the middle of the night. What's the problem?"

## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** So, is that what you've been doing, getting up in the middle of the night to coach your American clients?

**Simone:** Well, so there's been lots of early mornings and late nights and especially, I was doing a lot of that when I was doing – building up my one-on-one practice. Kind of like paying my dues and really learning and that was – I say it like other people would look at it like sacrifice, but it didn't feel like sacrifice because I was so – it felt so purposeful to be building the business that I wanted, to be building the expertise that I wanted to build for so long.

I have gotten up in the middle of the night at 3am, 4am once a week every single week for the past year and a half to be in all of my mastermind calls. I got up in the middle of the night for you, and this kind of thing it's an anomaly. It's usually only one night of the week that I have to be up at 3am, but my thought about it is it's so freaking cool that the internet exists and that geography is no longer a barrier.

When my parents were living in the US, my parents are Korean, in the '80s they were living in the US and they had me and to communicate with family in Korea they had to save up for a very expensive phone call. We didn't have much money or write a letter that would take like a month to get there may be and I just think about the miracle of technology and I never, ever feel like complaining about getting up in the middle of the night to talk to you.

What world are we living in? Where like I'm talking to Brooke Castillo, I'm this girl in Korea, right?

**Brooke:** Right. Listen, I want to say something about this because this is not insignificant. This is everything. When I coach people on business, I mean I could very easily say or hear someone say, in your position, "Well, I live in Korea. I can't coach people in America. We have different time zones." That would be the end of their career literally in terms of what they wanted to do. So many of you have these thoughts in your head that you

## Ep #350: Extraordinary Success as a Life Coach

think are C-lines, you think are circumstances, you think you can't overcome.

For you to just be like, "Oh no, the way you deal with this is you just wake up in the middle of the night. It's not a problem." That's why you've been so successful. Those little, tiny things. It's not the big things, y'all. It's not like you had this huge epiphany and learned how to coach marketing all of a sudden because you were channeling it from some different entity. No, you just decided, "Wait, maybe I'll just join this program, wake up in the middle of the night and join my mastermind, listen to what they say, and actually do it and coach people when I need to coach and do whatever it takes to get what I want."

So, that right there is the best advice I think you could give everyone, the best example you could give everyone because what does it take to have extraordinary success? Extraordinary A-line, that's it. You want an extraordinary result? Have an extraordinary action line. So good.

**Simone:** I think that happened because I was – the reason that I was so grateful and gratified to get up in the middle of the night and coach and wake up early and coach and never sleep and coach is that – I mean, I'm not going to do that forever, but I did for a while is because I told you for 8 years I was failing at being a coach who ever got paid.

To me, making a coaching business work was like the ultimate mystery. It was like a unicorn and I had no belief that I could do it. So, once even the smallest things started happening, I was like, "Oh my God, is this real? People want to pay me for coaching? Yeah, I'll get up in the middle of the night, of course I will. I can grow my business even more." It's almost like the expectation, the standard that I had for what was possible was so low that when anything above that happened I was so excited to rise to meet it and I think that a lot of other people have this expectation that they should be getting more, like it should be easier. They're not like hungry enough for it.



## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** Well, yeah, and how many people stick with it for 8 years when they're not making any money? That's the other thing, right? I mean, I have students who don't even stick to it for 8 minutes. They make one offer, no one says yes, they're out, right? So, the fact that you've now stayed with it, you say it took you 10 years to make a million dollars but 9 of those you made what'd you say \$10,000, right? No money comparatively and so those of you who are like, "Oh, well I've been doing this for three years and I haven't been able to make it work," it's like keep going. Keep going, y'all because if you stay with it and you keep learning from those fails you can arrive. I love it. Anything else you want to say?

**Simone:** Just to add to that it's just madness when people say, "Oh, I've been trying for 3 years, I've been trying for 5 years," well, everybody wants to make 100K and be successful. Well, you know who makes 100K? Doctors make 100K and you know what they do? They go to medical school for 4 years, they go to residency for 3 years, they get paid dirt. They go into hundreds of thousands of dollars of debt and where is this entitlement coming from? Like, "I've been working at it. I paid Life Coach School that I should be making 100K, right?"

It's like, no, take your own profession as seriously as a doctor would take their own profession seriously when they're going to medical school, putting in the hours, going into student debt. They do it because they believe in what they want to become and it's meaningful to them and it should be just as meaningful to us if not more.

**Brooke:** Love, love, love it. Okay, let's got to you, Martha.

**Martha:** All right.

**Brooke:** Tell us everything. You guys have to look at Martha on video, she's very glam. Simone, too. Okay, go.

**Martha:** So, my story of becoming a life coach, I was working in a mental hospital for 10 years and a colleague of mine was let go in a reorg and I heard from a friend of mine that she had become a life coach and was offering free sessions. So, the first thing I thought to myself was, "Oh my



## Ep #350: Extraordinary Success as a Life Coach

God, just because you lost your job doesn't mean you have to throw your entire life away."

So, I totally signed up for her free sessions. I didn't give a crap about life coaching, I knew for sure that was not legit, and two of the strangest things happened. The first thing was that she didn't need my help. I was ready to get her hooked up with a professional. I wanted to pull her away from the brink. Whatever she needed I was going to do.

She didn't need my help. She had never looked so beautiful, she was glowing, she was so happy. That was the first thing and then the second thing was she helped me and in a way that I completely didn't expect. I thought, "Life coach can be so nice." Well, she was not all that nice. She didn't believe my story, she didn't believe my thoughts, and she didn't give me like really pleasant platitudes. I was like, "Wow."

I said to her, "What are you doing? Because you're helping me and you're a life coach." She said, "Why don't you find out for yourself? My teacher, Brooke Castillo, is giving a webinar next week, so I went to the webinar, you blew my mind, I signed up for coaching."

At that point I had been on track to become a clinical psychologist because by that time in my life I had been a binge eater for 30 years and I knew I was never, ever, ever going to give up trying to figure out how to stop binge eating and I knew if I didn't figure it out, I was going to die trying. So, at that point I was at the University of Toronto, I was volunteering in their food lab and I was committed to going back and earning another undergraduate degree, another graduate degree and then going on to get a PhD and I was so lucky to have a legend in the field agree to be my thesis supervisor. Her name is Dr. Janet Polivy.

After working with Suzy, Suzy Rosenstein, the brilliant mid-life mentor and then attending your training I thought, "I don't have to do this." I had mapped it out and it was going to take me 15 years, part-time. I was a single mother, my son was young and it was going to cost me about \$100,000 to go through school. I thought, "What if I don't have to do that?"

## Ep #350: Extraordinary Success as a Life Coach

What if what I just learned from Brooke gave me the option of helping but in a different way?”

