

LIMITLESS Coaching Call Transcript

FEBRUARY 8TH, 2021
LIMITLESS COACHING CALL TRANSCRIPT

162

00:14:27.660 --> 00:14:38.220

Stephanie Bogan: Alright, so this is our February coaching calls so really This is where we're going to dive deeper into some of those concepts from clarity and retreat last month we had patty come and really talk about.

163

00:14:38.490 --> 00:14:47.400

Stephanie Bogan: Drawing your future and just getting a different perspective and a different approach to getting clarity about your vision and your plans and some of the shifts that you need to make.

164

00:14:47.970 --> 00:14:55.800

Stephanie Bogan: By now, you guys should have hopefully watched the last inbox insight video where I kind of did a coaching check in of what lessons we've covered.

165

00:14:56.070 --> 00:15:06.210

Stephanie Bogan: Where you should be on those lessons, what are the outcomes that you're trying to create and what are the longer term, but also the near term ways that you can move the needle which ELISE and I will talk to you about today.

166

00:15:07.110 --> 00:15:16.620

Stephanie Bogan: Our goal in this call is to really sort of unpack literally the foundation of what this program is built on is the idea that our kind of our ethos is.

167

00:15:16.920 --> 00:15:27.450

Stephanie Bogan: That there is a science to success, and one of the core tenants of that science when I went off to study success and happiness was and you guys heard me tell the story 1000 times.

168

00:15:27.930 --> 00:15:40.140

Stephanie Bogan: Is I literally will never forget the day that I read that environment skill and mindset or psychology or the three factors to success it's a study from Carnegie in 1906 1906 we have known about this, since then.

169

00:15:41.070 --> 00:15:50.040

Stephanie Bogan: And when I read, I thought okay that's that makes perfect sense when I read that 80% of our success or happiness or health or wealth or well being is driven by our mindset.

170

00:15:50.550 --> 00:15:57.990

Stephanie Bogan: It literally blew my mind, and so, at that point, I really wanted to know like, how could I pull this lever, this was a conversation i've never really had.



171

00:15:58.350 --> 00:16:06.390

Stephanie Bogan: How do we pull this lever in a way that can really accelerate our success, so the fundamental concept of the mindset conversation is simply this.

172

00:16:07.290 --> 00:16:20.580

Stephanie Bogan: 90% technically about 95% we're going to go with 90% of what motivates us our why what drives our thoughts our feelings and our behavior in terms of the actions that we take, and how we show up.

173

00:16:21.030 --> 00:16:30.330

Stephanie Bogan: is happening beneath the surface it's that subconscious mind those stories and belief systems and the scripts that we talked about in that science of success session.

174

00:16:30.780 --> 00:16:34.980

Stephanie Bogan: And there's a ton of research and science around it, but what I want to do today.

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00:16:35.640 --> 00:16:43.440

Stephanie Bogan: Because we've talked a little bit about the grounding from a in the language of research, but today, what we want to do is get really grounded on what does it mean to you.

176

00:16:43.980 --> 00:16:56.820

Stephanie Bogan: How is this mindset thing showing up for you, and how can you start to shift those shift those strategies get more aware and take actions that put you in a more positive state more of the time.

177

00:16:57.150 --> 00:17:05.190

Stephanie Bogan: So, as we do that, I want to introduce ELISE I think we can stop the me go back one picture i'm here.

178

00:17:06.540 --> 00:17:15.780

Stephanie Bogan: So i've coached at least, is going to be joining us, we talked with you all in the program webinars and the program launches and those of you who are alumni who are returning are very familiar with least.

179

00:17:16.380 --> 00:17:21.810

Stephanie Bogan: Those of you who are new to the program this year or not so at least mcconnell is the founder of a to coaching.

180

00:17:22.110 --> 00:17:32.850

Stephanie Bogan: i'm gonna let her say hi in just a minute, but my introduction of her is that she is one of my personal coaches so she is and i've had a few coaches over the years, but she is one of the people that I have found.

181

00:17:33.300 --> 00:17:40.710

Stephanie Bogan: To truly get not just the mindset conversation, but how to really help you understand.



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00:17:41.070 --> 00:17:49.650

Stephanie Bogan: quickly and efficiently in a not lying on the couch kind of away, but in the how do I focus for it and accelerate my success in an empowered kind of way.

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00:17:50.190 --> 00:18:03.570

Stephanie Bogan: How can I use that the process of learning about what's driving me and the methods and approaches, how can I really elevate that so I want to bring ELISE to you i'm gonna let her introduce herself here, at least, are you there.

184

00:18:03.990 --> 00:18:04.620

Alyse McConnell: i'm here.

185

00:18:08.010 --> 00:18:16.110

Alyse McConnell: So this conversation has me thinking I before I was a coach I was a consultant for I don't know how long time and.

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00:18:16.770 --> 00:18:28.230

Alyse McConnell: I was a little consultant mean i'd started my own consulting business and did that for several years and then I was like I should see how the real consultants do it so, then I went and worked for what is now Accenture for quite a while and.

187

00:18:30.870 --> 00:18:39.870

Alyse McConnell: I think I used every tactic or strategy that that is has been written about you name it, I have tried it and.

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00:18:41.400 --> 00:18:55.260

Alyse McConnell: There was a point where I realized, you know there's gotta be something more, like you, you can't just keep you can't just keep hustling like like there's gotta be something else and that's what I really dove into the conversation of mindset.

189

00:18:56.850 --> 00:19:15.000

Alyse McConnell: And there was something you said stephanie that really sparked that or felt important to put in because strategy is important, you have to have systems, but they will only get you so far, the conversations you're having in your head are driving so much more than you possibly could realize.

190

00:19:16.110 --> 00:19:25.110

Alyse McConnell: So I want to address the elephant in the room, I am in the middle of a cancer adventure, I have a very special kind of lung cancer for a woman who's never smoked in her life.

191

00:19:26.760 --> 00:19:28.470

Alyse McConnell: And I say that.



