

# WHAT'S POSSIBLE

*How Women Entrepreneurs Are Creating  
Extraordinary Success*

AUDIOBOOK EDITION



BY BROOKE CASTILLO

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II

THE LIFE COACH SCHOOL

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# INTRODUCTION

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## *What's Possible?*

I didn't even know it was possible to make \$1 Million in one year until Amy Porterfield, an online entrepreneur, announced that she had done it. I remember exactly where I was standing in my white kitchen, listening to her podcast, staring at my phone. I froze. One Million dollars in one year. I felt something shift inside me.

She mentioned it not like she had won the lottery, but like it was normal and doable. I got the sense that she would do it again the next year. She had launched some incredibly valuable courses for her students, built her list, and done some affiliate marketing. There was nothing impossible about anything she was doing.

On some level, I guess I knew it was possible to make millions of dollars in one year, but the problem was, *it had never even occurred to me to do it*. It wasn't even in the realm of things to think about. It was like a language I didn't understand, a culture I had never been exposed to.

As soon as I knew it was possible, it became my new goal, my new dream. I started to see everything differently. My brain changed. I started thinking in seven figures and acting toward seven figures. Two years later, in 2014, I made \$1 Million in my business.

Since that day I have not stopped talking about success, possibility, and money. I'm so thankful Amy shared her income out loud to teach me what was possible, and now I am committed to doing the same. It turns out that what's possible has to start with a single thought. The possibility has to occur to us; we have to think about it. We have to understand that our mind drives all the results we ever create in our lives.

What has never occurred to you that is absolutely possible for your life?

In this book I'm going to show you how much you haven't considered. I'm going to invite you to come out of the well-intended fog you might have grown up in to see it for what it really is. Your education in possibility has been based on what has happened in the past, when all your possibility is actually in the future. The most basic truth is that extraordinary success is about understanding that what is currently impossible for you now, is the possibility for your future. Impossible is temporary.

So many of my students reveal to me they never thought they could be authors, influencers, millionaires, non drinkers, naturally thin, unconditionally loving—the list goes on. It's not that they tried to be these things and failed, the tragedy is they didn't even consider trying, they didn't even

have one thought about it. And if we don't think about it, we can't feel it, we can't do it, and we certainly will never create it.

When it finally occurred to me that I could make \$1 Million, the possibility, the thought, was born. It was now real. I had never been exposed to this consideration until that moment in my kitchen, but then it was there. The more I considered it, the more I thought about it, the less impossible it became. It's not magic, it's how the world actually works. Thoughts ultimately create our results.

I think the revelation was so huge for me, in particular, because I had already come up with the Self Coaching Model. I was already using it every day in my business to manage my mind, coach my clients, and teach my students. I knew in my bones that the Model was the way the world actually worked; I could find no evidence to the contrary. The Model teaches that our thoughts create our feelings and our feelings create our actions and our actions create our results. I had seen it over and over in my life, and understanding the Model had already changed everything for me.

I had used it to lose weight and stop drinking and develop a much more loving relationship with my mother and myself. I had watched it work with my students and their weight, relationships, and success as well. I was and still am convinced that everything starts with a thought and the rest of our lives will flow from our thinking. So when I heard Amy say that, I realized I had never thought I could make \$1 Million. This was the reason I wasn't making it. It was that simple.

In that moment of revelation, I knew exactly what I needed to do. I had to go through the process of believing something new. I had to change to a new way of thinking. I had to follow the Self Coaching Model, a mind-feeling-action process that I was already using and teaching. I had to let go of my current reality and what I knew in order to embrace a new reality based on what I now knew was possible.

I committed myself. I made the possibility a proclamation and started thinking it intentionally all day every day. I went through all the self coaching steps to get to \$1 Million in one year. These are the exact steps that will absolutely work for you as well. If you do the things I teach you in this book, you will achieve extraordinary success. I can prove it. I have dozens of coaches who have used these tools and the belief that more is possible than we ever thought to achieve success that blows our own damn minds. It is my honor to be able to teach you that process in this book.

Throughout this book I'm going to invite you into my private discussions with a group of extraordinary women. This group of characters is my mentoring group that I meet with quarterly in windowed conference rooms of beautiful hotels. In these private rooms we plan to do the impossible in each of our businesses and then we go do it. We spend a lot of time belly laughing and crying, but mostly we systematically change what we believe and therefore what we do. I'm excited for you to meet this group of unique, talented, and hilarious women. (Stacey's story in particular is going to blow your mind.)

I'm going to start I'm going to start by teaching you what you must know, what all extraordinarily

successful women know. These are belief systems you need to adopt and use to replace whatever is currently keeping you stuck. I will tell you what they are, and then go into detail why they are true and why you must believe them deeply and seriously. I will warn you, you might be resistant to some of these beliefs at first. They aren't easy to accept and believe; if they were, everyone would already have extraordinary success. But in order to step out of the crowd of universal belief that produces ordinary success, you are going to have to stretch yourself.

But don't worry, I've got you. I've been through this thousands of times with my students. It's a predictable process that starts with an aha moment that feels more like remembering something you've always known than learning something new. Then, as you recognize you might have been wrong about a lot of things, you will go through what we call the River of Misery. It's not enjoyable, but it's a necessary part of the process, it's a true identity crisis as you let go of one belief structure and accept a new one that will produce more success than you have ever had before.

I'll hold your hand and show you the pitfalls and lead the way if you start veering off track. I'll remind you what to think and do when you forget, and I will keep believing in you and your dreams even when you want to forget or quit. I will remind you of what is possible and how important it is not to quit.

But before we get started, I want to give you a brief introduction to me as I will be your guide through this process.

I am a life coach. I love saying it. I have been a life coach for 15 years. I started as a weight coach doing one-to-one coaching, and now I run the best life coaching school in the world. I don't say that lightly. I think we literally have the best tools, the best teachers, and the best program for the price of any single other opportunity out there. I have reached a masterly level with my coaching from coaching thousands of hours with thousands of people. I have also spent a significant part of my working life thinking about how to make self help and coaching tools better and more useable. I have used them in my own life to make it so much better than it used to be, and my thousands of diehard fan students have followed suit. They are showing up in ways they never have and feeling better than they ever believed possible. I have been at this a long time, but I'm just getting started.

In 2014, when I made \$1 Million in one year, I realized that I had been putting way too many limitations on what I thought was possible for success. Since that time I have gone through the process I will teach you in this book to increase my income every year. I went from \$1 Million to \$2 Million to \$5 Million to \$17 Million to \$25 Million. My current goal is to get to \$100 Million within the next 10 years.

I promise you I'm not a special unicorn. I'm not different from you. I'm not more capable or smarter or have more advanced degrees. I've simply reprogrammed my brain into a new reality of what is possible in my lifetime. I will prove it by introducing some of my students who are all very different from me except for the process we follow and the extraordinary success we all have. I can't wait for you to meet them, but more importantly, I can't wait for you to join them. It's possible, my friend.

# WHAT EXTRAORDINARILY SUCCESSFUL WOMEN KNOW

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*It's not what you know about your past that creates success,  
it's what you know about your future.*

# 1

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*We know we have to teach ourselves what's possible.*

What is possible for your life? How do you know?

My guess is that you don't. Not because you aren't intelligent or capable, but because none of us is taught to think about life in a way that increases possibility. Our education system is completely based on what has already happened, been created, or already exists. When we sit down with a counselor to discuss our future, they ask us what we have already done, what we are good at, and then show us a list of options based on what is already in the world being done.

You can become a doctor or a lawyer. You can be a writer or an engineer. Here's what those jobs pay. Here's what's possible for your income. We listen to the authority figures tell us what's true, we take notes, and we go home and make decisions based on a very limited idea of life. Go to college or not? Accept the job or not? Go back to school to make more money or not.

But what if that meeting were different? What if, when you went into the small room on campus to talk about possibility, the career counselor asked you first about money. How much money would you like to make? And what if you could answer with any number that delighted you? What if you didn't limit yourself to current salaries or current possibilities? What if that counselor told you that it was possible to make \$1 Million a year and you could say, "Oh yes, that sounds wonderful, I choose that."

What if, instead of knowing your vocation, you knew your number, the amount of money you wanted to have yearly to live the life of your dreams? Immediately you would have to give up the idea that a job was something that was given to you by someone else for the amount they think you should earn, and instead you would be thinking in terms of value you would need to create in order to collect your yearly number.

What can I do to make \$1 Million a year? Unfortunately, this is a question most of us will never ask ourselves. It won't be an option. Our brains are too filled with questions about getting into college and getting jobs and creating a perfect resume. But all of that is contrived and made up by the people who went before us. It's how our current society has gotten here, but it's not how it will grow into where it can be.