I wouldn't be a psychologist and I'm very, very, clear on the difference, but I could be a life coach working alongside psychologists as an allied professional and I could still help because I had worked with many psychologists along the way and they helped me, but I didn't stop bingeing and I wanted to stop completely and I knew some of the things psychologists didn't do. Like they didn't answer the phone 24/7.

Now, I do sleep and I do take care of my son, but my clients have access to me 24/7. I try to be – I thought, “I can be what the other professionals can't be by being a life coach,” and I have tools that they don't have that you taught me at the School. So, the rest is history. That's my story of becoming a coach.

**Brooke:** Yeah, and you became a life coach and now you're a master coach and now you're a master coach, one of our highest regarded master instructors at the School. You also have your own practice. How did you do this year?

**Martha:** Over \$200,000.

**Brooke:** Nice. So, tell us about that. Tell us about your journey with money because there's some little bit of story there.

**Martha:** There's a little bit of story. So, it was you really in master coach training that just – you just kept kicking my ass. I mean, you were nice to me sometimes, but most of the time you kicked my ass, and what you said to me one day just my brain is still processing, processing, processing and it was, “If you actually believed you could help somebody would you be willing to get over your bullshit?”

I thought, “Huh, I think I would.” If I could help somebody get out of the living hell I had been in for 30 years, yes, I'd be willing to get over my bullshit. So, I just self-coached, I got coaching, I used the model again and again and again and I got over one thing after another. Like, I'm terrified of

## Ep #350: Extraordinary Success as a Life Coach

speaking in public. I got over my fear using the model to teach inside Self Coaching Scholars, to teach in your coach certification program.

I used the model to be brave enough to leave U of T and I finished out my term, I left U of T. I left Canada's largest mental health hospital. It was a pension position. I had benefits. We had a very, very strong union. I left. I had terrible stage fright of showing up at your mastermind on stage in front of 500 people. Again and again and again I just thought, "If I can get over my bullshit I can help people."

I had so much shame about being a binge eater and shame is like, it's so much a part of binge eating that it's actually included in the clinical diagnostic criteria and I thought, "If I don't get over my shame, I'm not going to be able to share my story with people and people need to hear my story to know I get it." Because when you're a binge eater you trust again and again and again and people say, "Oh, you can trust me. I'm totally going to get it." Unless you're a binge eater, you don't get it. It is a living hell.

Nobody can kind of understand. Like you eat a whole cake and they're like, "I think a piece would have done." But when there's nothing left for the family, where's the cereal for the kids? Where's the Halloween candy? For fuck's sake, all the food is disappearing. So, it was like, I have to get over my shame because my people need me and they're not going to trust me unless I can tell them, "I know what this is like. I can help you."

So, that's how I just kept showing up and then my little story what's funny was the city cut off my gas because I ran out of money and I thought, "I don't care. I am not going to give up." I was trying my Facebook ads and they failed. So, I tweaked them and I ran them again.

**Brooke:** I have these memories of working with you and you were starting your business and you were starting to get some customers and you would get lots of people that were interested in you and you kept referring them out. Someone would come to you and say, "I'd like to hire you," and you'd say, "Well, you should probably work with Brooke Castillo. She could probably help you more." Or you'd recommend someone else. It's so fun to

## Ep #350: Extraordinary Success as a Life Coach

see how far you've come because I just recently want one of my dearest friends to get certified and I said, "You absolutely have to have Martha as your instructor." So, it's like a full circle moment.

A lot of people come to the School and they're like, "I want Brooke Castillo to teach me," and anyone who's ever been taught by me for certification.

**Martha:** No.

**Brooke:** No, that is not what you want. And it's not just because I'm tough. That is not my best area. I'm good at a lot of things, teaching people how to become life coaches, one-to-one, me working with you is not what you want. So, to be able to refer them to you, someone I love so dearly, to refer them to you it feels like a full circle moment. So, so proud of you. I'm so excited that you made over \$200,000.

I really want anyone who thinks – maybe there's someone who just had their gas turned off or they're looking at their bank account and they just think, "Listen, this is for other people. This is for other women, not for me. I have to focus on this." Just listen to Martha's story. If you could have been in that master coach training room with her you wouldn't have thought that she'd be here, but if you stay with it and you keep working and you acknowledge that it really is just your brain anything is possible.

What I know for sure is this is just the beginning for you, right? You're just warming up.

**Martha:** It's just the beginning, yeah.

**Brooke:** I love it. Okay, TaVona, let's go to you.

**TaVona:** I'm excited.

**Brooke:** TaVona, tell us everything.

**TaVona:** It's been a long time coming. I am TaVona Denise and I am the life coach for type A entrepreneurs like myself who just want to have a

## Ep #350: Extraordinary Success as a Life Coach

massively successful business and enjoy their life. And I taught myself that this year.

**Brooke:** Yeah, you did.

**TaVona:** Yeah, I mean, I get emotional thinking about that because I remember joining The Life Coach School for training, you and I on a call just like this – actually, I think we were on the phone, it was that long ago.

**Brooke:** It was back in the day.

**TaVona:** It was back in the day and I said I wanted to be a life coach and so I joined in January and what you say is absolutely true, being coached in-person by you is hard. I had my ups and downs and it took me a while and I remember from January 2014 to 2018 I barely made the requirements to keep my certification which was just \$10,000 for that year and I said in the mastermind that year that I was going to be most improved. Then, that next year I made \$40,000 and I just checked my account and I'm at \$180,000 for this year.

**Brooke:** What is happening?

**TaVona:** I'm like, "What?" In a pandemic when I am a physical therapist by trade and they let all the contractors go from the hospital during the pandemic and that was like the best gift ever because I was holding on to my wubby, as you call it, my brain did, the hospital.

**Brooke:** Yeah.

**TaVona:** So, that's been the most exciting thing for me is – making the money was fun and I made it so fast it made my head spin, but there was something that I've heard you say before that I didn't really get in my spirit until I made the money. "There is not better than here." I didn't understand that until I made \$102,000 in 3 months and I was fucking miserable and depressed afterwards.

**Brooke:** Yeah, so we encourage you all to follow in her footsteps.

## Ep #350: Extraordinary Success as a Life Coach

**TaVona:** Make the money and learn the lesson.

**Brooke:** Make the money so you can figure out it's not about the money.

**TaVona:** At all, because I had put off so many things. I had been working fairly consistently, but like Simone, something wasn't right. Something was off. I was heavy into the A-line. I want to do all the things. Tell me what to do, Coach, and I'll do all the things, but I'll be overwhelmed and exhausted and miserable and hating life. I had taught myself how to reach the goal. I could muscle my way to anything, but hitting that goal gave me pause and I had to really re-evaluate some things. So, it's just I guess like what Martha just said, through you is if I can over my own bullshit, I can really help people understand that it's not the goal and it's not deferring happiness and it's not deferring vacation and rest and recreation and all of that.