192

00:19:29.790 --> 00:19:35.340

Alyse McConnell: With the humor because you know you just can't you know, the fact is always stranger than fiction you can't make this stuff up.

193

00:19:36.030 --> 00:19:48.060

Alyse McConnell: So if you hear me catching my breath because there's a tumor pushing on my wind, but, but the doctors, I have amazing doctors that are working with me to melt that tumor and address it and.

194

00:19:48.930 --> 00:19:59.850

Alyse McConnell: You can bet on using if my mindset tools to say okay body, what is this cancer dying to tell me so that it can move its way out so i'm don't.

195

00:20:00.900 --> 00:20:06.480

Alyse McConnell: If I if you can't get something if i'm not if i'm not clear for whatever's in please just don't hesitate to.

196

00:20:08.160 --> 00:20:18.270

Alyse McConnell: Ask oh I don't want to wait okay so so that's who I am and I am so excited to be here with you all today to engage in this conversation with you.

197

00:20:19.680 --> 00:20:34.530

Stephanie Bogan: So I should, so I want to take that minute just to introduce ELISE Donald I saw your comment there yeah if you've talked with bleach you love ELISE she has this really unique ability to help you get to the heart of what your issue is like really quickly and really candidly.

198

00:20:36.240 --> 00:20:36.720

Stephanie Bogan: Yet, really.

199

00:20:37.110 --> 00:20:38.340

Alyse McConnell: ready for the candid part.

200

00:20:38.940 --> 00:20:45.450

Stephanie Bogan: Of the kick in the butt Elisa i'm like hey Emily says like she'll ask you these questions you're like oh my God she just gets you to this.

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00:20:45.450 --> 00:20:48.540

Stephanie Bogan: place where you get there really, really quickly so.

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00:20:48.900 --> 00:20:58.740

Stephanie Bogan: um so there will be absolutely times will bring her into the program will make recommendations for those of you in lifestyle, I have sessions with her, I will bring her to retreat so you'll all get to spend more time with her.



203

00:20:59.070 --> 00:21:07.710

Stephanie Bogan: But today I really wanted to make sure that we that I covered that because, as we go into this conversation about the voices in your head what ELISE and I really want to help you unpack today.

204

00:21:08.190 --> 00:21:15.840

Stephanie Bogan: is not just the concept of mindset, but like what are the means by which you can put it into play so allison you want to launch the poll really quickly.

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00:21:17.250 --> 00:21:18.180

Christy Raines: Yes, we will.

206

00:21:18.660 --> 00:21:19.830

Allison Foulk: go on to the next one.

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00:21:48.210 --> 00:22:05.640

Allison Foulk: Okay, so we have some answers coming in so far 37% say I have to be available all the time, double it means work two times harder is next 30% then all the other ones are about seven to 9% but 10% across the board.

208

00:22:06.000 --> 00:22:08.550

Stephanie Bogan: So we just wanted to get a sense of.

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00:22:08.940 --> 00:22:17.430

Stephanie Bogan: You know what are the stories that are running in your head as we start this process and I think the whole concept of being limitless is about creating that leverage.

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00:22:17.670 --> 00:22:30.660

Stephanie Bogan: So that great twice the income and twice the time off doesn't mean twice of everything else so we're going to talk through some of the things that stand between you and that, as we go through this process, but I want to start with a basic equation.

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00:22:31.800 --> 00:22:40.800

Stephanie Bogan: So some researchers in behavioral science by the name of Gregor Packard and Harris did some research on what are the variables to change like what does it take.

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00:22:41.160 --> 00:22:50.880

Stephanie Bogan: For a human being to actually make up their mind to do something and then to actually do it, which is, I think we all know, sort of the minority of the time as a percentage.

213

00:22:51.240 --> 00:23:05.010

Stephanie Bogan: And here was the equation that they came up with $D \times V \times F$ must be greater than our and



what that really means is that our dissatisfaction with our current state, the way things are, what we're experiencing what we're feeling best status quo.

214

00:23:05.610 --> 00:23:18.270

Stephanie Bogan: multiply times our vision for the future right which creates that gap multiplied times the first steps notice it doesn't say huge steps it says first steps.

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00:23:18.960 --> 00:23:27.510

Stephanie Bogan: must be greater than your resistance to the change so one of last year, coaching calls Adams and coach Adam and I were having a conversation.

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00:23:27.900 --> 00:23:35.070

Stephanie Bogan: about this concept and I he put it in a way that I think was really well and he said, your systems have to be greater than the resistance you're going to face.

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00:23:36.720 --> 00:23:47.250

Stephanie Bogan: And that's what this change equation is really about is your why the dissatisfaction with the status quo your vision and the steps that you're willing to take must be bigger.

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00:23:47.640 --> 00:23:53.190

Stephanie Bogan: than the what ifs and the things that you're going to face along the way, the issue is that this resistance to change.

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00:23:53.490 --> 00:24:03.270

Stephanie Bogan: isn't a thing it's not a noun it's not like a little you know thing we pick up off our desk check a box and then put it back if it was everyone will have a wildly successful practice that they love.

220

00:24:03.900 --> 00:24:12.060

Stephanie Bogan: The change equation is really about how do we apply this formula in a way that moves us forward.

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00:24:12.630 --> 00:24:17.460

Alyse McConnell: Well, instead, what I want to put if I can jump in for just a second if you can go back to the slide the.

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00:24:19.260 --> 00:24:29.430

Alyse McConnell: There are a number of these different change equations, but what is consistent with all of them is that the resistance side is always balanced events against a bunch of other stuff.

223

00:24:30.570 --> 00:24:32.700

Alyse McConnell: So, consider that.

224



00:24:33.960 --> 00:24:42.420

Alyse McConnell: All of your only job is to get very clear on what your what that resistance is like so sorry.

225

00:24:42.900 --> 00:24:50.790

Alyse McConnell: That resistance is all based in that subconscious it's it's all of your subconscious your subconscious his job is to keep you safe.

