

## Ep #370: Coach Week



### Full Episode Transcript

With Your Host

**Brooke Castillo**

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Well, hello there. How are you, my friends? I am excited to introduce you to Coach Week. We were laughing in my team meeting because it sounds a little bit like Shark Week and it probably will be a little bit like Shark Week but it's Coach Week. In this episode, I'm going to tell you all about it.

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.

I created Coach Week for you. If you're a podcast listener who has been listening to the podcast and has changed their life simply by listening to the podcast, I want to invite you to take your work deeper.

I run into so many of you in restaurants, on the street, in airports, chasing me down, so excited, want to tell me I've been listening to your podcast for years, you've changed my life. And often when I ask you, "Well, are you in Scholars or have you gone through certification? Have you hired a coach?" People will say to me, "No, I've just been listening to the podcast."

And I'm always like, oh gosh, it's like the difference between reading a book about massage and actually getting a massage. Yeah, you can learn a lot about massage and you can massage yourself and figure out a lot of it, but then when you actually have someone coach you, when you actually have someone massage you, you're like, okay, it's a whole different world.

So there are millions, it's so insane to me, millions of downloads on this podcast. And so many of you have never experienced actual coaching. You've listened to every single episode, you're die-hard, you know all about my personal life, you feel like you know me, you know all about the Model, but you've never actually experienced coaching.

For you, I created Coach Week. I am going to show up every single day for a week and I'm going to coach you. And I'm going to coach my face off, I'm going to coach it hard, I'm going to take all the topics, I'm not holding back, we're going all in, we're going to do this for a solid week.

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And I promise you, if you're a podcast listener who's never been coached, this Coach Week will change your life forever. Thousands, literally thousands of people have told me, "Listening to the podcast changed my life but nothing affected me more than actually being coached."

I've been coaching for years. I have coached every single type of person on every single type of topic. There is nothing that I'm not willing to coach. There is nothing, if it's a coachable thing, which means it's not something that's better suited for therapy, I will coach you.

I'm not afraid, you can't stump me, you're not a problem, you're not unfixable, you're not unworthy. No matter what you think, no matter what you've done, no matter what you think you're going to present to me, I'm going to coach you.

And I created this Coach Week for you to be able to sign up with just one time fee, just a one very low price for you to get coached five days in a row. There is no reason why you shouldn't sign up for this. If you've wanted, if you've been curious about coaching.

If you don't think you're worth it, if you don't think you deserve it, I have issues. I will take issue with you on that. This is for you and your time is now. The week that we're doing Coach Week is April 19th and let me tell you a little bit about it.

First of all, we do it on Zoom. So you'll come on to Zoom and I will call you onto the call and it will just be me and you. If you get picked, if you raise your hand and you have a coaching topic and you get picked, it's just me and you. And I coach you.

Now, if you don't get picked, if you're someone listening, you will take whatever it is I'm coaching and apply it to yourself. Now, this is one of my superpowers. This is one of the reasons why I've been so successful.

People will say to me, "How do you do group coaching without other people feeling like they're not included?" Here's how you do it. You have the self-

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coaching model. So when I'm coaching someone, it applies to every single person.

Now, every single person has a different issue, every single person has different language, has different concerns. But the Model applies to every single problem. So as I'm coaching one person, every single person with a human brain is also benefitting.

We will cover all of the topics that everybody deals with in their life. It's not like you're going to come and be like, well, I don't have to deal with time management, or I don't have to deal with buffering, or I don't have to deal with thoughts or emotions or actions or goals.

Everything that we talk about in coaching is applicable to - we're not talking about mechanical engineering here. We're talking about life. We're talking about what's going on in the human brain. We're talking about what's going on in the human body. We're talking about the recycled thoughts that so many of us have and the recycled emotions and actions that so many of us have that lead us in a direction we don't want to go.

So although the actual specifics will be different, the concepts, the ideas, the progress will be as a group. So you'll raise your hand, I'll call you on, and I will be doing a combination of coaching you but also educating you as I coach you. Teaching you the concept that I'm using. I will be talking about why I asked a certain question that I asked, how having that certain question was so affective with you.