I asked one of my most successful students what she was told as a young woman about what was possible. Her name is Corinne, but we sometimes call her Li'l Red because she identifies herself as a redneck. Picture short blond hair, beautiful blue eyes, and the best kind of Southern accent and



hilarious commentary. No college degree.

Current revenue \$5 Million. Husband just retired from his 10-year high-paid engineering management job to work with her.

Here's what she says about the message she got growing up:

*My mom told me thousands of times that she didn't want me to end up like her, with no degree and barely getting by. College would be the answer to it all. The normal path for me was to just not be broke and to do something that allowed me to pay my bills without worry. That was about it. I was never taught that I could dream big, expect big, or be big in life. It wasn't an option until I started learning from you.*

When I read this, I try not to get upset, but it makes me sad for that little Corinne. Imagine going back in time to when she was in first grade and sharing with her all the possibilities that are available in her life. I want her to know that the opportunity she has should be considered very deeply because it was very hard won. Her opportunity to be whoever she wants and make as much money as she wants is not an opportunity that came easily to the women who came before us. I want everyone to know this. I want you to know it.

I want you to know that the opportunity you have laid out before you is limitless. You don't have to ask permission or follow a path that requires you to compromise. You can simply skip that part and start doing exactly what you dream of doing.

I didn't have that chance with my students when they were in grade school, but I had it when they were adults. When they came to my school, I insisted they consider themselves, their thoughts, and their lives in a completely different way. I often raised my voice with them to drown out the messages that they couldn't do it or that they didn't know or that they didn't have the right. I insisted they did, and fortunately, many of my students have courageously believed me. They decided to test out the theory, and in doing so, they have blown their own damn minds. They have created extraordinary success, success that defies the rules and expectations of most women today.

But imagine if they had gotten started earlier. Imagine if when girls were little, we told them this:

Be an example of something new and different and extraordinary. Make as much money as you want, be an amazing mother or not, work for yourself or for a company that recognizes your greatness. What if we told them we didn't know the paths available to them or what they were good at, but that they would know and that they could find out all their answers by taking action and failing. What if we told them that failing was not bad, but part of the process and part of ultimately succeeding? What if we told them they could dream of having houses on the beach and flying private and donating millions of dollars to charity? What if we gave them bigger what-ifs?

I often imagine talking to my other student, Rachel, who feels so strongly about sexism and being a feminist, and telling her that being a feminist is about what you do with your life and not what you

say about men. I want to encourage her to make this life her statement about everything that isn't right about the world. I want to encourage her to earn more, and hire women, and land on the cover of *Forbes*. I want her to imagine the interview she will have with the editor and what she will be able to say about women and opportunity and equality just by describing what she's created.

What if we told little girls this: Earn lots of money and be rich.

Being rich is awesome. It's a virtuous, responsible, noble, and important goal. Being rich makes it easy to say no. To a boss who won't pay you well. To a husband who isn't kind to you. To a problem you don't have time to deal with and that money will solve.

It's fun to have your own money to spend on whatever you want.

It makes it easier to help people, pay for help, eat healthy food.

It's not normal to earn less than you want, less than you are capable of earning. It's normal to be wealthy and free.

It's an honor to use your opportunities and privileges fought hard for you by those who came before. They are never for you to feel guilty about, but rather to feel thankful and grateful and motivated by. The ability to make money, as much of it as you want, the freedom to spend it on what you want, and the opportunity to fail is a gift, not a burden, not something to be ashamed of, but something to be excited about.

The last thing our foremothers would ever want is for us to play it safe.

What if we told little girls:

You don't have to get married or have children if you don't want.

You don't have to go to college to be successful—grades and test scores do not determine who you are.

You can create a business or a product or a job and do whatever you want, making as much money as you can imagine.

The truth is, money does grow on trees and they just keep making more of it, so you either claim it or you don't.

You can be good and moral and smart and loving and very, very rich.

The chances of you selling yourself out for money are much, much higher when you don't have any; money gives you the freedom to make choices that align with who you most want to be.

I recognize that my students come to me with very limited beliefs about themselves and their possibilities. I will, most likely, be the first person in their lives who tells them they can double or

triple their income. I might be the first person who has ever believed they can grow their company into something big enough to not only support their family and retire their husband, but something that could literally change the world. I often hear myself repeating, “You can and should think even bigger.”

I once offered one of my employees a bonus for some excellent work she had done. When I told her the amount I was going to pay her, she just stared at me. Her eyes were darting back and forth, her mouth was hanging slightly open. I asked her if she was OK and she told me that she didn’t know it was possible for her to make this much money. Oh, dear. It is possible, and let me apologize on behalf of all adults that we didn’t tell you this sooner.

The world might try to pull you into some version of “realistic” thinking so you don’t get your hopes up and you remember what really matters. Don’t fall for any of this. You have to know that you are the creator of your life and your own possibility. You don’t have to ask anyone for permission to be more successful. It’s allowed. I’ve already asked everyone who is in charge (the imaginary adults running the world) and they said, “Yep, this life is yours for the taking, see what you can do with it.”

For the sake of this book, I want you to start with success and money. I will explain more in the following sections as to why. But it’s a great place to start playing with what is possible for your life. It’s a great way to question what you have always been told and always believed and get the practice of changing something so ingrained to create new possibilities of growth, earning, and having in your life.

The gift of knowing that all possibility exists in the future is that there isn’t any limitation on it. No one can point to evidence in the future that something isn’t possible. Our minds get to decide and work toward what has been created with our imagination. And isn’t it true that all new things were impossible with no evidence before they became possible by someone doing them? Yes. That’s how it works. That’s how it’s always worked in the world, and it’s exactly how it will work in your life.

What’s possible? You get to decide.

## 2

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*We know the difference between success, happiness, and being a good person. Money and—not money or.*

Often, when I get warmed up and start talking about money and making tons of it, people will start wagging their finger at me. They will tell me I have my priorities messed up and I should focus on more important things like love and being a good person. It's as if they believe success, happiness, and being a good person are all different possible answers to the multiple choice question of how to live a good life.

I always have to remind them that there's a correct answer, which is D, all of the above. It's not success or family. It's not money or being a good person. It's money and. We can have all the things. They do not detract from or affect each other. They are completely different topics that need to be addressed separately. I'm going to do that for you here. I'm going to define them and show you how much they differ and are mutually exclusive.

Let's start with how we define success. Defining success is challenging, so I will save you the research and give you a working definition to use for the sake of this book. We're going to define success as creating the amount of money you want and are capable of creating. Yes, forgive me—we are going to use money as the measure of success. This is not a bad thing. This doesn't mean that money is everything, or you can't call yourself successful if you don't have money. You can do whatever you want.

But for the sake of this work, success and money are going to be much intertwined. We are going to combine and alter two definitions of success. Number one, attainment of popularity or profit. Number two, a person or thing that achieves desired aims or attains prosperity. For the sake of this book, we aren't going to count popularity as success. I don't find it useful or even accurate. I believe you can be very popular and not successful, but I do think you can achieve profit and prosperity and define that as success.

Success isn't about a good effort, or showing up, or even doing your best. Success is about the win, and it requires a scoreboard. And for the sake of success in this context, the scoreboard is going to be the money you want to earn and do. I don't want to leave this up for discussion because I think it's a waste of time. What is your desired aim for money? When do you hit it? That's success. It's important we keep it simple and clean and talk about it in terms of money.

This might make you uncomfortable, or even mad, and because of this, I have a whole chapter about it.

But for now, we need to be clean and clear on success. Success is creating the amount of money you want and are capable of creating. Set your aim, and when you achieve it, you can consider yourself successful. It really is OK to use money as a measurement of success. Not all of us want success, as I will discuss in a minute, but if we do, we need a way to measure it. Money is how we do it. The actual numbers said out loud, committed to, and then counted.

This is without apology or confusion. If you want \$100k and you make \$100k, you've succeeded. That is success. Now, of course, you can also be successful at other things in your life. You can be successful at playing a sport. You can be successful at raising a family. You can be successful as someone who contributes to their community. I absolutely understand that, but this is a business book, and we're talking about possibility in your career and in your business, and we're going to measure that with money.

Extraordinary success is blowing your own mind. It's about making more money than you ever thought possible. It's not about being happy all the time or working yourself to burnout. It's not about getting anyone's approval, except your own. Success is about knowing what you are capable of and then betting on yourself to make a go of it. Success is when you know in your heart you are winning. In this book, we're going to talk about success in business.