226

00:24:51.510 --> 00:24:59.220

Alyse McConnell: and consider that change pushes you into someplace that's unfamiliar and that sends out warning signs, so you have to.

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00:24:59.490 --> 00:25:11.280

Alyse McConnell: Have these other heavier things on the other side of the equation, the big enough vision clarity about the steps and frankly enough discomfort that you're like all right subconscious i'm willing.

228

00:25:12.690 --> 00:25:30.120

Alyse McConnell: To risk being uncomfortable over here because that's that's, the only thing that's going to get me out of this level of dissatisfaction, so I just really want you to get that that are could also be in parentheses, a lot of your limiting beliefs inside your subconscious.

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00:25:32.400 --> 00:25:37.350

Stephanie Bogan: Well, I think you know as we talked about this in our individual calls or when we're doing coaching.

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00:25:37.920 --> 00:25:46.200

Stephanie Bogan: When I think about are these you know at least and I were talking about this when we were kind of going through the prep for this session, which is you know when you think about.

231

00:25:46.590 --> 00:25:55.530

Stephanie Bogan: The amount of coaching at least has been doing this for 20 something years ELISE i've been doing it 27 you know, think about the science and the research like I really sat down at one point and said, like.

232

00:25:55.950 --> 00:26:03.870

Stephanie Bogan: What are the variables that we need to be aware of like what's the model here, and this is what we've come up with which is you've got three kind of.

233

00:26:04.230 --> 00:26:15.420

Stephanie Bogan: variables to this success triad so that resistance is almost always going to it's going to fall into one of three categories one you've heard us talk about stories and belief systems right those scripts that we adopt.

234

00:26:16.050 --> 00:26:19.260

Stephanie Bogan: Right, I have to work hard and long to make money.



235

00:26:19.590 --> 00:26:28.800

Stephanie Bogan: Right i'm an imposter I can't charge those fees will talk about all of those things like those are the stories this critical voices in your head that are there to remind you that you can't you shouldn't and you don't know how.

236

00:26:29.280 --> 00:26:34.410

Stephanie Bogan: Those are stories and those are very often to elise's point those invisible forces.

237

00:26:34.770 --> 00:26:42.900

Stephanie Bogan: Man I don't know if you're on the call, I can only see so many people at a time, but you and I were doing a coaching call last year, and he was like I really been dragging on my website for about six months.

238

00:26:43.230 --> 00:26:48.810

Stephanie Bogan: And then we had this clarity conversation about what was really driving that it turns out, it was much more about.

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00:26:48.990 --> 00:26:56.550

Stephanie Bogan: The business you wanted to build didn't work in his business model, and that was of course going to show up in the website so there was sort of this procrastination around it.

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00:26:57.360 --> 00:27:05.640

Stephanie Bogan: We got clear on that literally within a matter of weeks it went from nothing to almost done like it's that hockey stick effect that we talked about.

241

00:27:06.180 --> 00:27:21.060

Stephanie Bogan: State, by contrast, is really that feeling state so olivia is like you know when you are rocking right when you're like in the zone can do unstoppable bring it on let's do this right, you know when you're in that zone.

242

00:27:21.900 --> 00:27:34.440

Stephanie Bogan: We call that success date we'll talk about that more but hey buddy I bet you know when you're not in that state when you're in that like shrinking stressful I can oh my gosh overwhelm what's happening, the clients calling.

243

00:27:34.770 --> 00:27:46.830

Stephanie Bogan: When your largest client calls you don't know why do you go into that oh he's loving me and he wants my advice or you go to oh no what is he calling i'm gonna get fired I better figure it out and have an answer before I call him back.

244

00:27:47.460 --> 00:27:58.590

Stephanie Bogan: Right that's a great example of where story and state like if your story solid you might be having an off day, but if you're staying is really good your story can still undermine it anybody ever watched Tony robbins do anything.



245

00:28:00.180 --> 00:28:02.220

Stephanie Bogan: he's all about he leads with state.

246

00:28:03.510 --> 00:28:08.430

Stephanie Bogan: that's why the music the pumping the job, like all of that is about getting your brain and your brain chemistry.

247

00:28:08.760 --> 00:28:17.340

Stephanie Bogan: into that above the line success state, because from there you have greater clarity, you access the left creative side of your brain you solve problems you make decisions you get stuff done.

248

00:28:18.420 --> 00:28:22.710

Stephanie Bogan: No one ever went i'm going to make a big decision from this place it just doesn't happen.

249

00:28:24.030 --> 00:28:41.700

Stephanie Bogan: The third leg of that stool is strategy and that's the point that ELISE brought up when she was making her introduction is sometimes that are is the strategy issue hey i'm checking my email 17 times a day, it would be more effective to check it twice a day is a strategy issue.

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00:28:42.720 --> 00:28:55.500

Stephanie Bogan: But what tends to happen with strategy, and this is why coaches and consultants meant a lot of money, by the way, and oftentimes don't create the change that is desired, is because the strategy is above the surface it's the conscious mind.

251

00:28:57.060 --> 00:29:05.430

Stephanie Bogan: it's the intellectually know in which ELISE and I are going to talk a lot about you can intellectually know that you're worth your fee, but when someone challenges you, and it has a place to land.

252

00:29:06.000 --> 00:29:14.040

Stephanie Bogan: And you pause and you shrink yourself means your belief system doubts the value of the feel like you have to have the confidence behind it.

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00:29:14.640 --> 00:29:21.090

Stephanie Bogan: So when you think about this success triad sometimes it's a strategy like let's start there right we're not going to the couch it's.

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00:29:21.390 --> 00:29:27.270

Stephanie Bogan: Is there a best practice that's way limitless is about best practices, how do we market, how do we build systems, how do we hire people.

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00:29:27.750 --> 00:29:39.900

Stephanie Bogan: But understand unequivocally you're human, which means that 90 to 95% of your outcomes are not



driven by your strategies they're driven by your stories and your state.