And as you're watching me masterfully coach the people on the call, you will learn more, not just about yourself and your own problems, but also how to coach yourself. Throughout the five days, I'm going to be pointing you to resources, to books, to ideas, to classes, to concepts that can take this work deeper.

I want you to think about your life right now. I want you to think about where you are. The results that you have, the actions you're taking, the feelings you're experiencing, and the thoughts you're creating. And I want you to

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think about where you want to be a year from now, where you want to be 90 days from now.

This is your time if you choose for it to be. I promise you in three months from now, I'm going to be better, deeper, stronger, more accomplished than I am today. I want to bring you with me. I want to show you how I do that.

I don't want you to look at my life and go that's amazing, that's not for me. I want you to look at my life and say how do I do that too? If that's what you want. Now, you may not want the same results I want, but the way to those results, the way of managing your brain, the way of creating the Model that creates the results you want is the same, whether it's me creating 100 million or you losing 40 pounds.

That's what we're going to be talking about in Coach Week. We are going to be diving in. It is going to be intense. I am going to be showing you my legacy of work. I'm going to be exposing you and showing you all of the content that I have created. All of the ideas that I've created over the past 20 years.

I have a depth of education and knowledge in this coaching industry that is unparalleled. And it's accessible to you and you will see it in each of the people that I coach and each of the resources I discuss, in all of the suggestions that I make in terms of content and exercises and worksheets that you should be doing in order to reprogram your brain in the way that you want to create it.

So I want to talk briefly about some of the topics that we will be covering because it's very important to understand that if you don't take a unique approach to something, you're not going to get a unique solution. If you've tried doing the same thing over and over and over again and you keep getting the same result, it's time for a different approach.

And one of the reasons why people have so much success with our programs and with the way that we coach is we approach it in a very unique way. In a way that understands brains science, in a way that understands cognitive function, in a way that understands emotional

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processing and vibration and the balance of positive and negative emotion and how important that is and how to process it through so you can utilize the energy of emotion to take action.

It's not enough to hold people accountable to their actions. We don't want to be babysitters. We want to help you create the emotion so the momentum keeps going. We don't want you to just lose 10 pounds.

We want you to constantly use that power, that motivation, that energy to keep creating other results in your life, and certainly not gain that weight back. We want you to be able to create the result of money if that's what you want. So let me go over shortly the topics that we cover when we're coaching at The Life Coach School.

Number one is money. A lot of people are attracted to me because they want to make more money. They see me as a woman in this life coaching industry making 37 million dollars. We're on track this year to make 50 million dollars.

How do we do that? Yes, we created a company and yes, we do math, and yes, we have bookkeepers and yes, we make plans. But that is not how we make the money, my friends. We start with the mindset. We start with the cognitive function, the emotional risk taking, the emotional intelligence.

And whether you're trying to make \$50,000, \$100,000, or two million, or 25 million, or 100 million like me, the process is the same. So I will be coaching you on money. Bring me your money issues. Bring me your money frustrations. Try to stump me with where you're at financially.

And what I will do is show you what's going on in your brain. I will show you the thoughts that are creating the current results that you don't want. And I will help you change the way you're thinking and feeling, and I will give you actions, suggestions, and advice on how to make more money.

Money is easy, my friends, when you know how to think about it properly. I know it sounds very law of attraction and just feel your way to money, but I promise you that's how it works. I have the evidence for it.

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It used to be I would talk about this and people would think I was talking about unicorns and daisies. And someone said, “Well really, if that’s how it works, why don’t you go make millions of dollars?” I said okay, and I did. I knew those tools worked so I said I’m going to use them in a way that creates the evidence that helps other people see how they work.

And that’s how I want to coach you on your own money. Now listen, I’m not going to coach you in a cuddly way. That’s not my style. I’m going to point out where it’s not working, I’m going to call you out where it’s not working, and we’re going to let it go so you can start making the money you deserve.

If you’re under-earning, it means that you are not creating the money you’re capable or that you want to create. That’s it. If you want to make more money and you’re capable of making more money, let’s go.

The next topic that I get the most requests on is entrepreneurship. People who want to build their own businesses, their own online businesses, they want to know how to set their businesses up and how to create a lifestyle so they can work from home and help the world.