Yes, it can be applied to other areas in life, but for the sake of this book, we're going to talk about the work you do and the money you make. And to make things more interesting, we're going to talk about extraordinary success, not the kind you get from just applying what you learned in school. I don't think success is playing it safe by doing what comes easy or doing what your mom wanted you to do, even if you make a lot of money by normal standards.

I think success is the exact opposite of that. It's about forgetting what everyone else thinks and winning in the biggest way you can. Success, to me, is about setting an example of what's possible. It's about someday making \$100 Million in one year, working three days a week. It's about selling as much as I want to sell. It's about changing the conversation in my client's head about what they think they're capable of doing. And no, money isn't everything, but it sure is something.

I won't apologize for the connection I make between money and success. It's an awesome scorekeeper for my belief about what's possible. It's a direct reflection of the value I make, and I sure do make a lot of it—and so can you.

What success isn't: Success is not happiness or sadness, and it's also not goodness or badness. It's not about being happy all the time. It's not arriving at some place where money and goal accomplishment solve everything. It doesn't make you better or more worthy or more important.

In fact, success is just making a certain amount of money you set out to make, blowing your own damn mind, and then realizing life is still good some of the time and bad some of the time. That's it. Killing yourself for success is silly. How you feel on the way to success is often how you will feel when you arrive there. It's not better there than here. In fact, it can be a lot less comfortable with

all that attention. On the way to success, you can explain away your pain as a byproduct of life until you arrive. But once you arrive, you'll get the alarming truth: that life will always feel negative half the time.

So, it doesn't take away the pain, doubt, insecurity, or fear. For many people, it exacerbates them, but it shows you, if you're paying attention, that you can handle it, and that's what makes it worth it. If life in general, and your life specifically, is always going to have negative emotion, you might as well get some success along the way. People won't respect you more or approve of you more. People won't love you more. You won't be more worthy than when you started, and the money won't make you any happier for long, but that doesn't mean we should vilify success and not go after it with everything we have.

In fact, I think knowing that we have nothing too important to gain or lose is what makes the journey toward what we most want a very good endeavor to consider. It's not as easy as you think, but it's also not easy to stay the same. So, the reason to do it is just for some diversity of experience, emotion, and results. That's reason enough. Win or lose, you will have stretched what it means for you to have the human experience.

Happiness. Success cannot make you happy. In fact, success and happiness have nothing to do with one another. One is the amount of money you make, the other is an emotion you have. Success has often gotten a bad rap because people try to do it for happiness. They have somehow gotten the message that if they could make more money and be more successful, they would be happy. This is a lie. It has always been a lie, and always will be. Happiness is caused by your thinking.

You can be happy and successful, or you can be miserable and successful. We all know this is true. We know people who have earned lots of money and are not happy, and we know lots of people who are successful and happy. The most important thing to differentiate here is causation and correlation. Happiness is not caused by success. Happiness can only be caused by your thinking. Period. So, when people say, "I don't want to be successful, I'd rather be happy," it doesn't make any sense. It's like saying I don't want to be strong, I'd rather be smart. They don't have to be dependent or mutually exclusive.

In Chapter 3, I'll talk much more about emotions and what causes them and how to create them. I will also talk about how we've been taught to believe that happiness should be an end goal for our lives, that somehow we can pursue it enough to achieve it. This causes more unnecessary suffering than almost any other thing I see in my clients. When you learn about the concept of 50/50, you will understand that happiness comes and goes, and you would never want to be happy all the time.

It's not even a worthy goal. Success is success. It's earning how much money you want to earn in your job or business. Happiness is happiness. It's an emotion caused by what you're choosing to think, and it's an emotion that is ideal in life about half the time. Don't put success and happiness in a causal relationship. They have very little to do with each other. What this means is you don't have to wait to be successful to feel happy, and you certainly don't have to give up on success in order to

have happiness. You can and should work toward both of them in a conscious and purposeful way.

Being a good person. Most of us want to be good people. Being a good person matters to us, and yet most of us don't define what it means to be a good person. In fact, I'm going to offer that many of my clients think being a good person means not being successful. Huh? Can you be rich and successful and still be a good person? And I mean really, really rich. I mean, having more money than you can ever spend rich. Does money stop you from being a good person? That question might sound strange, but it's similar to the idea about happiness.

Many people believe that the pursuit of success makes them bad somehow. It's as if money is evil and bad and wrong, and working toward creating more than you need will take away your morality and your character. What does it mean to be a good person, a moral person? This is something you really need to think through and decide. I highly recommend you come up with three rules or values or moral judgments about what good people are and how they act. Make sure you are clear that good is a value judgment, and therefore subjective.

There's no definitive law on what it means to be good. For me, being a good person, means that I make a contribution to the world and leave it better than I found it. It means I follow the laws of my country and state, and tell the truth. And finally, it means that I have a tremendous compassion for people, despite their shortcomings. But what does it mean to you? What is your definition of a good person? And do you see yourself as one? When you think about happiness and success, can you see that those are separate topics that don't relate to being good?

Being a good person, being extraordinarily successful with lots of wealth, and being happy a good portion of the time, all of the above are available independently of each other. The choice I have made is to be all the above. I choose to be extraordinarily successful, which means I make a lot and have a lot of money. I choose to be as happy as possible, which isn't all the time—more on that later—and I choose to be a very good person. That's all possible, and don't let anyone tell you it isn't.

The more money I make, the more I'm able to be a good person if I choose to, as opposed to becoming a greedy, selfish money stealer. It allows me to be generous and kind, and more helpful than I was ever able to do without money. I can hire people and pay them more than they have ever been paid in their life. I can buy a car for my friend who can't afford a new one. I can pay for my parents to take a vacation. I can donate large amounts of money to my favorite charity.

Being a good person doesn't have anything to do with how much money I do or don't have. I can be a good person with or without money. Making more money will never change that. It absolutely can't. I can be a good mogul. I like the sound of that. Why don't we celebrate more women moguls making all the money that they've ever dreamed possible? We should. And once we know this, once we know that making lots of money doesn't take away our good morality card, we are free to go after it with our hearts on fire.

Success can't solve a happiness problem. Lack of success and money won't make you a more moral

person. Extraordinary success won't make you a bad person. They're separate topics, so handle them separately. More success is created by creating more value. Happiness is created by managing your mind, and being good is created by how you choose to define yourself.



# 3

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*We know that creating value is what creates money,  
and we know how to create value.*

Money is something we made up to represent value. It's literally a piece of paper that we all agree means something. That's really it. If you think about it, most money simply resides on a computer screen and not even in paper form, so the computer numbers represent the paper money, which represents the value we have all agreed to assign to it.

This is an important thing to understand and to spend some time thinking about. Money represents value. But notice that value is a very subjective thing. What people value is different. One person may value a diamond so much they are willing to spend \$200k for it and another person might value an education more and would rather spend their \$200k getting a master's degree. The money is the exact same, but the value of what that money buys is very subjective and personal.

When you are thinking about creating value in order to create money, you have to remember that what people think is going to determine whether or not what you're offering is of value to them, and how much they value the money (the representation of value) vs. how much they value the result you are offering them.

Take the example of being an employee for a large company. You will get paid based on the value the manager or owner believes you will bring to the company. The value you are able to offer that company will be worth what your end result delivers to them. Unfortunately, this is not how most people think about making money. They think the job is worth a certain salary and that salary is predetermined by some law. It's not. It's completely and totally arbitrary. It doesn't matter what decisions were previously made in any company or any job description for that matter, if you can show and prove that you can provide tremendous value for a company, they will be willing to pay for that value if it gives them a result they want.

If I walk into a job interview for an administrative job and the pay they are offering is \$75k, I might be tempted to think that the job is only worth that to me and it's only worth that to them. I might think that the only thing possible in that job is \$75k worth of value and \$75k worth of money. But if I was able to show the hiring manager that my value of working there would help the business make an additional \$1 Million and save the CEO 10 hours of time per week, you can be sure they would be willing to listen and most likely hire me to add that much value to their company.

The hours we work for ourselves or for another company are not what is valued. One hour isn't worth a certain amount of money to any business, it's what we produce in that hour that we

are being paid for creating. We create the valuable result and they pay us for that result. If I'm a designer, I get paid for my designs. If I'm a waitress, I get paid for creating a satisfied customer who then pays for that value. If I'm an entrepreneur, I get paid for getting my customers a result they value. This is how money will always work.

So the question I usually get next is, "How do I create more value so I can create more money?" It's the question I think more people need to be asking themselves. Too many people ask themselves how they can go and get more money or how they can ask for more money or what jobs pay more money, when really that leaves them depending on the world to pay them more from a very expectant stance. The much better question is, "How can I create more value?" And even better, "How can I create extraordinary value in order to have extraordinary success?"