256

00:29:40.230 --> 00:29:54.300

Stephanie Bogan: Because they give you the thoughts in the feelings that determine the strategies that you choose. Have you ever had a prospect come in, you know they were a great fit, you know that you could add incredible value and they just couldn't get over the fee issue.

257

00:29:56.700 --> 00:30:04.200

Stephanie Bogan: It didn't matter what strategy, you gave them it didn't matter how many features it doesn't matter their story is a value story that doesn't equate with yours.

258

00:30:05.790 --> 00:30:17.820

Stephanie Bogan: that's not just not going to fit so when you understand that a lot of what we do most of what we do in practice management marketing is about the strategies and they're important right there about 20 to 30% of your success.

259

00:30:18.240 --> 00:30:23.010

Stephanie Bogan: So you want the best practices, because you don't want to waste time on the things that are bending broken.

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00:30:23.640 --> 00:30:27.750

Stephanie Bogan: But understand that when you get your stories in line with your vision.

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00:30:28.260 --> 00:30:33.660

Stephanie Bogan: And you get your state how you're showing up that's the momentum piece of them and that's how my showing up in that positive can do plays.

262

00:30:33.990 --> 00:30:46.230

Stephanie Bogan: When you get to that place and then you align your strategies stuff really works, and you can answer to really important questions, this is my litmus test for anything one does it work.

263

00:30:47.490 --> 00:30:49.110

Stephanie Bogan: To does it feel good.

264

00:30:50.430 --> 00:30:57.570

Stephanie Bogan: Because I spent a lot of years to and stuff that work that didn't feel good and I don't have to feel good, as you said, be able to do feeling great but they're not doing stuff that works.

265

00:30:57.960 --> 00:31:11.160

Stephanie Bogan: Like those are two basic questions you want to answer about any practice any principle that you're going to pull the lever on so at least I know you and I talked a lot about this, and if you guys have questions I don't know if you're i'm not inside of my screen with dead, but.



266

00:31:12.570 --> 00:31:14.760

Stephanie Bogan: Look at that josh there's \$5 for a cherry.

267

00:31:16.140 --> 00:31:18.270

Stephanie Bogan: Now i'm gonna make it 50 bucks again make it worth their while.

268

00:31:18.960 --> 00:31:26.220

Stephanie Bogan: i'm so there's questions allison let me know if you guys have them just unmute yourself and ask because I think at least and i'll get into some examples, but.

269

00:31:26.520 --> 00:31:32.430

Stephanie Bogan: This is literally like, if you want to boil everything that we talked down to you're going to hear me talk about these three things a lot.

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00:31:33.360 --> 00:31:42.660

Stephanie Bogan: Is it a strategy issue is a story issue is it a State issue is it a combination of those things and usually story and state are informing the strategy does that make sense to you guys.

271

00:31:45.270 --> 00:31:54.690

Stephanie Bogan: Alright, so this is what that line looks like, and I think you've all heard about this at some point, but that line is you right if it's your brain into your body and homeostasis.

272

00:31:55.140 --> 00:32:07.980

Stephanie Bogan: Above the line you're in that success state right virgins happy he's abundant he's confident he can do, he knows his value he's charging the right fees, he can draw those lines and feel really confident he's can do forward thinking let's make this happen.

273

00:32:09.330 --> 00:32:18.270

Stephanie Bogan: But you've all been in that state it's what I call inspired action right things just happen kismet they become easier, a lot less effort thing is, I like to call it.

274

00:32:18.960 --> 00:32:25.050

Stephanie Bogan: Right, I was on the phone with coach tiffany last week, they lost their lead strategist it's pretty big deal in a firm right.

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00:32:25.500 --> 00:32:33.960

Stephanie Bogan: So they had a plan for that, of course, but you know she you know was you know sort of dealing with her feel you know kind of the mindset around that and we had this conversation about right whose.

276

00:32:34.320 --> 00:32:45.030

Stephanie Bogan: fault and blame and all these things and we got to the other side of that where she was really clear on hey These are the things that happened in business, these what we could have done differently here the



lessons.

277

00:32:45.390 --> 00:32:55.710

Stephanie Bogan: here's the success state above the line view of that, and went about her business and was really focusing and 24 hours later, she called me and she's like we just had three huge prospects drop her lap.

278

00:32:56.610 --> 00:33:04.140

Stephanie Bogan: So, again i'm not saying that that state is what created the prospects, but if you go off into that survival zone, if you get into that below the line state.

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00:33:05.130 --> 00:33:12.780

Stephanie Bogan: From a crisis of confidence and my worth it, the imposter syndrome overwhelmed scary markets, then we start to address.

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00:33:13.320 --> 00:33:21.330

Stephanie Bogan: Everything through the lens of fear overwhelm compromise uncertainty doubt anxiety and stress and that's a shrinking state.

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00:33:21.810 --> 00:33:32.970

Stephanie Bogan: That is not, when you show up as the trusted advisor who delivers the clear, comprehensive and candid advice, what you know that authentically over easily it's not when you make the tough decisions for the business.

282

00:33:33.240 --> 00:33:35.520

Stephanie Bogan: That also happened to be the right decisions.

283

00:33:35.910 --> 00:33:44.730

Stephanie Bogan: it's not when you get clear and confident and set and stick to your men like those are the things that put you in that above the line state and it's this crisis of confidence you guys have heard me talk about.

284

00:33:45.180 --> 00:33:54.720

Stephanie Bogan: That get us there, so one of the things that you that we do a lot of years just draw that line like if you're sitting and, at least for free I can't I can't quite see you right now but i'll stop the share here.

285

00:33:55.350 --> 00:34:01.830

Stephanie Bogan: I just want to pause here because I really want to have this conversation with you all about like How does this sit with you, does it make sense.

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00:34:02.190 --> 00:34:11.520

Stephanie Bogan: Does, you know as you think about what's happening in your day to day basis you guys have questions allison feel free to drop them, but I want to get really centered to the idea.

287



00:34:14.430 --> 00:34:22.050

Stephanie Bogan: That your strategies are driven by your stories and your state and your stories and your state or are 90 to 95%.