**Brooke:** Yeah, I mean, I think that's such an important message as you're listening to the women on this call who have made at least \$100,000 and many of them have made much more. The way that you make \$100,000 is how you're going to double down to make \$200,000, \$300,000, \$400,000, so if you're struggling, if you're hustling, if you're denying yourself love, if you're hating yourself through it it's just like weight loss, it won't be sustainable.

Now, it requires hard work, it requires you to focus, it requires you to get over all of your excuses, but it also requires you to love yourself and I think that's one of the pieces that we can bring especially to women entrepreneurs who want to kick ass in the world. We have to bring that feminine love with us and we have to pay attention to ourselves and listen to ourselves. The craziest piece about that is the more you do that the more money you'll end up making.

It's almost like I think people think taking care of ourselves will make us weak, embracing our femininity will make us weak, but that is the most powerful energy of the universe. I love what you said, it gave you pause to reconsider. You can't keep doing that, especially if you want to go make a million dollars. You just can't. I'm so thankful for that. I'm so thankful that

## Ep #350: Extraordinary Success as a Life Coach

we're not able to string ourselves out any further to make more money because we probably would punish ourselves. That's what we've been trained to do. That's what so many of the lessons. Like, if you want to succeed you have to bleed. The opposite is actually true.

It's like the more we embrace the tools that we teach at the School, the more we embrace loving ourselves unconditionally, the more we embrace feeling all of our feelings, and taking the time to take care of ourselves the more money we'll make. So, tell us about that shift that you made after you took that pause.

**TaVona:** Well, in the midst of that I was like, "Okay, well, something has to give because this is not it. I can't keep doing this if I have big dreams, I have big goals, I've always seen myself helping lots of people and if this is what it's going to take I'm not doing it." This can't be the way because I see other people succeeding and helping lots of people and not sacrificing themselves and their happiness in the process. So, I went deep dive into forget all of the business books, the business strategy, forget all of that and just work on me and my thoughts and my own self-worth. I think that was one of the biggest shifts of getting over the addiction to overwhelm and really just understanding my worth.

Like I bought myself a necklace that said, "Worthy" because I'm really big on how can I remind myself? So, I wear that necklace and worthiness, to me, seemed foreign. Like something for other people, not for me. So, that became my work. It's like the more I believe in my own self-worth – I'm pretty self-confident, but the more I believe in my self-worth and the more I have fun with my business which is super counterintuitive for those of us who are type A it's like, fun, what is that?

**Brooke:** We're trying to win the suffering competition.

**TaVona:** Yeah, queen, got the badge, got the medal, all of them.

**Brooke:** Yeah, so if any of you are thinking that, "Oh, when I make 100K, when I make a million then I will finally be worthy," you are so, so wrong. First of all, you're already worthy. Nothing you can do about it. If you're not



## Ep #350: Extraordinary Success as a Life Coach

acknowledging it it doesn't mean that you aren't so you might as well enjoy your own worthiness. But so many of you think, "Oh, I'm going to achieve that goal," especially for you, TaVona, you wanted to make six figures for so long it's an empty goal if you think it's going to provide you with any sense of your own essence, any sense of your own worth. It's simply a reflection of the work that you've done. It's a reflection of your A-line, but it will not change your worthiness. I love that making 100K made you realize, "Wait, this isn't going to determine that for me." It's like you had it all along, right? The whole time. It's just are you going to acknowledge it? So, I love, love, love that. Anything else you want to add?

**TaVona:** Yeah, I think we talk about the model and I've been trained in it for quite a while now and Brig Johnson, who was on your podcast, just said, "You thought your R was going to create your F." I was like, "Oh, that was the problem."

**Brooke:** You can't mix up those letters, y'all. They all have to stay in order.

**TaVona:** Yeah, we totally do and so I think the big farce is where we think that when we hit the goal, whatever it is that then we'll slow down, then we'll take the break, then we'll take the vacation and the biggest slap in the face was, for me, I had agreed with my coach at the time that I was going to take a vacation once I finished the launch. I finished the launch and I freaked the heck out and I was like, "No, I can't take a vacation because now I got to do this," and it was on to the next goal and I had this moment inside of me where I was like, "I think the inner-child and whatever else is going on in here is going to revolt and rebel if I don't honor my word to myself."

**Brooke:** Yes.

**TaVona:** So important.

**Brooke:** Congratulations. I am so, so proud of you. That's such a huge accomplishment. Okay, Janet.

**Janet:** All right.

## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** What do you have for us? You have so much to tell us. First of all, how do you look so good?

**Janet:** Thank you. I'm going to just say thank you. I am so excited to be here with all of you women. I have to say, I'm just looking around going, "I have to pinch myself." So, listen, I was back in the day with Brooke, I trained on the phone. We didn't have computers that – I don't know, did we have computers? We didn't use them. That was a long time ago.

**Brooke:** How old are you, Janet?

**Janet:** I'm 70.

**Brooke:** 70. How long ago did you go through coach training?

**Janet:** So, I went through coach training when I was 61 or 62.

**Brooke:** Wow.

**Janet:** So, it was a long time ago and I was still a schoolteacher. I taught school for 30 years as a kindergarten teacher and I love this story, the one story about how I met you. You were on a phone call that another woman had and she said, "I've got this woman on the call. She is a life coach and she would love to coach somebody." And nobody volunteered. I just said, "Well, I'll do it." It was Brooke and I got on and I started talking to her and I was talking to her about retiring. I didn't know whether I wanted to retire and what should I do and honestly, Brooke, you coached me for like five minutes and I was like, "Who the hell is she? What did the hell did she just do?" Because I want more of it.

I remember I emailed you because somehow you must have left that and I said, "I want to hire you. I want you to be my coach," and you wrote me back and said, "No."

**Brooke:** Rude.

**Janet:** She said, "I'm not taking anyone on." But this was before you even started having coach training. You said, "But you can be on my list and I'll

## Ep #350: Extraordinary Success as a Life Coach

let you know if anything comes up.” So, I started taking courses with you and then I think this was two years before I started, went to coach training and then you offered a coach training, but it was during when I was teaching school and then the next year you offered it at night. So, I took it and never looked back.

Then, I retired from teaching and I also taught yoga and meditation locally. I had a community of a lot of people that I worked with and I just started offering coaching. So, I never had an online business. My business was always local and I loved that. I loved that piece of it. I started teaching the thought cleanse.