Don't try to start big when answering this question. Start small. Think about your current job right now. Think about the value you are providing and the money you are getting paid. You are getting paid for the exact value that you are recognized for providing. Now, you may argue that you should get paid more for the value you provide, but that is irrelevant. The value is always determined by the person paying, not the person creating the value. This is actually very good news, and not something to get upset about. If you can find the right person who values the right thing you offer, you can create extraordinary value for money.

Too often, we have a mismatch of value being offered to the wrong people for not enough money. For example, imagine you are a five-star chef and you take a job at a high school cafeteria. You can spend 10 years there trying to prove your value to the principal and the students and trying to get a raise, but you will always be limited because you are not offering the right value to the right people. In fact, what you have to offer is not valuable to them, and it will only be worth what they are willing to pay. Take that same value and offer it to foodies in a beautiful restaurant and you will be able to create extraordinary success with the value you can offer.

The person paying always determines the value. So this means what you have to offer is worth whatever someone is willing to pay for it. I once had someone offer me \$50k to spend the day coaching them. Now, many people could argue that a day with me is not worth that much money. I think my two teenage boys would be first in line to agree that they wouldn't pay that. But this person needed my help with drinking, they wanted me to coach them through my process to help them stop overdrinking, and they knew I could deliver. To them, it was worth it to pay \$50k to never overdrink again. (I did not accept this offer because I no longer do one-to-one coaching.) The point is always to remember that value is in the eye of the customer, and it is therefore very important to create the right value for the right customer.

I have found no limit to the value we can create. We can create a lot of value for a few people who are willing to pay us lots of money for it, or we can create value for lots more people who will pay us less but there will be more of them paying. It will always need to be a balanced exchange between what you create of value and what will come back to you in success and money creation. The way I

do this personally is by always overdelivering. I realize that the value always comes back to me if I just keep creating it. It doesn't always have to be immediate, but it always makes me more valuable of a contributor and, therefore, a much more successful person.

I have worked on this with clients who work as full-time employees, and I have seen it with business owners. It works the exact same way with both. A client who is an employee of a company will tell me that they want more money and ask if I can help them ask for a raise. I always start by asking them about the value they are creating. I ask them if they are creating the maximum value for the position that they are capable of creating within their workweek.

Astonishingly, most of them answer that they aren't. They usually admit that they could be doing so much more, but they don't think anyone will notice or that it won't matter, so they simply do only what is expected of them. Others might say that they are busting their ass and working crazy long hours and showing up early, and still their boss isn't recognizing their accomplishments. In both instances, I always sigh. They have completely missed the big picture in how value is created and paid for. They have been misinformed or haven't seen the bigger picture.

The first question is: What does the person paying you value? What is the most valuable thing you could do for them? DO YOU EVEN KNOW? Unfortunately, most of you don't. How can you possibly ask for a raise if you don't even know what they would be excited to pay you for doing? What do they find so valuable that if you did it, they would be thrilled to give you a raise or promote you or give you a bonus?

The second question is: How do you want to provide value? What do you want your contribution to be? Answer this question regardless if anyone sees you working or even acknowledges what you have done. At the end of each day, if you want to make a contribution with your work so you can be proud of your job, what does that look like to you?

I can tell you that it doesn't matter what job you put me in, I'm going to aim to be the most valuable employee who has ever done that job. I will lay myself out to become more valuable, to create the biggest contribution, and to put my head on the pillow at night proudly. I won't be proud because someone saw my work and said I was great, but because I did. I know for sure that when I believe I'm valuable because of the contribution I'm making, then it's just a matter of time before I find another person who will recognize me and be willing to pay me for that value.

Extraordinarily successful women have all figured out how to create massive value that people are willing to pay for. We don't try to make money from nothing—we get paid for creating value. There's no way around it. Often the value creation happens years before the success, but it always comes. We know we are valuable in our ideas, our effort, and our time, we act in accordance with this knowing, and we are paid when the value we offer is recognized by the person who is paying. It's our job to create the value and find the person who needs it.

# 4

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## *We know that extraordinary success includes having a lot of money.*

Lots of money is my favorite. I wish I would've been told earlier how much fun it is to earn it and have it. We are mostly taught how fun it is to spend it. Having it is a very different thing. Successful women understand that having money is one of the indicators that we understand our minds. When money becomes easy, we can be sure we have gotten out of our own way.

Often, when I work with a student to help them increase their earning potential, they double their salaries within a few years. But despite doubling their salaries, they often end up having less money. I believe this is because we are not taught how to have money. We are taught how to underearn and spend. This is why our country has a catastrophe of debt—way too much underearning and overspending.

Having money is a very different experience. It's when we earn money and then just have it. We become wealthy with money instead of cluttered with stuff. There's something completely peaceful about having a large bank account with unspent money. But it's not as easy as it sounds. There is a pull to consume. But I'm teaching that the pull to create the money can be so much better than the experience of spending, and that's why you need to flip it over. Instead of earning less and spending more, I want you to earn more and spend less. That is when you can create a pile of money just for fun.

I'm not talking about saving and investing money due to scarcity. I'm not talking about not buying yourself nice things. I'm talking about consciousness. I'm talking about learning how to have money and be someone who has it. I don't want you to buy big houses and nice cars to let people know you have money. If you want them to know, just tell them—that's what I do. I just talk about money with my mouth instead of with my belongings.

Having lots of money is a wonderful thing—but let's talk about what money can do. It can pay for you to stay home for a year if you need a break. It can pay for you kids' health care. It can pay for a pool with a beach entry so your dogs can wade in and out at will. It can help your niece pay her rent when she is short. It can make interest and more money. It can hire people and pay for their education and their insurance. It can advertise a lifesaving service that people need to know about.

It's also one way to keep score for yourself. Most of us who love striving for success love to monitor our progress. Money does it beautifully. It's math. It doesn't ever lie. As a group, we are so inspired by each other's numbers. I think women are less competitive with each other and more inspired by

each other. When one of us wins, we know we can all win. We see the possibility. We know that not one of us is more valuable than the other. We know we are all women alive at the same time selling something priceless. We can all win. So can you.

Women who aren't successful, but who want to be, have a lot of garbage in their brains about money. They turn it into a zero-sum game and take all their action from scarcity. They have beliefs that are so deeply ingrained they can't even see them until I point them out. This results in chronic underearning for many women who have much more earning potential.

I define underearning as earning less than you want to earn and are capable of earning. I don't have a set amount that everyone should be earning, and I don't believe that everyone should be earning more. The key component here is desire. If you want to earn more and you can, then you are underearning. I've had students who earn no money who are underearning, and I have students who are earning \$1Million who are underearning.

Please note that underearning is not the same as overspending, yet they often go together. Usually, when I have a student who is underearning, they are compensating for it and enabling it by overspending and using credit cards or other forms of debt. You will know if this is you because you always feel like you just don't have enough money at the end of the month.

It's tempting to blame circumstances for underearning and overspending, but it's always an indication of something going on internally. There are enough opportunities and possibilities to make more money, and as long as we use our circumstances to explain our underearning, we won't be motivated to create new possibilities and change.

Thoughts have a way of doing this and we will take a deeper dive into how to undo all the defective programming later in this book, but for now, here's what you need to know and feel deep in your bones.

Being successful and making lots of money is very good.

It's very possible.

Having money is just as important as earning it.

Money won't make you a better person, but it will make it easier for you to make the decisions you most want to make.

Here's the bottom line: You need money to live. You're going to think about money and earning money regardless. The only question you should ask is how much. The way we answer that question truly matters. Typically, we don't even have a purposeful or intentional answer. We simply go after a job and the pay that it offers, or we have some amount in our head that seems reasonable and we settle for that.

But we need to think bigger. We need to know that whatever we believe and decide is what will be

the amount of money we ultimately earn and have in our lives. It should be a conscious decision. The way I like to think about it is that we each have a potential for money within our lifetime—it's ours for the taking. We can either claim it by being conscious about it, or it will sit there unused in our life. That potential for us to grow into that possibility and that belief system will be left unused. No one else will get the opportunity to have it—it's just unused energy and potential.

And that amount of money is big. It's way bigger than most of us are used to thinking. We are severely limited by the programming of our childhoods and society as to how much money is normal and appropriate to earn or have. It's my goal in this book to completely reset your belief on possibility. What you must know if you want to be an extra successful woman is that you have a belief ceiling on what is possible and that belief ceiling is only in your head. It's not a truth or a reality that exists—it's an imaginary bar that we're all incorrectly agreeing is true.