They want to talk about their life coaching business, or they want to talk about their restaurant, or they want to talk about their real estate job. Again, all the coaching is the same. I have a lot of experience with entrepreneurship, I’ve been studying it for over 20 years, I’ve always wanted to own my own business.

I think it is the privilege of my life to be able to provide for myself through entrepreneurship, and I have a lot to say about it. And if it’s a dream of yours, I want to coach you on it. There’s no reason why you can’t have it too.

The next topic that I’ll be coaching on is people who want to become a coach. If you’re someone who wants to become a coach and you’re holding yourself back or you’re having problems with your coaching practice, anything like that, bring it. Let’s go.

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Now again, let's say you don't want to be a coach and you're listening to this call, I promise you I'll tie it into whatever job you have, to whatever goal you have, and we'll talk it through.

The next topic that we get the most requests for is relationships. There are so many great tools that I have created that I utilize in my relationships with the people that I love in my life. My life is rich and full and exciting because of the tools that I've created.

I have wonderful relationships in my life that are highly functioning, very satisfying, and also produce an involvement and growth in my life that serves me in my human experience. We talk about relationships with kids, relationships with parents, relationships with bosses and coworkers and friends and lovers and spouses. We'll be covering all of it. Bring me your relationship issues.

The next topic that we get a lot and I think it's probably because I've talked about it a lot is anxiety. I have had chronic anxiety my entire life, I have some neurological programming for it because of my childhood, and I have found a way to utilize it to serve me instead of having it debilitate me.

I do a lot of coaching with clients on anxiety, specific issues around anxiety, and how it seems to prevent action. And I help you see in your own brain how you can change that around so the anxiety can actually be an asset in your life. Promise you that.

The whole idea - the next concept is the whole idea of just feeling better. Feeling better overall. A lot of you right now are feeling depressed and frustrated and isolated and lonely and afraid. And I want to talk about all of it. I want you to bring me what you're feeling, especially if you're somebody that is feeling an emotion that you don't feel justified in having.

So a lot of you feel upset or depressed but you don't feel like you have a right to feel that way because you have such a great life compared to other people. If that is you, come to me. Your feelings are real. They matter and I want to help you manage them.

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I want to help you process them. I want to help you utilize them in a way that helps you create a life that you want, but also gives you permission and space to be in a negative space if you are. You do not have to be better than you are. You can be exactly who you are and I'm going to show you how to embrace that.

The next topic we get lots of requests for is losing weight and overeating and emotional eating. That's where I started my career. I started working with clients who were emotional eaters who wanted to lose weight. These were very intelligent, sophisticated, knowledgeable women who could not lose weight.

My first book is *If I'm So Smart, Why Can't I Lose Weight?* That is the topic that we're going to cover. I coached on that for about 10 years before I dove into the science of insulin-resistance and understood that for my son and since that time, I have married those two concepts, I have married the concepts of emotional overeating and the mind and how that affects the way we buffer with food instead of feeling our emotions, and all the science behind insulin-resistance, which the current food supply is creating a tremendous amount of and I've put them together in a stop overeating plan that has extraordinary results for my clients.

So if many businesses have been created based on this knowledge, many weight loss coaching businesses have been created, I would love to coach you on weight loss. I would love to help you with anything you're struggling with, in terms of either your physical, biological weight loss issues, what weight you think you should be, how you could get there, and any emotional buffering issues you have around food. That is my jam.

I have arrived at my natural weight, I've stayed here with total freedom for several years, and it's available to anyone who wants it. I want to help coach you on it.

The other topic that I love coaching on is overdrinking. I, for many years, drank Chardonnay every single night and loved it and wanted it in my life.

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And wanted to find a way to drink less of it because I started feeling more crappy in the morning when I was drinking Chardonnay.

And so I developed a program called Stop Overdrinking, which allowed me to drink but also not overdrink so I could feel good. And we've had thousands of people go through that program with tremendous success. I have since stopped drinking completely just because I feel like my life is better without alcohol and if you hear me say that and you're like, "What in the actual heck is she talking about? That can't be true," I was there too.