**Brooke:** So good.

**Janet:** It was just a class I made up, but from tools from The Life Coach School and one of the things was when I did – somewhere along the line you asked me, you said, “Do you want to teach one of our classes for incoming students?” And I was like, “Definitely not.” I said, “I’ll come see – “

**Brooke:** It’s a definite no.

**Janet:** “I’ll come and teach yoga,” but I never saw myself as a coach. I mean, I never –

**Brooke:** It was like a hobby. It was like a little cute thing you were doing.

**Janet:** Yeah. Even though I went to master coach training, I was like, “I’ll just kind of follow along, follow along.” And I love to tell this story because people think that coaches who are successful were just born out of the womb as successful coaches. Like they just evolved. They had that extra gene or something. But talk about bullshit. I had to go through so much of my own bullshit to really come to that place where I could really believe in myself.

**Brooke:** Yeah, and so how much have you made now?

**Janet:** This year for the mastermind I made \$145,000 which was more than I ever made ever teaching school. The ceiling at school was \$63,000.

## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** Okay, so the most money that you've ever made in a year in your entire life you made when you were 70 years old?

**Janet:** Yes.

**Brooke:** Listen, people, listen. Do not email me, 52-year-olds and ask me –

**Janet:** I know.

**Brooke:** "I'm too old to join coach training." Are you freaking kidding me? Janet made over \$100,000. What did you say, \$145,000?

**Janet:** Yeah, now it's more than that.

**Brooke:** More than that.

**Janet:** But this year it'll be more than that. But this is what I was so excited about. So, last year at mastermind or the year before a friend of mine, she said, "I'm going to be on that stage at mastermind for making \$100,000," and I said, "Oh, I'm going to be in the front seat clapping for you." Then, I started thinking, "Wait, what do I think about making money?" My thought was, "I don't really want to make money."

**Brooke:** What?

**Janet:** I know. I don't really care if I make money.

**Brooke:** What? That like hurts my feelings.

**Janet:** That is what I thought. Every time you would talk about \$100,000, I clicked out, like I don't want to hear it. Then, I said, "Wait a minute, I wonder if I really believe that or not." It was the most fun to really come up against a huge belief that I didn't even know was a belief. I just thought it was a fact. I didn't really care to make money and to not only, yeah do I want to do it, how really kick ass fun it would be to do it in my 70<sup>th</sup> year when I am being demanded to take my social security from the government. They're like, "No, you have to take it."

**Brooke:** That'll pay for your lattes, it's fine.

## Ep #350: Extraordinary Success as a Life Coach

**Janet:** That I have stressed over for so much and it's just like this little drop there. But that was what inspired me and for that whole year I just kept seeing myself as this person, as this woman who at this age could do anything and not just at this age, but at every age and I have you, of course, to thank for that. When I was 65, I was freaking out. People are making 20-year goals, what am I going to do? And you were like, "What are you going to do?"

**Brooke:** Yeah. Make a 20-year goal, let's go.

**Janet:** Okay, I guess I'm going to create my life.

**Brooke:** Yes. Yes. I think, especially for women, I think it's so important to plan our 80s, plan our 90s. What do you want to be doing? We don't want to just fade away. I look at you and how vibrant you are. I think you're more vibrant now than you've ever been. More creative, more alive, such an amazing instructor and coach and have so much knowledge and wisdom and perspective to share with all of our clients. Can you imagine if you had just like retired and just waited for your social security check? Give me a break.

**Janet:** No, I can't. That's what I tell everyone. You're never too old and it's never too late. That's just bullshit.

**Brooke:** For those of you looking at the video, we verify that she is actually 70. I know she doesn't look like it. You are seriously so glowing. It's like so exciting. Congratulations.

**Janet:** Listen, I have a mom who's going to be 100 in a couple of months.

**Brooke:** What?

**Janet:** Yeah. So, I come from good stocks, so I'm going to be around for a while.

**Brooke:** Well, of course.

## Ep #350: Extraordinary Success as a Life Coach

**Janet:** But anyway, that's what I tell everyone, "Don't stop." I know I talk to people that are like, "I just turned 50." I'm like –

**Brooke:** You're like, "And?"

**Janet:** You're kidding me.

**Brooke:** I'm about to turn 50. My perspective is, I'm halfway through, right? Look at how extraordinary the first half was, but I didn't know everything I know now. Game freakin' on for the second half. I love it. All right, let's go to you, Nicky.

**Nicky:** Hi there.

**Brooke:** Hi.

**Nicky:** So, name is Nicky Hammond. I'm in Sydney, Australia and I'm going to start my story way back when I first heard about life coaching and I was about 23 or 24 and I was working for a non-for-profit because I had always worked in the government of profit and volunteering, so that's where a lot of my money mindset came from. Someone there was a life coach and I didn't know what that was and as soon I heard what it was I said, "I'm going to be a life coach one day. That is amazing."

I kind of kept pushing it away. I kept saying, "I'm not ready yet. I don't have the life experience. I'm not old enough." So, fast forward, I've had my children, I wasn't interested in personal development, I wasn't interested in self-help. I never, ever explored those areas and I was working in a job only \$30 an hour and my husband and I were having these conversations because I loved working. I love working and he doesn't. We were trying to figure out how I could make money to support the family and I couldn't figure it out.

I was like, "But I can't earn more than this amount of money. I don't understand." There was so many things preventing me from believing that and I said, "You know what, at least I want to work at home so I can be around when the kids come home from school." I said, "I'm going to

## Ep #350: Extraordinary Success as a Life Coach

become a life coach. This is it.” I searched everywhere and I found your podcast and I started listening to your podcast and I started to change. My husband was like, “What are you doing? What are you doing in your life? Why are you so different like two months later?”

I said, “Because I’ve been listening to this podcast.” He goes, “Okay.” I said, “I want to go and do this program.” At the time it was in-person and he said, “No worries. You are going to do this program in two years when our second son starts school, that is what you are going to do.”

**Brooke:** Right, because you’re in Australia.

**Nicky:** I’m in Australia, yes.

**Brooke:** So, it’s not just you’re going to jump on a flight real quick, right? That’s a big deal.

**Nicky:** Absolutely, and I’d never been away from my kids ever. So, I had – the only time I had ever been away from one of my sons was the night that my other son was born. I was so attached to them and there was this point where I really parenting from a place of scarcity and I was on the floor crying one morning just so overwhelmed by everything that was happening and my husband just turned to me and said, “You know what? You know that life coaching thing that you want to do? You’re going to do it this year.”

I was like, “Okay,” and I literally just got on the phone, it was Jody Moore at the time and I was just like, “Okay, I’m in. I’m going to fly over.” I think the biggest piece for me in that moment was the commitment that I made in myself, the belief that I had in myself to say, “I’m going to fly halfway across the world, away from my kids for the very first time to invest in me,” and that changed everything.