I absolutely know this from being a person who decides on salaries for my employees. Those amounts and numbers are all completely made up. We are all looking at each other to see what we should pay—it's not based on some economic law of what we are allowed or what we can afford. This is extremely important for you to understand as you go into the world looking to create value and earn money. It's an arbitrary choice, and if you haven't made it consciously, you will end up underearning for no valid reason.

Most importantly, you will need to make peace with large amounts of money. As humans, we like to be in groups of similar and like-minded people. It's in our DNA to connect and belong. This is one of the main reasons that we all make very similar amounts of money and have very similar things. Please notice how normal it is to complain about not having enough money or how hard it is to be rich. Notice how often we separate the wealthy from the middle class. Often, we complain about how the wealthy are different and not like us.

To step into your possibility as it applies to making money, you're most likely going to need to be willing to stand alone outside of the group. Making lots of money is, unfortunately and unnecessarily, something that will cause you to be different. Please don't underestimate how difficult this might be. It's hard to imagine that having lots of money can be interpreted as a bad thing by your brain, but it's often the case. Many of my students share that they feel shame and worry about people accepting them once they start making several \$100k or even \$1 Million per year.

And the truth is, they're often right. Often the people around them start questioning their character and motives when they start making a lot more money. It seems too good to be true, and so they wonder if they're doing something shady or against the rules. This can be very uncomfortable and challenging to navigate, so I like to warn you ahead of time that you need to practice having lots of money in your mind first. You need to prepare yourself for some of the challenges you might face.

Be very careful not to fall into the sabotage loop that I've seen some clients fall into. They'll start overspending, buying things they don't value or need. They'll hire unnecessary people in their business and even stop doing proper bookkeeping and tax planning to jeopardize and penalize

themselves for having lots of money. I know it might sound a bit crazy if you haven't experienced it, but it's absolutely real. Having a lot of money in your bank account, and being someone who has a lot of money, takes some time to get used to and manage. Be aware of this so it doesn't catch you off guard when you get there.

# 5

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## *We know that life is 50/50.*

Life is a combination of positive and negative, have you noticed? It's a balance of good and bad, happy and bored, positive and negative. We spend a good part of our lives trying to overcome this truth, to no avail. At some point, we were led to believe that we should be happy most of the time and so we spend a lot of time feeling bad about not being more happy.

When I teach my clients that they shouldn't be happy more than half the time and that in fact that's not the way life is meant to be, they often get upset with me. They want to change the ratios and make it so they can at least be happy 80% of the time, as if I'm making the rules and somehow cheating them out of their fair share of happy goodness. But really, I'm just conveying the news, I'm letting them in on the truth of how the world works.

We try to outrun this truth by fixing our lives, other people, and the world. But have you noticed that this doesn't work? We can't fix the world. Every single time we make it better in one way, it gets worse in another way. There is and always has been evil and bad and reasons to be upset. It hasn't ever changed, and it's not going to. We like to believe in a time when we'll make the world better than it is, or sometimes we talk about a world that was so much better than it is now. We're wrong on both counts. It was 50/50 then and it's 50/50 now—the flavors are different but the ratio is the same.

The same is true for your emotional life. Your life is great half the time and not great the other half. One half actually makes the other half possible. When people argue with me that they want a life that's more positive, I tell them they can have that but they just have to be willing to be positive about everything. They have to be willing to feel good even when bad things happen. When I point this out to them they usually end up agreeing that they want to feel bad and be unhappy when bad and unhappy things happen.

This is a very important concept to grasp if you want to have extraordinary success. And before we even start on the journey, you have to understand that it will still be 50/50 when you get there. You can't manipulate your life to get out of the truth of 50/50. There isn't enough money, success, famousness, stuff, or contribution that will change the truth of balance. The topics will change, but the balance and the ratio will be the same.

This will confront you with the reason that you want to be successful, because if the reason isn't so you can be happier or have a better happiness ratio, then what is the reason to work so hard? If you aren't avoiding the negative side of life, then how can you justify the work it requires to be extraordinarily successful?



I've thought a lot about this question and my answer has always been about evolving and growth. I see the purpose of my life is to keep moving forward into different and more evolved versions of myself. So the balance stays 50/50 but the scenery and the problems change. In fact, I think the intensity of both positive and negative increase with my capacity to handle them both. This creates a life that is more engaging and exciting for sure. It feels new and different instead of the same old recycled positive and negative experiences, thoughts, and feelings over and over.

Setting extraordinary goals and creating new possibilities for your life is going to bring up lots of negative emotion. You'll feel levels of doubt, worry, and frustration beyond what you've ever felt before. When you understand that these are emotions you're choosing on purpose in order to grow and that you will be required to experience discomfort 50% of the time anyway, it starts to become more and more worth it to pick bigger and scarier goals. You get skilled at processing the negative emotion that accompanies the climb to be the best version of yourself you can possibly be.

When the negative side of life appears, instead of stopping, quitting, hiding, or rebelling, we open our arms and welcome in the other half of life as something to experience on our way to greatness, and we immediately move forward toward bigger possibilities. We stop hiding from fear and worry and start taking actions that bring them up in ways that help us grow and contribute.

If you think about the worst possible emotion you can feel and you learn that it's completely harmless and part of the experience of being human, your life begins to change. You'll stop being afraid of emotions, stop being afraid of being afraid. You'll realize that discomfort is going to be there either way, so you might as well feel it as part of the journey somewhere instead of feeling it while you stagnate in the same place.

The fear of shame, humiliation, rejection, and inadequacy has cost more people more dreams than I can even count. Notice that it isn't even the emotions themselves that cause the immobilization, but the fear of those emotions. The anticipation of negative emotion is the most dangerous thing we can do for our lives as it applies to creating new possibilities. I unfortunately can't promise you that you won't feel these negative emotions; in fact, I can almost guarantee you will. But what I can promise you is that all these emotions are harmless if you're willing to process them through.

Emotions are simply vibrations in our body caused by our thinking. They are small chemical reactions that create sensations throughout our chest, head, stomach, and extremities. They make our heart beat faster sometimes, make our chest feel heavy, or even make our face feel hot. When you really think about emotions, they aren't even that physically painful— they're more uncomfortable than anything. When we resist them, they get stronger and more aggressive, but when we breathe into them and allow them, they simply vibrate. They get processed through our bodies, and then they pass. They might come in waves and leave to return back and forth, but as long as we allow them to be there and don't avoid or react to them, they don't need to change anything about our progress.

Fifty percent of the time, we'll need to allow negative emotion. We'll need to allow the likes of frustration, boredom, agitation, confusion, or even shame. If we open our hearts to these emotions instead of building our lives around avoiding them, we will create possibility beyond what we have known in fear. By exposing ourselves without emotional protection to our lives, we realize that we never needed it. We never needed protection from hurtful emotions, we can embrace them, feel them, and keep moving forward.

We can't control that life is balanced between negative and positive, but we can often control which negative and which positive we choose. Yes, you can and will choose your negative emotion in order to achieve extraordinary success. In fact, that's one of the best secrets and skills of success—choosing negative emotion that makes you stronger and more resilient. Inviting in the negative emotion and using it to evolve as a human being.

Let's give an example. Imagine you are a woman in a cave thousands of years ago. You feel safe but lonely in the cave. 50/50. Safe is the positive emotion, and lonely is the negative emotion. At this point you have a choice. You can stay in the cave and continue to feel safe, or you can venture out to find a companion. In order to do that you'll need to give up the feeling of safety in exchange for the feeling of fear. You're still going to be experiencing negative emotion, but the idea is that it will be a means to an end instead of a more stagnant negative emotion.

This same theory applies to your life. One of our privileges as human beings is our ability to choose our pain. We can choose the pain of being overweight or the pain of deprivation. We can choose the pain of growth or the pain of stagnation. Our free will lets us choose the 50% flavor that we move toward. To create an extraordinary life filled with success, we need to learn to move toward the emotions of courage, fear, rejection, failure, and overwhelm. In exchange, we get to let go of stagnation, purposelessness, boredom, scarcity, and inadequacy. A great way to decide what the 50% will be is to ask yourself what emotions will move you forward, evolve you, and make you stronger. If you are going to experience the balance of emotion no matter what, you might as well choose feelings that move you toward extraordinary success.

What this means is that when you face an obstacle on your way to your goal, you'll move toward that obstacle, encourage the negative emotion it invokes, use it to make yourself stronger, and to learn and then do the very next thing to overcome that obstacle. All too often I see my students quit at the first sign of an obstacle. They get negative emotion all stirred up and decide it's too unfamiliar and decide to go back to the negative emotion they are more used to. This is a huge mistake—the decision has to be to open up and breathe in the new negative feeling so you can process it through and digest it. This will teach you that negative emotion is actually harmless. It can't do any permanent damage unless you try to avoid it or resist it. The way to success is through emotion—the way to extraordinary success is through extraordinary emotion. You keep moving toward it, and inviting it in and learning.