I was in a position where I did not think my life could be better without it, but I promise you I have a very rich, sexy, awesome, successful life and I don't drink. So if you want coaching on your drinking or to stop overdrinking, bring it to Coach Week, my friends.

The next topic I'll be covering and working with you on is time management. I have a program called Monday Hour One. I think it's the best time management program in the world because it's based on your mind and how to build integrity with yourself.

I don't want just a time management program that holds me accountable and helps me fill in a calendar. I want a time management program that makes me a better human, that puts me in integrity, that increases my relationship with myself, my honesty with myself, that helps me have my own back, and produces extraordinary results. Not just busy work, not just time spent, but results.

I'm going to talk to you about that. If you're having issues with procrastination, lack of motivation, not enough time in your day, not enough planning in your day, not enough quality results that are moving you forward, I'm your woman. Let me coach you on it.

Let's talk about Monday Hour One, let's talk about your time, let's talk about how you think about your time, let's talk about your motivation, your procrastination, let's change it. Coach Week.

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The other two topics that I love coaching on are answering the question what is wrong with me and what is wrong with them. I feel like a lot of people have signed up for this program called What Is Wrong with Me, and they're trying to figure it out.

And I always laugh because I'm like, even if you win at that game, the reward is finding out what's wrong with you. Yikes. Nobody wants that. So if you have a recurring question, what is wrong with them? Why are they like this? What is wrong with me? Why am I like this? I want to show you how to unwind that.

That is one of the most detrimental thought processes that so many people have that is actually pretty easy to unwind and change. And when you can change your lens from what is wrong with me to what is right with me, what is awesome about me, what is amazing about me, everything changes. I want to invite you to do that.

Some other topics that we'll be covering for sure over the five days of Coach Week will be mothers, putting up boundaries, creating boundaries with people in your life, and honoring them. And I say mothers because that was the first person that I really had to establish boundaries with, but now I'm very good at boundaries.

The work that we do on our mothers and our fathers and our family of origin is some of the best work we can do to unravel our unconscious thought patterns. We're going to talk about goals, specifically impossible goals. Are your goals big enough? If you're not a little bit afraid, your goals are probably not big enough. If you're not growing fast, your goals probably aren't big enough.

I want to talk to you about your impossible goals. I want to help you achieve your impossible goals. I want to help you have vision for where you want to go.

I want to talk to you about love. Do you have enough love in your life? Do you love yourself? Do you love your life? If not, come to Coach Week. Let's change that.

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One of the big topics I'd love to cover with you and coach you on is your purpose. How do you find your purpose? How do you find the meaning in your life? How do you live into that purpose? Are you feeling directionless? Do you feel like your life is just the same thing over and over and it's not producing anything great for anyone, including yourself?

If that's the case, I want to coach you on your purpose. It's very important that you understand this concept and how to utilize it to invigorate your life.

And lastly, I want to talk to you if you're feeling apathetic, if you feel bored, if you feel depressed. Don't judge yourself for it. Bring it to Coach Week. One-time fee, \$97 for the entire week. We only charge you on time. That's it. You get five days of coaching with me.

Now, if you're already in Self-Coaching Scholars, you get all of this included. You get all the recordings, will be placed in Self-Coaching Scholars. You do not need to sign up, you do not need to pay. If you're already in Scholars, you will get it all. You'll get all the recordings.

But if you're not in Scholars, if you're not a certified coach, if you're not signed up, if you haven't been coached by me, if you haven't had the experience of being with me live and being coached and seeing me coach live, come to Coach Week.

We start April 19th. And we go Monday through Friday, every day for an hour of coaching. The coaching is recorded, you can get the recordings, this is the one time I'm going to offer this. This is the one chance. For those of you who have been listening to the podcast for seven years and have never been coached, this is your chance. This is your opportunity.

Go to [thelifecoachschool.com](http://thelifecoachschool.com), click on that top banner that says Coach Week, or go to [thelifecoachschool.com/coachweek](http://thelifecoachschool.com/coachweek) and sign up. And bring me your problems and raise your hand and get coaching and listen to other people be coached and apply it to yourself.

I'll see you then. Coach Week, everyone. I can't wait. Talk to you soon. Bye.

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