I get really emotional just even thinking about that step that I took. So, I did the program and my first year of being a life coach I made \$4,000. What I think is really interesting about the first year is that I was in my office doing everything that I thought I should do and two things come up for me. One, the connection piece. I was in my office not connecting with other people.



## Ep #350: Extraordinary Success as a Life Coach

So, now I realize that that piece I've really learned, connecting with myself first, which I've done through this work and then being out to connect with others, huge piece.

I also realized, I didn't have a life coach. I didn't invest in me again until the next year. The next year I went all-in, I paid a life coach for the first time because I hadn't – I'd been peer coaching, I'd been exchanging coaching but actually investing in having a coach and also then investing in master coach training.

From that piece onwards I worked for the School, I've built a business, and what's interesting about my business as well is that I've had a few different niches. I haven't had the one niche. So, it's been like a huge journey for me becoming this person, but it's been such a beautiful process being a mom and now I've made \$186,000 this year.

**Brooke:** What? Congrats. And you do weight loss coaching, right?

**Nicky:** I'm not anymore. I'm working with coaches. I'm working with coaches now. I'm working one-on-one with coaches to help them take their coaching to the next level and I'm loving it. So, I worked as a coach instructor for the School and earned money that way and then now I went all-in on my business. I'm absolutely loving it.

**Brooke:** Congratulations. What time is it there?

**Nicky:** It's almost 6am in the morning.

**Brooke:** Okay. Thank you for being up in the middle of the night to be on this. I think it's just going to inspire so many people. I think when you're first a life coach and you're trying to figure this out one of the things that I teach everyone is you've got to fail, you've got to keep failing, you've got to have a high failure tolerance in order to have extraordinary success.

Everybody wants to make a million dollars. Nobody wants to do what it takes to make a million dollars which is fail and fail and fail and fail and fail, but once you overcome all those failures what you're able to do after you've

## Ep #350: Extraordinary Success as a Life Coach

gotten to the point, where a lot of you are is at the 200, 300 mark everything after that is just wildfire.

The hardest money you're ever going to make, first of all is that first thousand, the first money you ever accept from someone, then your first 100K is usually a hot mess for all of us. But once you get three, four, five, then to a million then it's just magic.

So, I can feel that from all of you. I can feel that you're learning all the things that you need to learn in order to get to that next level. That's where my confidence level just – I never look at you all and doubt. I see that so much of what people will do when they listen to this podcast is say, "She can do it, I can't." If you are listening to this please don't do that.

You can talk to anyone on this podcast and they would say that they had thought that at one point. It's just not true. Now, they're living proof that it's right here. So, congratulations. All right, Elizabeth, what do you got?

**Elizabeth:** Hi, I'm Elizabeth Salazar and it's a little bit crazy to be here on this podcast with these people because Brooke, episode 186 you did in October of 2017 with Corrine and Stacey and all the people, I think I listened to it 30 times.

**Brooke:** Wow.

**Elizabeth:** That year I made \$6,000 and I just kept listening over and over. Even now I can relisten to that and think, "I'm still not – " I'm going to finish this year at \$370,000 and I still –

**Brooke:** Wow, congratulations.

**Elizabeth:** Thank you. And I listen to that 100K episode and I'm still like, "Okay, Corinne is speaking to me. She's telling me more things that I still need to bring up" and I think that's the coolest thing is that I want to come on this episode and tell you all how put together I am and how I'm just so – but it's, man, I just keep thinking, Brooke, about 50/50 and how it really is all just good and bad.

## Ep #350: Extraordinary Success as a Life Coach

I think about all the drama that I've had making money. I think about all the indulging and confusion and second-guessing and doubting. So, when people listen to this and they're like, "Well, I have to just have this really clean mind." No, no, I've made almost \$800,000 in 3 years and it's like there's just so much drama and I think that's really encouraging.

**Brooke:** Well, one of the things I want to say about you, too, that I think is really important for people to hear is you're always a hot mess but you always are raising your hand and coming forward with your mess, right? And that is the key, right? It's not like – this is true for all of you on this call, right? Listen, I have issues, I need help. I have issues, I need coaching. I'm bringing this forward, I'm not pretending like I don't have it and I think about – we used to do the model funds and you're always there, always raising your hand, always wanting help, always willing to put everything out there so you can. I think that's the difference.

Anyone who tries to have it all together is not going to make the money we make. They're just not because nobody is that together. You've got to be able to bring, like you're saying, all that 50% that's a hot mess you've got to work through it all in order to achieve your dream. So, I love that you say that. It's so good.

**Elizabeth:** Yeah, because I think that was the biggest piece that when I went from two years of making \$6,000 to the 3<sup>rd</sup> year being a \$120,000 year it was like the thing that changed the most was I just started to accept myself and I just let myself be exactly where I was and only changed from there. Like, those little tweaks rather than what I was trying to do which was the all or nothing. Like, "I'm going to go from here and I'm just going to jump to perfection" which no matter how many times I tried still didn't work. I'm still trying, by the way.

**Brooke:** Me, too. I'm still trying to jump to perfection. I don't know when that's going to happen.

**Elizabeth:** I know.

## Ep #350: Extraordinary Success as a Life Coach

**Brooke:** But perfection is boring, right? I mean, really, tell me a little bit about what it means to you to be making almost \$400,000. I mean, you guys, I want you to really consider the percentage rates of women making that kind of money in their own businesses. I mean, it's extraordinary, the accomplishment that you've made.

**Elizabeth:** Yeah, and it is. I remember my job, I never made more than \$30,000. I remember being a single mom at 17 and thinking, "I'm going to have to take care of this person. I'm going to have to do this." So, to be a woman making \$400,000 this year and just knowing that it's only going to get more and more I think that's just very awe-inspiring.

**Brooke:** Worth it, right? Worth all the pain, all the struggle, all the coaching sessions.

**Elizabeth:** Yeah, because the one thing that's always brought me back is believing it's my thoughts. I mean, I have spent three years with it's like I just put aside everything else. No matter how many times I forget it's my thoughts and I end up in the A-line and I'm like, "Oh, I teach people how not to hustle, but it's only because I'm a hustler," and I'm just constantly bringing myself back and it's like the anchor has always been the only problem is me. It's my thoughts and I can fix my thoughts and I just keep coming back to the model and that's just how I keep making more and more and more money and enjoying the experience.

**Brooke:** Yes.

**Elizabeth:** That's going to be the thing for next year which is learning how to make money with a clear offer and taking time off and being more present and just cleaning up those little things as I go to a million.