# 6

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## *We know failure is the price of success.*

We spend 12–16 years in school hearing that failing is a bad thing. The very worst thing we can do in school is to get it wrong and fail. Well, in order to have extraordinary success we have to learn the exact opposite of that rule; we have to learn how to fail and how to do it well. We have to try all the things that won't work in order to find all the things that do.

Think about this hard. You were trained to do what you were told to do; you were trained there was a right and wrong answer; you were trained not to challenge the right way of doing things and if you didn't do it right, you failed and that was a very bad thing. The more you fail in school, the less successful you are. The more you fail in life, the more successful you are. It's almost like school was out to prevent us from creating new and exciting things in the world. There's a reason why some of the greatest inventors and creators of our time didn't do well in a structured school system.

If you want to have extraordinary success, you're going to have to risk being a failure. You're going to have to be willing to feel every single negative emotion that's available to us as human beings. If you can embrace the emotions of humiliation, confusion, defeat, and destruction, you'll be well on your way to extraordinary success. In fact, the only thing between you and taking action on your dreams is your anticipation of the feelings of failure. And when those no longer stop you, there will be nothing you won't be willing to do to keep going until you arrive at these emotions. The best of us try to avoid or outwork the side of life that hurts or sucks, and this is the very reason we end up doing things to avoid failure. We don't ask for what we need in case we're told no, we don't put ourselves out into the world, we don't talk about what we offer or show up in big new ways. We keep our ideas and our creativity to ourselves. Because the truth is, half of our ideas are terrible. Half of our attempts won't work. But in order to get to the half that will, we have to go through all the negative crap in the way. We have to do the work of failing and failing over and over again in order to win.

Think about what it's like to learn how to walk or ride a bike. There is absolutely no success in the beginning, it's solid failure. It's falling, not walking, in the beginning. It's getting up over and over and over. There's a long period of time when walking is not happening, it's just a bunch of falling. This is the exact same thing that happens in striving for success. In the beginning, after you come out from comfort hiding, there's nothing but negative emotions and failure. This is the path to success. It doesn't feel like winning; in fact, it feels like losing right up until the point of winning.

The only reason we don't want to fail is because we don't want to feel bad. We don't want to experience the half of life that doesn't feel good. But why does it feel bad when we fail? What if we

could actually start to feel good about feeling bad? What if we learned that the half of life that feels bad is actually what gets us the other half of life that feels good. And we don't need to be in a hurry to feel good if we can get better at feeling bad. It's an easy thing to say and to understand, but when we live it is when we can create possibilities worth living into.

I want to take a minute to address the idea of trying to outrun failure. I see this all the time with my students and with crazy busy people in the world. You can't outrun it. Being busy and working into the late hours of the night will never shield you from failure. Taking smaller risks or no risks at all will not shield you from failure—we call that just failing ahead of time. You can't outwork failure. You can fail working eight hours a day as well as you can fail working 12. It's not worth it. Just stop trying. Decide to fail and walk into it and through it every single time. The truth is, failure gets you there as fast as success.

When you're trying for new possibilities in your life and work, you'll need to try lots and lots of things. Most of those things won't work, but each of them will teach you something about what doesn't work and what does. You'll know you're doing it right when the minute you fail at an attempt, you take notes and try something else or try again. You keep moving along the path, your momentum keeps you moving forward, and eventually, all that failure leads to sweet success.

But when you do it right, success doesn't end up feeling that much better than failure. They're both sides of the same coin. You'll start embracing the idea that failure is simply currency and success is simply what you are buying with it. When it becomes a dance of feeling both bad and good, you know you have figured it out.

As you go through the possibility formula in the journey toward extraordinary success, you will go through a process of testing combinations of money, value, and people offerings that will fail more often than not. The crazy thing about success is that you have to fail your way to it. The truth is ultimately that successful people aren't good at success but are rather very good at failing. They're willing to keep failing until they achieve success.

For example, when you're learning how to create something that will be valued by the world in a way that pays you the amount of money you want to make, you have to find a combination that clicks. You have to find the right value for the right person at the right price. In the beginning, you might have something very valuable but are offering it to the wrong person. Or you might have great value and you're offering it to someone who's only willing to pay you less than you want to make. Or maybe you have a financial goal that's much bigger than the value you are offering. When the combination doesn't work, it will feel like a failure.

So many of you will want to make this mean that you're a failure or that this formula doesn't work or that it will never work. This is just an adult temper tantrum and you'll most likely have many of them. The trick is to overcome the tantrum and try a new combination as soon as possible. The formula isn't difficult, but the feedback sometimes is. When we spend time creating something we think is very valuable because of the time and energy we put into it, and we find out that no one in the

marketplace is willing to pay for it, we have to start over. There's nothing easy about this. We might feel defeated or even angry that our hard work is not paying off yet, but the failure is how we move forward. It's how we learn what works and what doesn't work.

When we anchor ourselves to success and believe it's possible for us in the future even though it's impossible right now, it keeps us moving. It's like we know this ends up working so what is the right combination of value to a person that ultimately makes it work? What is the problem you end up solving for someone where they will happily pay the value you are offering to meet your goals? Failure is how you find out.

In my Self Coaching Scholars program, in December of every year, I assign my students to choose an impossible goal. I have them pick something they know is currently impossible that they would love to create in their lives. I then have them write 25 actions they will take to work toward that impossible goal each quarter. The intention is not for them to get the work done to even accomplish the goal, the intention is for them to take action and fail to learn more about the goal. It's to engage them with the process.

We find out very soon who is good at failing and who isn't. So many of my students who are very smart and used to knowing the answers and getting the win all the time quit this exercise within the first few weeks. They will often tell me they think it's silly to work toward something that's impossible. They can't process the emotions that come along with failing and the discomfort that will inevitably come from working on something with no clear path to immediate success.

But when you stick with this process and the formula long enough to create amazing value for people who are excited to pay for it, it's similar to getting on a long slippery slide at an amusement park. Before you know it, everything starts moving faster and easier. You will have an employer or customers who are delighted to pay you and so happy to have you helping them in their life. You will have more money than you might have ever dreamed of having. And it will be all because of the willingness and the ability to fail.

# 7

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*We know we don't get the how until we're there.*

The first thing new students ask me when they create new possibilities for their future is, “How do I do it?” It’s the equivalent of asking, “What’s on the test?” in high school. They want to know the exact thing to study and do so they can have their result. And they would prefer to have it right then, so they know exactly what they are up against.

Knowing the how seems to make the believing easier. If we have a clear path from here to there, then we get to keep some sense of certainty. But the problem with doing things we have never done before is that there’s no certainty. It’s a collection of days filled with not knowing exactly how to get there and lots of risking and failing.

The skill and art is learning how to believe in something so hard that you actually start being the person who has accomplished it in your own mind. As you start being this person who has already done this amazing thing you want to do, you start making decisions from that place and taking action from that place. When you fail at something you don’t make it mean something terrible, you simply learn from it and move on.

The how starts to emerge only in the rearview mirror after you have already done it. We’re used to having the path laid out before us, but with new bigger and sometimes currently impossible goals, we only see the path after we’ve created it. This is a new experience for most of us—we have little to no training on how to do this in school, so we need to learn how.

The process basically looks like falling down a lot. It sounds like no a lot. It feels like overwhelm and confusion. And yet, if we believe in the goal we’ve set and believe in the possibility of an extraordinary future, we keep moving forward, creating the path to success with many wrong turns and missteps along the way.

When I look back over my career and see where I am now, it’s almost laughable to imagine that I could have known the path here when I started. It’s impossible. I had no idea about Facebook ads or iTunes podcasts. I couldn’t have guessed I would create tools like the Model, the Manual, the urge jar, How to Solve Any Problem, or Stop Overdrinking. I couldn’t have known then what I learned by doing.

When my students ask me what they should do, I tell them to do something a lot. This is so much easier than it sounds. It’s so much easier to wait. It seems so much safer to learn more or understand more or get some sense of the right thing before we venture into action. But the opposite is true. The more belief you can muster, the more you will want to go. You will want to find out how you get

there by attempting to get there. You will learn what works by finding out what doesn't work.

I watch my best students do this so well. They just start trying all the things. They try things I tell them to try, and if that doesn't work, they make up things to try. They just keep going, doing what we call massive action until they get the result they want. Inevitably when they get there, a newer student will ask them how they did it. I love to watch this exchange. The successful student will give the new student a very clear prescription of exactly what they did. They will look back over the path and explain it beautifully, step by step.