288

00:34:22.650 --> 00:34:30.180

Stephanie Bogan: subconscious and yet the very same factors that drive your success happiness health and well being so, I just want to pause there.

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00:34:30.810 --> 00:34:34.980

Stephanie Bogan: let's see allison regarding the change of grass seed, the question.

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00:34:35.910 --> 00:34:48.450

Stephanie Bogan: Regarding the change equation suppose I wish to go from checking my email 10 times a day to two times a day it's okay to start going from 10 to five and keep working towards the goal of two so it's a great question at least you want to jump in on that you want me to start.

291

00:34:50.400 --> 00:34:55.290

Alyse McConnell: about the email but yeah so I actually had a piece about that last slide so, however, you want to do that.

292

00:34:57.120 --> 00:35:07.530

Alyse McConnell: i'm trying not to step over you because you know with zoom as well start talking um the piece that I want to point to about the slide it and we don't need to go back to it because it's essentially.

293

00:35:08.220 --> 00:35:16.950

Alyse McConnell: We are sort of programmed to come from below the line and what I mean by that is that our subconscious again it's its job is to keep us safe.

294

00:35:17.400 --> 00:35:34.710

Alyse McConnell: it's constantly looking in the background, at what what's working what's working and it if, with the reason that these these conversations are so important is because it is only through intention from you deciding that you are going to.

295

00:35:36.060 --> 00:35:41.880

Alyse McConnell: Do something different, that you can actually pull yourself above the line going above the line is simply a decision.

296

00:35:43.020 --> 00:35:53.250

Alyse McConnell: it's noticing that fear is operating oh i'm in overwhelm excuse me i'm having a bad day and disrupting stopping it in that moment and saying okay.

297

00:35:54.210 --> 00:36:01.230

Alyse McConnell: What is the cause of my overwhelm what am I afraid of most of the time what we're afraid of is



pretty irrational.

298

00:36:01.980 --> 00:36:07.410

Alyse McConnell: And it's designed that way right we evolve to be worried about the tiger that's around the corner.

299

00:36:07.860 --> 00:36:15.360

Alyse McConnell: You know, but there really aren't any you know, none of us, maybe I shouldn't say down because you know I had that bite me but.

300

00:36:15.960 --> 00:36:28.380

Alyse McConnell: few of us actually have real tigers that are going to jump out around the corner, we actually have a cougar where I live, that is you're not supposed to walk in the woods after dusk right now, because there's a cougar so I just proved my own example but.

301

00:36:28.890 --> 00:36:41.040

Alyse McConnell: um I really want you to get that part of this conversation this exercise and limitless is to keep this top of mind that you can choose your state your state all the time.

302

00:36:41.790 --> 00:36:52.650

Alyse McConnell: And you can begin to notice your stories more and more, and as you do that, as you unpack your stories, as you as you pick your state all those strategies get easier.

303

00:36:53.460 --> 00:36:59.970

Alyse McConnell: i'm all about ease, I do not want life to be hard, I do not believe we were put here to have a hard time I do not believe we were put here to suffer.

304

00:37:01.140 --> 00:37:07.260

Alyse McConnell: But a lot of us are creating our own suffering so that's the piece that I can talk about email now you have to remind me of the question, but I really.

305

00:37:07.260 --> 00:37:09.840

Stephanie Bogan: liked it, I know I know that's a danger that.

306

00:37:09.930 --> 00:37:15.480

Stephanie Bogan: will get to that question you guys drop in any more, that you have practically because this is the coaching comes we're going to dive into it, but.

307

00:37:15.720 --> 00:37:27.360

Stephanie Bogan: I love what you just said, and I want everyone to read this, for now, because it's really good and it doesn't say like it'll hit you in the forehead when you least like it, but it is pain is inevitable suffering is optional.

308



00:37:29.580 --> 00:37:38.550

Stephanie Bogan: And I can tell you that ELISE and I in a lot of our coaching conversations when we're hearing and I know least does it when I'm talking to her like there's just a lot of sharing suffering.

309

00:37:39.510 --> 00:37:46.830

Stephanie Bogan: And we do that in our head like we in the voices in our head get really clear about all the clients and the overwhelm and the what I call the task list nami.

310

00:37:47.160 --> 00:37:55.860

Stephanie Bogan: So I want to just take an example from last year, like just a very real and relevant example is one of our limitless Members and I were having a coaching call and the conversation was.

311

00:37:56.340 --> 00:38:05.580

Stephanie Bogan: kovats happening my mother was ill, I had to be gone for two I can't merge those two or three weeks, you know, helping her came back, how are you going to feel with your practice in that scenario.

312

00:38:06.810 --> 00:38:17.130

Stephanie Bogan: overwhelmed right lots of work client expectations pressure so she was in that tackle the task list tsunami just state of overwhelm was stuck in that overwhelm.

313

00:38:17.700 --> 00:38:25.800

Stephanie Bogan: And then we really broke it down to what's the strategy can get you a good strategy because we're stuck in story and state our state is how are we feeling.

314

00:38:27.990 --> 00:38:41.280

Stephanie Bogan: it's really simple like you don't have to go to McKinsey or Accenture at least and I joke about this i'm like I just started to keep things simple does it feel good if it doesn't feel good it's not serving you and it's not serving your client period, end of story not possible.

315

00:38:42.300 --> 00:38:49.890

Stephanie Bogan: that's your clue like if you ever want to know if there's a place to do work Dan just ask yourself, where does it feel good doesn't it feel good Margie.

316

00:38:50.940 --> 00:38:55.950

Stephanie Bogan: Literally draw the line everything that feels great below the line what doesn't feel great that's the work.

317

00:38:56.910 --> 00:39:06.180

Stephanie Bogan: Then the trick is is that a strategy story state is sort of like how you're addressing and again on a day to day basis, but if you think about it from the standpoint of.