**Brooke:** Yeah, I love that. That's what going to a million requires of you. People think, "Oh, if I'm going to make a million dollars I have to work harder," but all my millionaire mentoring I'm like, "You're working too much. You're not taking enough time off." I won't let them increase the amount of money that they're going to make until they can find that peaceful place

## Ep #350: Extraordinary Success as a Life Coach

because that peaceful place is where you'll do your thought work and your thought work is where the money is made.

I love that you said that. It's so good. Congratulations. That's huge for you. Clotilde, tell me everything. I'm so excited.

**Clotilde:** Hi. So, I'm Clotilde Dusoulier, I am a master coach and I work with people who feel stuck in a life that's too small for them. I certified in 2018 and I decided to become a life coach because I – so I was a successful food writer before that. I was a published author and my life was very put together, but I could tell that there was so much more that I could be doing and I was always bumping up against those rules that I had for myself like the things that were okay, the things that were not, the things that were allowed, the things that were not and one summer I found The Life Coach School podcast and within a few weeks I was like, "Oh, so my thoughts create my feelings?" The universe exploded.

All of a sudden, I realized that all of the questions that kept me trapped for a lot of years in my own head I had found many of the answers. My decision to become a life coach I think was very much a reflection of how I have approached every success that I have had is it really started with the vision but not like a vision like a vision board where you cut things out in a magazine and paste in on a board, but the vision with me in it.

I think I've always had that ability to create a vision and self-select in the sense of deciding this is something that I want and I'm going to do it. This is me and I'm in that vision, and so I did that for becoming a coach and then I saw the master coaches on stage because I was in one of the last in-person trainings. That was fun. I saw the master coaches on stage and I was thinking, "I want to be on that stage." I could see myself on that stage and then at the next mastermind I was on that stage.

Then, I saw the Two Comma Club coaches and I was like, "I'm going to get one of those." I think it was always that idea of seeing other people achieve things and using it for myself rather than against myself.

**Brooke:** Yes.

## Ep #350: Extraordinary Success as a Life Coach

**Clotilde:** I think I've always been measuring, evaluating the gap between where I am and where other people are. So, I use where other people are as what's possible and then I just evaluate that. The only difference is what they're thinking. The only difference is that they have a different vision and if I borrow their vision and I make it my own then with focus and drive I can get any place. But I think the biggest thing that I've had to overcome is actually something that master coach training really solidified for me is breaking free from the good student model.

Because I was always a straight A student and I would get to any place and try to understand, what are the rules? What are the rules of success? I know that I have a great work ethic so I know that I will do what needs to be done. I will figure it out and I will follow the rules and I will create success. You can create great success with that, but you lose the fun because you're just following rules.

**Brooke:** Yes. Yes, so good.

**Clotilde:** So, learning to give myself my own permission, my own validation, trusting myself to do my own thing, it's really been the work and what I love about this and you were just saying like the thought work, your own thought work is where the money is. I think I can tell that me growing more into myself makes me such a better coach because that's what I help my clients do all the time.

Anything I overcome is what I help them overcome and I can tell that they're growing at the same pace as I am because as I grow I grow as a coach and my clients grow so much faster with me.

**Brooke:** Of course. I mean, I say this all the time, but I think it's really important to reiterate, especially on a call like this, the accomplishment of making millions of dollars, I'll make \$35 million. I don't even know what to say about that. That's extraordinary. I'm so proud of myself, but the part of it that is so awe-inducing for my own life is who I needed to become in order to create that. It's so much less about the money.

## Ep #350: Extraordinary Success as a Life Coach

Having a big pile of money means nothing if I haven't evolved myself as a human. Of course, the more we evolve as humans the better we become as coaches, so it just compounds, right? Everything just – the momentum starts to be extraordinary. You've had very fast success. You're in France. You coach in French. You've already hit the Two Comma Club, you've already become a master coach. What's next?

**Clotilde:** The goal is \$10 million, that's what we're shooting for. So, we're a team, we're going to grow. Next year we're launching a membership in January and so I've boiled down my formula for success and this is from a lot of experience coaching and so we want to offer that in a membership format because I really think that it's wonderful for people to be able to get support throughout – there's no end to the growth.

I'm not finished growing and I'm not finished getting coached like ever. So, I love the membership format and I want to convey that the vision, the focus, and the drive that's really taken me to where I am that's what I really want to teach my clients.

**Brooke:** I love it. Congratulations. Listen, I want to tell you guys all something that's a really important point you might have missed. Many of the people on this call have said it, but I want to make sure you didn't miss it, everyone who is turning out success at this level has their own coach. You have to get coaching. You have to coach yourself, but you also have to get coached by someone who can see your brain from not inside.

You have to have someone that can see it from the outside because listen, I created all this stuff and I have people pointing out, "You know that's just a thought, right?" I'm like, "Wait, what? What do you mean?" So, I want to make sure that if you are a coach and you're struggling to have the success that you want and you don't have your own coach, you have to think about that. How can you sell something that you're not believing enough to pay for? Make sure you all get your own coaches.

The other thing I want to say before we go to Corinne is one of the things that happened to me – there were two things that happened to me that



## Ep #350: Extraordinary Success as a Life Coach

were pretty significant and they were both from kind of negative hater people, so thanks, haters, love you. The first one was, someone said to me, “Oh if the model is so powerful why don’t you just put a million dollars in the R-line and go make a million dollars?” I was like, “Huh, not a bad idea, hater. I think I will. Thank you.” So, that’s how literally I made my first million dollars is because somebody’s like, “Yeah, if the model works so well – “ and I do believe in the model and it did work so well and that’s the case of the model right there.

The second thing that I was struggling with a lot with a lot of my students was people telling me that I’m different than them. “Oh, you can do this, Brooke, because – “ whatever the reason was. “You’re pretty,” I would hear. “You’re thin,” or, “You’re white,” or, “You’re talented,” or, “You’re charismatic.” There were so many reasons why I could succeed and other people couldn’t. I was so frustrated by that because I knew that wasn’t the case and I knew how much I had hated myself and I knew how much I had struggled. I knew how many challenges I had had even though I had some of these other characteristics.

So, one of the things that I remember thinking at that time was, “I need to have a student do better than me. I need to have students surpassing my success so they can’t say, ‘Oh, Brooke’s a unicorn, no one else can keep up with her.’” I’ve started looking around at students like, “Who’s going to start making more money than The Life Coach School?” I genuinely want that for so many – everyone on this call. I want it for everyone that’s listening. I want it for every single one of my students.

A lot of my friends are like, “Well, how could you want that?” It’s because the whole male model of success is all about competition, dog eat dog, right? It’s all about, “I want to win and then you’ll lose.” There’s something that we do at The Life Coach School, there’s something I think we do as women in general is the more you succeed the more, I succeed. The more you win the more I win. That is truly how we all feel. We all want everyone else to win.