They might say something like this: "Well, I just clarified my niche and my customer and then I created an online funnel and wrote some good copy. Then I sold my program as a group and it worked out really well." Ah... they make it sound so lovely and so easy. But I was there for the journey and it wasn't like that at all. It was more like they cried and complained for about three days, then they picked a niche they were sure wouldn't work. They tried 10 different Facebook ads that all failed, until one finally got some traction. Then they changed their sales page seven times until it was readable and made sense. Then they got their first sale. At that point they decided to quit and told me that it was all too much. Then two days later they had a great idea for a new program and tried that and it worked very well. Then they had too many clients and decided they wanted to go back to their old job. But they got there, they don't really remember how crazy the path was, but they did it.

This is how anything newly created works. It's an unknown how until it's done. You need a very determined mind to stay with something you don't know how to do. Your mind will always want to tell you that you'll never figure it out, that it's impossible, that you're completely wasting your time. This is the reason why everyone doesn't do extraordinary things—the brain isn't wired for the risk it requires.

So just know that if you desperately want to know the how of success you have to create the success to find out how you do it. There's no prescription, and this is precisely why they don't teach it in school. They like clean, linear, testable curriculums inside the school walls. But extraordinary lives aren't like that. They're the opposite of that. Try something, learn what works, learn what doesn't, repeat. Good luck. Nothing is certain, but the ride is completely worth it.

One more thing. Please don't quit until you find out how to do it. I watch way too many people quit halfway there. They start to figure something out and because they aren't there yet, they think they aren't making progress. They think they are failing because they don't have the finish line in front of them. It's like turning around halfway to the grocery store because you hit a red light—it's maddening to watch. Retrain your brain to keep going until you get there. Don't wait for the how. Create it.

## 8

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### *We know it's not better there than here.*

I have some very bad news. It's not better there than here. If you're in a hurry to get to extraordinary success because you think that's when life will get better, you might as well stop now. It's the same life. It's still 50/50. You will still be you, the world will still be the world, and other people will still be human. You can count on it.

Success doesn't feel like winning the lottery or falling in love when you get there. It feels like another day when the sun comes up and half of life is spectacular and the other half still sucks. You still have all the same negative emotion that you've always had, and you still worry about things that don't matter at all.

This is the exact reason why you don't want to be in a hurry to succeed. There's no rush to get there because it's not going to be better. You don't have to work 80 hours a week now in the hopes that when you arrive you'll be able to cut back and finally enjoy your life. The money won't make everything better, the accomplishment won't make it all better, and the acknowledgment won't make it all better.

But do you know what? It doesn't need to be better. If you create a new possibility for your life because you hate the life you have now, you're going to be so disappointed. Because a new, more successful life won't make you love life more. It's impossible. When you're a person who can't appreciate the life you have, money or success won't change that. Part of achieving huge success is not being attached to what you think it means. It actually means very little.

Everything will be the same except you'll have more money and more achievement. So why do it? Why bother? If the goal isn't to make life better, why go through all the failure and all the work to do it? If I can just enjoy and appreciate my life without the success, why not just do that? It's a great question and one that I highly recommend you consider before venturing out on the journey to extraordinary success. What really is the point?

It will be different for all of us. But it comes down to what you want your life to be and who you want to end up being. You'll always be a human who has to contend with the human experience of 50/50, but what will you have done and contributed and completed at the end of your life? Will you have risked and shown up in the way you most want to? Will you have contributed everything you know in your heart you want to contribute?

That's the difference. When you're creating a future based on the value you want to create with



your life, there's no rush. When your purpose becomes something beyond you and beyond your life, it doesn't have to pay off with something better for you. Because it isn't about a selfish motive of pleasure anymore, it's about what you want to give your life to, and who you want to be when all is said and done. Doing something you've never done, maybe something no one has ever done, is the ultimate in evolution. And as humans we have a calling to evolve, we have an instinct to create. When we hear this nudge and act on it, the experience of being alive changes. When we don't hear it, when we mute it with food or drugs or distraction, it torments us with mischanneled energy and desire.

It's not better there, and yet that doesn't matter. The journey is purposeful and the alternative of not going on it is stagnation. Success brings new problems and new pain, so it isn't so much better as it is different. It's better in some ways and worse in others. But the ultimate high is learning that we can get comfortable with being uncomfortable and that negative emotion doesn't have to keep us hiding. We can live the biggest version of our life knowing that it can't get better and it can't get worse. It's always the human experience, and the safety and the exposure are the same.

When I teach this concept, students often ask me why the journey is worth it if it doesn't make our lives better or make us happier more of the time. The question itself reveals our bias toward believing that the purpose in life is to be happier more and if something doesn't promise happiness it's not worth doing. I'm asking you consider that this paradigm is not useful. Chasing happiness never works because our brain is wired for contrast and the world is set up for a myriad of emotions and responses to both positive and negative interpretations.

So the motivation becomes different as we consider new possibilities for our life. We let go of the idea that there's more happiness somewhere in our future, and we start creating a new future for different reasons. The reason I often share with my students is the reason of prefrontal evolution. This sounds fancy and scientific, but really it's just the process of being human at the highest level possible. It's embracing how amazing it can be to have a human brain and create a future that hasn't ever existed.

Planning way into the future is a skill that's reserved for humans. Being able to imagine a future that isn't based on the past is a human superpower. It's the very superpower that has created all the amazing technology and advances in medicine and improvements in society that we can observe around us. All the human-made things that create our world were created by the evolving human brain. This is not something you will see animals doing. They aren't creating at the pace and level that requires a human imagination.

The issue that we have as we explore new possibilities is that we have our animalistic primitive brain and our prefrontal human brain all in the same head. So although we have the ability to create and believe in any future we want, we also have the primitive brain embracing safety and comfort and discouraging any type of unknown activity. This is why you will notice that your biggest dreams will also come with a built-in discouragement alert from your primitive brain, which is unknowingly

preventing you from evolving by sending unneeded signals of danger based on old programming.

Your imagination is your possibility creator. You can imagine a different future and you can live into that future completely within your imagination, making it more familiar to yourself and therefore more comfortable. Once something becomes familiar to your brain, the primitive brain will turn off the alarm bells and settle into the new reality. This is before you've even accomplished anything. This is simply through rehearsing the possibility in your mind before you've created it in reality. In this way, right now, you're able to experience the future in your mind fully. You're able to create the feelings you will feel when you have achieved the result. It's not better there than here, because you have created the experience of being there before you even actually get there. You're living it within your imagination over and over and can feel it now.

Often, when my students achieve their big impossible dreams, it feels a bit anticlimactic because they have been living it so long in their heads that they barely recognize the difference between it materializing and the experience they have been practicing over and over each day in their minds. This is what we mean when we say the journey is the actual experience of the accomplishment. The process of believing in the dream is what creates the result, but we experience the feeling of the result all along the journey. It's not better there than here because the brain doesn't know the difference.

# 9

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## *We know we are already 100% worthy.*

You can't do anything to make yourself more worthy. Being more successful doesn't change your worth as a human. Your worthiness is indisputable. No matter what you've done, good or bad, you're as worthy as the person sitting next to you in Starbucks, the lady who just got arrested and is going to jail, and the baby who was just born in the last 10 minutes. We start worthy, we stay worthy, and we end worthy. Nothing we do ever changes any of that. You must know this before we start. You must understand that nothing you will do in this world of success can change or make you more of who you already are. Success will take it and show it to you in the work. And that's ridiculously fun to see. But whatever you create is only an expression of what you already are right now.

Accomplishment doesn't change you. It just reveals you. If someone doesn't recognize your worthiness, it's an indication of what they can see, not what you are. If someone doesn't think you're good enough, they honestly don't know what they're talking about. I don't care if it was a teacher in school, your mother, your husband—if they can't see you for the complete and perfect human that you are, they have work to do to see your worthiness, because you have nothing to prove. You will be complete and worthy when you blow your own mind with success, and you are complete and worthy right now in this moment. Fulfilling your potential won't increase your worthiness in any way. No one exists or will ever exist that will be more worthy than you. Not the richest person in the world, not the smartest, not the best inventor, or the best business person, or the Nobel Peace Prize winner.

So we can all stop trying to be more worthy. It's exhausting. And frankly, a waste of time. It's already done. Check it off your to do list. Let everyone know. You've completed the task of proving your worthiness to anyone. It's laughable. You are here. You are worthy. It's the truest thing I know and there's not one shred of evidence to the contrary. It's for you to believe, enjoy, and stand into no matter what you do next. Other people will not know what you're capable of. You're the only one who has claim to your possibility. This is one of the most magical freedoms of life no matter where you come from or what your circumstances are. You get to decide what you believe is possible. And because it's your life and your future, there's absolutely nothing anyone can do about it.