318

00:39:07.020 --> 00:39:19.260

Stephanie Bogan: In that scenario we went through Okay, is it really true what's really happening well what's



happening in the traditional sense as i've gone off, I have a task list that's bigger than the time allowable.

319

00:39:20.220 --> 00:39:27.090

Stephanie Bogan: And then your brain does what I like to call future tripping it applies your past models of behavior and performance.

320

00:39:27.660 --> 00:39:32.670

Stephanie Bogan: It does exactly what they tell you not to do investments and it applies it to all future things, and it goes.

321

00:39:33.030 --> 00:39:41.160

Stephanie Bogan: Scott there's no way in hell, you can get this done the tiger is going to come get you the clients are going to be unhappy Andrew some of them are going to leave you're going to go bankrupt Dan.

322

00:39:41.370 --> 00:39:52.830

Stephanie Bogan: you're going to run out of money, Michael and Christina you're going to die like oh my God that's literally what's happening in your body lead the adrenaline the door adrenaline cortisol those stress chemicals are flooding your system.

323

00:39:53.190 --> 00:40:01.680

Stephanie Bogan: You do that for a long period of time, you will know how that feels we literally went through is what's really happening what's really happening is conditioned set.

324

00:40:02.400 --> 00:40:14.400

Stephanie Bogan: cope it's happening, I had a family health emergency i've got some practice work that i'm behind on relative to the the standard expectation set and I have to address it.

325

00:40:15.060 --> 00:40:21.330

Stephanie Bogan: Like ELISE will love this as a coaching conversation because she would be like well where's the permanent line that says you can't change things.

326

00:40:21.570 --> 00:40:26.580

Stephanie Bogan: So that was the conversation we had like has the condition set change, yes, you had to go off go what's happening.

327

00:40:26.850 --> 00:40:34.740

Stephanie Bogan: Can we have that conversation with our clients, can we bucket or activities into stuff that is truly near term like it's time sensitive we got to get on it.

328

00:40:35.340 --> 00:40:45.150

Stephanie Bogan: Next week or so stuff that is you know, three, four or five weeks out like it's important, but we can absolutely get to it in a period of time, and then the vast majority of this stuff is can we address it in our next meeting.



329

00:40:46.710 --> 00:40:52.320

Stephanie Bogan: I was like can we bucket the work into those three categories, then draft communication to each of those groups.

330

00:40:52.590 --> 00:41:01.050

Stephanie Bogan: relative to that message hey i've been at a town here's what's going on, like can you do it an authentic way that if they say here's the kicker, this is the mindset story piece.

331

00:41:01.380 --> 00:41:12.360

Stephanie Bogan: If the client came back and said no that's not Okay, could you still be like well that's a bummer I guess we're not going to work together anymore, because you should always be able to communicate honestly and candidly with your clients.

332

00:41:12.780 --> 00:41:18.900

Stephanie Bogan: Such that if their response doesn't work you're like No, this is what I need to do to be authentic does that make sense.

333

00:41:19.920 --> 00:41:23.160

Alyse McConnell: And Oh, by the way, that applies to every relationship in your life.

334

00:41:25.980 --> 00:41:26.190

Stephanie Bogan: break.

335

00:41:27.990 --> 00:41:32.220

Alyse McConnell: This where you're being an authentic in relationship that will be a huge.

336

00:41:33.450 --> 00:41:33.900

Alyse McConnell: For you.

337

00:41:35.070 --> 00:41:43.410

Stephanie Bogan: Being able to go to the clients and write the art and then literally in the span of a couple of hours i'm not kidding you guys she's been spending on this for a couple of days.

338

00:41:44.220 --> 00:41:50.670

Stephanie Bogan: In a couple of hours, the emails were in like hey you know what this is what happens when you reach out we're going to deal with this stuff right away.

339

00:41:51.180 --> 00:42:00.750

Stephanie Bogan: hey, this is what happened we're going to take the next few weeks hey you know if anything is an issue, please let us know, which means the clients put anything on the radar that needs to be on the radar and you.



will, of course, deal with it.

340

00:42:02.130 --> 00:42:09.540

Stephanie Bogan: The question was and ELISE and I talked about this a lot asking better questions was we just reframe the question to not, how do we deal with the problem.

341

00:42:11.340 --> 00:42:17.340

Stephanie Bogan: which puts you below the line to how do we, how do we address the changing conditions set in a way that's fair to all the stakeholders.

342

00:42:18.360 --> 00:42:30.090

Stephanie Bogan: Because, at no point when someone became a client didn't say to them, I will kill myself, you know if life happens to make sure that this happens perfectly in every way, shape or form without deviation Nick did you make that commitment.

343

00:42:31.890 --> 00:42:36.450

Stephanie Bogan: Now, and if you did you even have to charge a lot more think that would be the deal.

344

00:42:38.160 --> 00:42:47.910

Stephanie Bogan: So, so when we think about like just the conversation around the feeling state that she was in was i'm overwhelmed which puts you below the line.

345

00:42:48.240 --> 00:42:55.290

Stephanie Bogan: Which is literally like a tsunami, because it's hard to have these points harder to get above the line and that's where we make a decision to own our state.

346

00:42:55.920 --> 00:43:11.070

Stephanie Bogan: Where we say hold on a minute we talked about this on our coaching call and can say I don't this doesn't feel good I feel stressed, I feel uncertain I feel anxious what is that oh what's really happening is i'm feeling overwhelmed by men task list.

347

00:43:12.360 --> 00:43:17.580

Stephanie Bogan: Okay, you know is what is my expectation there like what is my brain tripping on.

348

00:43:17.970 --> 00:43:25.080

Stephanie Bogan: And then at least i'll talk about the so you can go through some conversations and some awareness techniques that really tune you into hey that's a story.

349

00:43:25.530 --> 00:43:34.920

Stephanie Bogan: hey it's time for me to shift my state i'm not feeling and success date I now know that I can control that right, I had least have the ability to influence it or hey is this a strategy.

350



00:43:35.880 --> 00:43:47.550

Stephanie Bogan: And then, as we'll talk about those things kind of all play together, I think, to the email question which is yes, you can all check your email twice a day, you all know that you should how many of you only check your email twice a day.