## Ep #350: Extraordinary Success as a Life Coach

I want people to win way bigger than me because it'll help other people overcome this belief that I'm somehow this unique person that can accomplish more than others. Listen, I think we all know I just got started a little bit earlier, I'm 100 years old, okay? So, we're going to start watching our students. This is my vision in my life, this second half of my life. I want to see more women making more millions of dollars than is reasonable. I want to get people turning their heads and being like, "What are you ladies up to? What is actually going on?" Because what I've noticed is the more money we all make the more everyone starts paying attention the more we can talk about feelings and that what we need to be talking more about. You want to make a lot of money? Let's talk about your feelings, boys. Come on, let's go.

Once we start having those conversations that's when we genuinely change the world. So, I wanted to give that intro to Corinne because I keep telling her, I'm like, "You need to like get with it and start making more money than me." I do think she'll probably be the first coach that does. I don't know, Clotilde's right on your heels, so let's go.

All right, Corinne. I think everybody knows who you are, but give a brief introduction and tell us about 8-Figure Club that you just started in The Life Coach School this year.

**Corinne:** Well, so my journey meeting you started way back in 2007. I had already lost my weight, I was already very determined that I was going to help people lose weight. I was – like when people are sitting around thinking about starting a business, I say this all the time, I literally started because I was sitting on the couch with two hours while my son was at Mother's Day Out learning how to socialize. I had a busted laptop that was so terrible that my old job didn't want it back when I quit. They were like, "You can have that thing."

So, I would sit there with that laptop and I would think, "Where do women who want to lose weight hang out? Weight Watchers." So, I would go to the Weight Watchers message boards. I didn't even lose my weight through Weight Watchers and I would every day start a little thread called "Ask the

## Ep #350: Extraordinary Success as a Life Coach

Trainer.” I had gotten a personal training certificate and never, ever trained a single person because I didn’t think anybody would ever want to be trained by someone who looked like me. I didn’t look like a fitness person. I looked like somebody who had lost 100 pounds and had her loose skin.

So, I would sit there and I would literally talk mindset with people all day long and then I thought, “Well, I’m so sick and tired of answering the same questions over and over again. Let me start a blog and I can just link them. This will be quicker and I can get more things done.” I literally, for 2007 to 2015 when I met you every single step of building my business was me finding a problem and deciding there had to be a solution. I didn’t have a Google, I just had a brain.

But I had to go and figure out there’s got to be a solution so I’m going to figure out a way to make this work. By the time I met you I had a little membership. I liked to call it, it was my business but it more felt like a weight loss charity. I was basically losing money like a big dog, but I loved what I did. I never – it did not even bother me that I was losing money at the time because I just knew I was going to help women. I just didn’t really know how to do the mindset part.

I heard your podcast and I remember listening to I think it was like episode 37 or something like that. I called my best friend in New Mexico and said, “You’ve got to listen to lady’s podcast, it’s everything and I want to learn how to do this. I think this is the key to teaching people how to lose weight.” Because I knew how to do it and I knew I had changed my mindset. I had no fucking clue though how I’d come to all of it. I just knew it had happened.

So, I came to coach training. I was one of those people who got the phone call to come and I was like, “I’m in.” Then, I went and then I did master coach training the next year just knowing that – I knew my mission was to teach every woman how to lose weight, but my problem was I didn’t know how to amplify that. I didn’t know how to grow my business. I didn’t know how to get out of my own way. I didn’t know how to charge enough money to be able to teach all the women, all that kind of stuff.

## Ep #350: Extraordinary Success as a Life Coach

That's where you came in and since then I have gone from the weight loss charity losing money, I was literally charging \$5.95 a month.

**Brooke:** That's five dollars, five dollars, friends.

**Corinne:** Yes, with a decimal in the middle not a comma. So, this year we broke \$10 million. We're going to close out around \$11 million this year. We doubled through the pandemic and I just want to tell people one of the things that changed for me during the pandemic was when it eat my mind went immediately to more people are going to need help. This is a big deal and this is not the time to think we can't do it or to whatever – I just doubled down with my clients. We did not lose hardly anyone in our membership because they kept saying, "I will make room for this. I need mental help through this. I need the support." So, that was the big thing for me was this year was I didn't lose sight of my goal. I kept my goal and just decided that people need the help.

**Brooke:** Yeah, I want to share something with y'all that Corinne recently sent me, a Slack message where she had been reviewing some of her old videos. That was from master coach training, right? Where we had done some call –

**Corinne:** No, this was like your early –

**Brooke:** Or even earlier than that?

**Corinne:** 2016 and '17 after I had – well I was in master coach training one year, but this was our monthly calls where we would have meetings before we knew how to tell everybody to be on mute when they would come on. You would teach all of us who were coaches at that time it was just – there were only like 30 or 40 of us that would show up in the meetings and every meeting somehow I guess I was early. I was always on the screen and I was watching these videos of you teaching us concepts to help us be better coaches, to continue our education.

## Ep #350: Extraordinary Success as a Life Coach

It was like baby Corinne. I was just watching these videos like, “Holy shit, this is like the first year I wanted to make a million dollars.” So, anyway, go ahead.

**Brooke:** No, I want you to share what you shared with me. What she said was basically like she was watching herself on video and watching me coach you at the time when you didn’t yet believe that you could make a million dollars. What she said was, “It’s so crazy to watch myself be coached by you because what I can see is that it’s clearly just my thoughts.”

**Corinne:** Yeah, it was so funny because I would listen to myself – I will tell you, I would go to these calls, I don’t have a college education and I have for years had shame about never going – I had a full ride, I blew it off because I was suicidal at 17, tried to take my life, had a full ride to college, was terrified of going so I married a complete douchebag, eloped, and then he wouldn’t work, so I dropped out of college to support the two of us so he could play Nintendo all day. Luckily, I divorced him pretty fast, but I would sit there in those calls and you would ask these questions and I would answer them while I’m watching them like, “Oh, this is the answer,” because now I just know this stuff.

Back then I would answer, I’d have the right answer and the entire time I would think I was wrong and that I did it wrong because I always thought I was the dumbest one in the room.

**Brooke:** Oh, right.

**Corinne:** I was sitting there watching that going, “It really was just your thinking.” I would remember the pain of me thinking that it’s going to be so hard and all this other stuff. I just watched myself getting coached and I would just be like, “Shit, it really was just your thinking the entire time.”