Dan Sullivan from The Strategic Coach once taught me that the future is our property. I love this. I love that it's mine and no one can be allowed to step foot on it without my permission. I get to do with my future what I choose to do with it. My future is nothing right now except my own possibility. And remember, that possibility is always currently impossible by design. What you want to create in your future is not created now, and therefore it's temporarily impossible. So when people come to you and want to remind you of this now very obvious fact, don't use it as a reason to doubt yourself,

recognize it for the truth that it is, and give them a wink. People don't mean to be rude or trample on your dreams. They just want you to be realistic so you don't get disappointed. They would rather you live a very disappointing life now, rather than go for something and fail.

They mean well, but they aren't for listening to. Did you hear me? Don't listen to these people. They don't have good things for you. Failing after you've tried is always better than failing ahead of time. You'll learn and grow and evolve, and all success requires this of you. Now listen, haters are people too. When you start to have extraordinary success, and you will, haters are going to comment. Let's call these haters "the commenters." That's their superpower. They aren't very busy living extraordinary lives, so they spend a lot of time commenting on other people's. Have you noticed this truth? Did you ever see Oprah in the comments on Facebook complaining that someone isn't politically correct? Have you ever seen Bono get in a fight with a fellow commenter on YouTube?

There's a reason for this. They're too busy being extraordinary to be on the sidelines commenting. So let's decide now that you aren't going to listen to the nonconstructive comments. And I mean ever. They're like the lobsters at the bottom of the pot trying to pull you back down. And as soon as you look at them, you'll lose your focus. Keep climbing. Think of commenting as a sport—whether it's being done at a party behind your back or on Facebook, it's a sport that you don't play or watch, period, the end. And that being said, don't hate the haters. The haters are all people too. And they all have reasons for why they have so much time on their hands to hate you and other people. The more you understand their motives, the less upset you will be at them and the more compassion you will feel.

I'm going to let you in on something that you might not be aware of. And it is that some of your haters are going to be people who love you. They're going to think they have some type of authority over your life, and they'll feel compelled to give you proper direction. And here's what I want to tell you. You don't need their permission to do whatever the heck you want with your life. And that includes making a ton of money. Don't ask them what they think, and don't defend your decision. Just do it. They will still judge you quietly and often very out loud. Let them. It's your life, not theirs. If they want a life of moderate success, that's totally fine with us. We won't give them a hard time about it. But we also will not consider their opinion as we go about making enough money to buy seven Lambos, not because we want to buy them, but because we have the option to buy them.

I always say quietly in my head, "Your opinion is noted." And then I go about living my massively successful life. Do this. It's very fun. Your worthiness will not change. It won't change when you have more money. It won't change when people hate you or not hate you. It won't change when you get more approval or less approval. As you go through this process, the haters will come and you may think that they're affecting your worthiness. They're attacking your worthiness, your intention, the trueness of who you are. Please don't ever question your own worthiness, no matter how many times you fail, no matter how many mistakes you make, no matter how many people disapprove of what you're doing. If you hang onto your worthiness and you know that it's always absolute and always complete, you'll make it through. And you won't be any more worthy, but you'll know your worthiness to be absolute because it will not be affected by any part of this journey.

# 10

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*We know it's hard, and we can do hard things.*

Creating extraordinary success is hard—this is the reason to do it. If it wasn't hard, it wouldn't matter. Let it be hard. Plan on it being hard. Enjoy it being hard and uncomfortable and frustrating and overwhelming. When we do hard things, we get stronger. When we do hard things, we show ourselves what we're capable of. The discomfort of doing hard things is the currency we pay for the success we ultimately get. When a student tells me they don't want to do something or that something seems too hard, I always get excited. Then I immediately tell them they have to do it. I squeal with delight when I know something will be scary and challenging and difficult. Kara, a brilliant member of my millionaire mentoring group, calls this the bar factor. When I give an assignment to a new student and they say they feel nauseous, she says, "Yeah, that's about right. Keep going." They usually look at her and say, "No, really, I'm serious. I feel sick." And she says, "Yeah, I know. You're doing it right."

Every single one of my students who has had extraordinary success, without exception, told me it was too difficult at one point. Each of them explained to me why they couldn't do something. They argued for the limitations. They made a case. They showed me the proof. I told them to do it anyway. I told them to double down and make their goal bigger. I told them that hard is not a reason not to do something, it's the exact reason to do something. "Keep going," I told them. Some cried, some argued, some told their friends behind my back that I was mean. And so it went with each of them. And for whatever reason they will each give, they kept doing hard things. They kept showing up and working at it. And do you know what happened? Do you know what always happens when you keep doing hard things for all the right reasons? You blow your own mind, literally. You change your mind about what you're capable of. You get stronger. And most importantly, you get better at doing hard things.

Now, this is important. You get better at doing hard things. You really want to be a person who is good at doing hard things, because hard things have the prize at the bottom of the box. Hard things make you stronger. Doing hard things is the only way to accomplish impossible goals. You have to go completely against your brain's conditioning, against the world's suggestions, and against your own fear to accomplish extraordinary success. Anyone who tells you that it isn't hard hasn't done it. It's the hardest of the hard, the best of the best. Can I make a suggestion here? Hang out with people who are doing hard things. This is different than hanging out with people complaining about hard things. Complaining is easy, doing is hard.

Spend time with people who are sweating from asking a lot from themselves. Hang out with people

who are proud of the work they're doing each and every day. Even if they have nothing to show for it. Hang out with people who get after it each and every day. These are the people who are going where you want to go, and being the kind of people you want to be. There's nothing better than a group of badass women doing hard things each and every day. And as we're about to close down Part 1 of this book, I have to tell you that there's a big difference between knowing what extraordinarily successful women do, and living it. You can't just know it intellectually. You have to know it so hard you feel it. Because when you feel it, you'll do it. That's how you know if you really know something. You'll see evidence of it in your life.

So let's review.

One, we know we have to teach ourselves what's possible. We are the ones—we have to teach it to ourselves. We've been conditioned to believe in what's already been done. We get to decide what's possible in our lives.

Two, we know the difference between success, happiness, and being a good person. Three different topics—they need to be treated separately.

Three, we know that creating value is what creates money, and we know how to create value. Remember, value is determined by the person paying, whether it's your employer or your customer. You know that you're creating value not by how hard you're working, but by whether the person wants to pay you for what you're creating.

Four, we know that extraordinary success includes having lots of money. There's a big difference between earning money, spending money, and having money.

Five, we know that life is 50/50. We embrace and allow the half of life that's uncomfortable, that's painful. We release suffering, which comes from pushing against negative emotion, and we allow pain, which is the opposite of suffering, which lets pain flow through us. If you're going to have big goals, you're going to have to embrace discomfort. You're going to have to embrace frustration and doubt. You're going to have to allow it to pass through you.

Six, we know failure is the price of success. You're going to have to fail many, many, many times. That's the payment. That's what you need to keep doing in order to finally arrive at success. Think of it as a ladder; each rung of that ladder all the way to the top is a fail.

Seven, we know that we don't understand the how until we're there. When you do impossible things that have never been done before in your own life, there's no way to know the how ahead of time. You know the how in the rearview mirror, you see the how once it's done. You figure out the how by doing the next thing and seeing if it works.

Eight, we know it's not better there than here. It's always going to be 50/50. We don't need to escape this moment for some future moment that we think is going to be better. And yet, there is fun, and there is evolving, and there is different. So we go after there and the possibility of there

with all our heart, with all of our energy, with all our commitment and enthusiasm.

Nine, we know that we're already 100% worthy, period. There's no question. You don't have anything to prove. You don't need anyone else's approval. You don't need anyone else's acceptance. You're 100% worthy just as you are. And you don't need to have extraordinary success to have a worthy life, to be a worthy person. But I want to suggest that it's way more fun if you do.

Ten, we know we can do hard things. And that's why we're here right now. We're up for the challenge. We were built for this, we were made for this. So let's go.

I'll finish this section by saying you're welcome. You don't even know what you're thanking me for, so I'll tell you. A woman who knows these 10 things I've just taught you, is the most confident and powerful woman in every room. I've given you the gift of knowing that will make everything else you do from here easier. You can lean on these things with the visualization of me and my group of friends holding you up. There's nothing too hard for you. You can feel any emotion. You are the worthiest. You don't need to know the how. You don't need to be better than you already are. You have everything you need within you now. You're made for this. Your dreams are possible. It doesn't matter that it's hard, because you are you. Claim what's yours? We've done it, so can you. I believe in you.

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