351

00:43:49.290 --> 00:43:55.530

Stephanie Bogan: A couple of it right, so the honesty and the rest of real are not checking it not, because you don't know is the best practice, but because why.

352

00:43:58.830 --> 00:44:09.330

Stephanie Bogan: You are in some way compelled to check it you think the right it's the we're not checking it, by the way, because we think that there's going to be the biggest prospect ever in our life in our inbox and we just can't wait to get to it, we check it because we're.

353

00:44:09.660 --> 00:44:18.840

Stephanie Bogan: Right, we need the dopamine hit and to to at least this point our brain Have you ever like felt really good and then all of a sudden, like your state change to the negative and you're like what happened.

354

00:44:19.140 --> 00:44:27.330

Stephanie Bogan: Your brain is constantly scanning the environment for threats and risks and it will remember like hey Trent you forgot to get back to Bob about that at it and the next thing you know the.

355

00:44:27.600 --> 00:44:36.480

Stephanie Bogan: In the background your five alarm fire is going off you don't even understand why and we get present to it, which is what ELISE is really good at like you just get present.

356

00:44:36.990 --> 00:44:42.150

Stephanie Bogan: To what's happening in here your mindset in your heart set because that's the feeling stage.

357

00:44:43.080 --> 00:44:49.200

Stephanie Bogan: Because that's what that is absolutely the what clues you into what's happening out there and then.

358

00:44:50.100 --> 00:44:57.360

Stephanie Bogan: Remember the whole get clear get focus then get to work same thing internal in terms of the inner work is the extra work if you get clear about what's driving.

359

00:44:57.870 --> 00:45:06.690

Stephanie Bogan: That it doesn't feel good and it's not working right story strategy or State then you're in a much better position to at least this point to get aware.

360

00:45:07.290 --> 00:45:16.350

Stephanie Bogan: And to start to take action in terms of your own mindset and up leveling the belief systems and the stories in the state and then in the practice you're in a much better position.



361

00:45:16.770 --> 00:45:24.120

Stephanie Bogan: To implement the strategies confidently and consistently because you've all tried to do things known that they were good for you and not done them.

362

00:45:24.900 --> 00:45:35.160

Stephanie Bogan: And it's the stuff that's the most frustrating to us and that's because of the stuff that's happening below that surface so whether it's raising your fee put in your niche on your website checking your email.

363

00:45:35.640 --> 00:45:45.150

Stephanie Bogan: it's really about understanding hey is this is this a story a state or a strategy or some combination like how do I want to come at it and to lisa's point, the first step is awareness.

364

00:45:46.200 --> 00:45:50.010

Stephanie Bogan: How do we feel what's happening what's happening really.

365

00:45:52.500 --> 00:45:57.000

Stephanie Bogan: Right i'm going to pause there allison we have questions at least anything you want to add there.

366

00:45:57.270 --> 00:45:58.500

Alyse McConnell: You guys are welcome, I think we.

367

00:45:58.500 --> 00:45:58.860

Alyse McConnell: should have.

368

00:46:00.510 --> 00:46:01.800

Stephanie Bogan: Unity to just feel free to.

369

00:46:01.800 --> 00:46:03.660

Stephanie Bogan: And it is relevant to what people are.

370

00:46:04.800 --> 00:46:06.030

Alyse McConnell: are dealing with right now.

371

00:46:06.510 --> 00:46:12.330

Allison Foulk: yeah I think that the kind of crux of that question was when you're trying to get to two emails a day.

372

00:46:13.650 --> 00:46:20.280

Allison Foulk: But you're currently doing 10 to get there is it okay to stop at five or do need to expect to now.



373

00:46:21.180 --> 00:46:27.330

Alyse McConnell: Well, so there's a couple of things I want to point to and again as i'm a how girl all day long notice we're in the how.

374

00:46:27.630 --> 00:46:40.440

Alyse McConnell: Maybe, is it Okay, is it do I am I do this it's still count if I do five like how do I do it right that's all strategy and whatever like we can we can talk about that, and the answer is yes, like do what works for you.

375

00:46:41.520 --> 00:46:49.980

Alyse McConnell: What I want to speak to you here, I get excited that I got a breath like um what I want to speak to is you want to look at what's compelling you.

376

00:46:50.520 --> 00:47:06.630

Alyse McConnell: To check it 10 times a day like it, it is a compulsion you know I, it is a especially I think I wonder if anyone's there's going to be so much in great data that comes out of this time period when we everyone's been in.

377

00:47:07.560 --> 00:47:20.100

Alyse McConnell: This new work environment in this isolation, but you know it's a way that we feel connected it's a way that we feel important for some people it's like this is easy stuff that can help me feel like i'm getting stuff sorry i'm going to use a bad word get stuff done.

378

00:47:21.870 --> 00:47:28.920

Alyse McConnell: Instead of instead of tackling this big thing that's scary and complicated and might not turn out well.

379

00:47:30.030 --> 00:47:40.320

Alyse McConnell: You know, he gives you a sense of satisfaction right like there's all these reasons, you got to figure out what your goals are right, what are your what's going on, that has you have that compulsion.

380

00:47:40.740 --> 00:47:49.500

Alyse McConnell: I mean no disrespect but I don't care about the House yeah do to it got dropped eight dropped dropped 98765 whatever you want to do that's inside strategy.

381

00:47:50.100 --> 00:48:07.290

Alyse McConnell: We really, really want to be laughing you look at in this program what's driving the strategy Where are you choosing that strategy from and it's often too have your subconscious feel good so you know it so.

382

00:48:08.070 --> 00:48:15.210

Stephanie Bogan: When we when you hear questions like can I do five instead of two it's a comfort strategy like hey Can I make this more comfortable and what ELISE is.

383

00:48:15.240 --> 00:48:30.960

Stephanie Bogan: Really, I think, alluding to is just get honest with yourself about what's creating the discomfort like



what's driving the need to because to her point two or five you can build a successful practice around that but you all know, one or two is better so everything in between is a compromise.