**Brooke:** Yeah, and the other thing that you said that I think is important for everyone to hear is that it was clear to you watching these older videos that I had no doubt in you. Like, I knew that you were going to make a million. I know that you’re going to make \$10 million, I know that you’re going to

## Ep #350: Extraordinary Success as a Life Coach

make \$100 million. I wish you could all see from my perspective it's like you guys looking at your little kids, you never doubt that they're going to be able to walk, ever. Like it never even occurs to you. You just have so much belief. You know in the possibility and I think that that's true for so many of you now like my belief in you you're suspect about. You're not sure that I really understand how damaged you really are or how incapable you really are or how non-educated you really are.

Listen, my friends, I see all of you, I see all the way through it all, and I still believe in you. That is what we do now as coaches. I see you do that with other people now, Corinne, believing in them and their weight loss. You never doubt that it's possible for them and that's creating in ourselves by doing it with ourselves, but also paying it back to all of the people that are coming after us and that's what this podcast is about.

What do you want to tell people who don't believe it's possible to make eight figures, especially without a college education? And you have a little bit of accent, I don't know if you know that.

**Corinne:** I'm from the exotic Nashville, Tennessee. Screw Australia and South Korea, I'm from Nashville. It sounds so simple, but it's one of those things where it will never hurt to believe it's possible. I think, for me, it's just telling people I know that if I can do it anybody else can. It literally is just – I tell people all the time, I write my goals down every single day, every single day and I write next to them the things I'm going to do today that are going to make this possible. Every little step counts.

I just stay in the mindset of where my future is and the little things that I'm going to do today that apply to that so that I'm never making the disconnect between today matters. I think sometimes we get too caught up in just thinking about where we're going and we forget that today is where the bricks are laid. This is where the foundation is made.

So, it just won't hurt to believe it. It will – I will say like when I was watching those videos, I could see you just – you were just so casual about like, “Oh my gosh, yeah, you're going to make a million dollars this year.” It was

## Ep #350: Extraordinary Success as a Life Coach

almost just like you were just done and you could see on my face I was like, “Okay, I’m all-in.” Like, all the doubts were all there and all my bullshit was sitting right there and you could see it on my face. But there was just enough of it to just be like, “All right, if Brooke says we’re doing it this is what we’re doing,” and you never told me how to do it.

This is the other thing. I think –

**Brooke:** Because I didn’t know how you were going to do it.

**Corinne:** No, and most of the time if I told you how you were like, “I don’t know about that,” and then I’d have to go home with like all of your, “Well, I don’t know if that’s a good idea,” and just be like, “Well, I guess I’ll figure out if it’ll work.”

**Brooke:** Right? That’s how we got to do it.

**Corinne:** Yeah, everybody thinks it’s easy. I have had good access to you.

**Brooke:** Right.

**Corinne:** You have never told me what I’m going to do. You have always told me exactly what’s going to get in my way and I better go figure out how to stop doing that.

**Brooke:** Yeah, because spoiler alert, my friends, I don’t how you’re going to do it. Corinne and I could look back on how she made \$10 million and there’s no way that 3 years ago we could’ve known that.

**Corinne:** No.

**Brooke:** No way we could’ve known how she actually arrives here. So, we watch it unfold as she does it and she does some shit that doesn’t work and she does some shit that does and that’s how she learns how. Then, we find out at the exact same time how she’s going to do it right after she’s done it.

**Corinne:** I will say this that I think is important that you had mentioned earlier. There’s like two key things that I think helped – not just writing your



## Ep #350: Extraordinary Success as a Life Coach

goal and stuff and believing but I get coached regularly, I have my own coach, it's not Brooke. I have my own coach that I work with every single week. I have close relationships also with other coaches. I was talking to Clotilde yesterday [inaudible] my life. I think the combination of what I felt like has been strong for me is when you start surrounding yourself with the right people who want more for their life, too, who want to go in the same direction as you, but you have to go find them. They don't just materialize out of thin air.

I watched that with my weight loss clients. We put them in accountability groups for a reason so that they can be surrounded by other no-BS women so that they're not surrounded by asshatery in their regular life who all they want to do is talk about how hard food is. So, I think when you're building your business and you want to build belief surround yourself with people who also are believing, who are working towards something else. It's like having your own coach and also having the right network.

Purge your inner circle. Look at what you're around. It doesn't mean you have to like let go of people and be like, "You're no good for me." It means, purge them from being in your mind and in your ear and in your text and everything all the time. Put more of the right people in those spots.

**Brooke:** I love that. So good. Such good advice. Listen, I want to end with this. I think it was Clotilde that had said it, someone said it earlier, it's very, very important to use this podcast for yourself and not against yourself. There are some of you who became coaches before some of the women on this podcast and these women may be doing "better" than you already. Use that as inspiration. Use it as a way to feed and nourish your soul. Celebrate that we can as women work from home, be life coach, be in any country in the world, have an education, not have an education, have a Southern accent, have any kind of experience and background and history and if you're like me and Martha binging, hating yourself, all of it. None of it matters.

Wherever you're starting from – in fact, it's not that none of it matters, it's that it all matters because that's going to be the ingredient that you're going

## Ep #350: Extraordinary Success as a Life Coach

to use to create the magic that you're meant to create in this world. So, all of us have a destiny and it is possible. The only difference is someone forgot to tell you. So, this is your message. You were looking for a sign? This is it, it is possible for you.

Those of you who are sitting in your car that think we're not talking to you we're fucking talking to you, exactly you. You, the one that you're like, "Wait, no, she doesn't know my story." We don't need to know your story, you're a woman, you're here. Listen, we want you men to be successful, too, we do, come on, but women, you know I got a special place in my heart for the women that we hear the message that you can be feminine, loving, take care of yourself, work from home, take care of your children, and kick ass in business and create a business that hires people and treats them the way that you want those people to be treated in a way that creates literally a better world.

So, please use this podcast to feed your soul to create that for yourself and to encourage all the women, especially the young women around you to do the same. I'm so proud of everyone on this call. Please check them out. We will have all their information in the show notes. Check out their businesses, follow them on social media, sign up for their programs. Learn from them. These are the examples of what is possible not just being a life coach not just for The Life Coach School but literally for humanity. These are the leaders you want to follow.

All right, my friends, have a beautiful week. I love you all. Take care. Talk to you soon.

---

Hey, if you enjoy listening to this podcast you have to come check out Self Coaching Scholars. It's my monthly coaching program where we take all this material and we apply it. We take it to the next level, and we study it. Join me over at [thelifecoachschool.com/join](https://thelifecoachschool.com/join). Make sure you type in the

## **Ep #350: Extraordinary Success as a Life Coach**

“The” [thelifecoachschool.com/join](https://thelifecoachschool.com/join). I’d love to have you join me in Self Coaching Scholars. See you there.