384

00:48:31.740 --> 00:48:43.800

Alyse McConnell: Well yeah and and comfort is OK, you know if you haven't read James clear's atomic habits it's fantastic you know, one of his approaches is sort of a gradient system and.

385

00:48:44.880 --> 00:48:45.180

Alyse McConnell: You know.

386

00:48:46.380 --> 00:48:46.680

If.

387

00:48:48.810 --> 00:48:58.980

Alyse McConnell: it's really about understanding what's driving below yeah and I would also just ask you to be straight with yourselves right because the other thing that happens is we.

388

00:49:00.630 --> 00:49:10.350

Alyse McConnell: We say I think about it a lot in terms of of dieting like you know someone's like i'm going to just completely eliminate sugar right, and then they eat sugar.

389

00:49:10.980 --> 00:49:21.000

Alyse McConnell: They have something I don't know what it is they start their day and somebody brought in donuts to the office back when people wanted offices and they have one and they're like oh crap i've had sugar now, so I might as well just have sugar the rest of the day.

390

00:49:21.840 --> 00:49:25.410

Alyse McConnell: So you might want to just be straight with yourself like.

391

00:49:26.460 --> 00:49:34.140

Alyse McConnell: i'm going to eat sugar every day but i'm going to eat less like or you know, like if I don't think I can do 10 so i'm going to do, five times a day.

392

00:49:35.160 --> 00:49:43.080

Alyse McConnell: Because what happens is when you say you're going to do, none, and then you creep up to five or six or three then a little bit then shame kicks in.

393

00:49:43.680 --> 00:49:49.590

Alyse McConnell: And chain, then we're suddenly like it either creates the all or nothing thing that I talked about with the sugar.

394



00:49:49.860 --> 00:49:56.430

Alyse McConnell: Or, then you have something to hit yourself about I talked about picking up the stick hitting yourself over the head with the stick.

395

00:49:56.790 --> 00:50:05.220

Alyse McConnell: Because you feel that, because you didn't do what you said you were going to do our word to ourselves gets eroded all the time by our.

396

00:50:05.730 --> 00:50:17.370

Alyse McConnell: Saying we're going to do one thing and doing something else and it matters because that feeds into the imposter syndrome it feeds into our confidence or lack of confidence there's it's so destructive.

397

00:50:17.910 --> 00:50:23.460

Alyse McConnell: So whatever you choose choose it clearly with yourself and then follow it.

398

00:50:24.090 --> 00:50:33.030

Alyse McConnell: So, and you know you know you there are my high bar people that, like, I have to have a really high bar and I know I'll get to 95% of it, and then there are my low bar people who are like.

399

00:50:33.540 --> 00:50:43.260

Alyse McConnell: I really only want to say I'll do two so that I can make sure to do to like what if there's different different approaches based on who you are choose the strategy that fits who you are.

400

00:50:44.670 --> 00:50:51.120

Alyse McConnell: Well, and I also can all have underneath it is really about what is driving the strategy sorry that stuff.

401

00:50:51.450 --> 00:50:52.230

Stephanie Bogan: No, I sorry I thought.

402

00:50:53.400 --> 00:51:03.510

Stephanie Bogan: I think it also understand it's not necessarily doesn't have to be a one or the other, and so what I mean by that is we'll have lots of coaching conversations, where I talked about the inside out strategy and downside in strategy.

403

00:51:04.140 --> 00:51:13.380

Stephanie Bogan: email, is a good example understanding that you have stories around that I have to check it, what if something happens if I'm not immediately available to my clients right then bad things will happen.

404

00:51:13.620 --> 00:51:19.620

Stephanie Bogan: that's the story piece right, those are great so that's that's one that's the inside right that the inside out work, if you will.



405

00:51:20.340 --> 00:51:28.830

Stephanie Bogan: In addition to that it's also think about it as you're building those muscles and so you can use strategies, I look at it, as like a scaffolding or a set of crutches.

406

00:51:29.220 --> 00:51:38.340

Stephanie Bogan: While you're working through the story elevating the awareness up leveling those belief systems those strategies can help you create the structures and the discipline.

407

00:51:38.760 --> 00:51:50.040

Stephanie Bogan: To create the moment right the state and the momentum and the strategies that will help you, for example, if you can get clear that I think to at least this point like okay let's if we need to do it three times a day.

408

00:51:50.730 --> 00:51:58.740

Stephanie Bogan: The questions are things like in the service of what what's the difference between two times and five times oh it's in service of being available new clients okay.

409

00:51:58.950 --> 00:52:05.310

Stephanie Bogan: So, it means that the gap between check ins is going to go from 45 minutes to an hour and a half that's the difference between two to five.

410

00:52:05.790 --> 00:52:15.870

Stephanie Bogan: what's it at the cost of it's at the cost of i've now got to check email two more times it's another hour i'm going to be distracted okay like now, you can look at that and go does that make sense.

411

00:52:16.800 --> 00:52:27.240

Stephanie Bogan: And so that's a strategy for just reframing it while you're working on the story, and then you can put the email system in place, you can check it three or four times a day if that's more comfortable.

412

00:52:27.660 --> 00:52:35.310

Stephanie Bogan: so that you can learn that to go from 10 to six your brain just needs to learn it won't kill you basically So yes, if you can go from 10 to six.

413

00:52:35.700 --> 00:52:43.020

Stephanie Bogan: As a strategy you're building the muscle that not checking does not equal bad things Okay, I can I can start to Jen I can support that belief concept.

414

00:52:43.830 --> 00:52:52.140

Stephanie Bogan: But if you can do the inside, work and the outside work that's when you start to get those accelerator effects that we talked about, because as soon as Brian believes.

415

00:52:52.830 --> 00:53:04.230

Stephanie Bogan: believes in his brain is on board that hey checking email is not the thing that's going to get me to



my goal it doesn't serve me it's actually a fear strategy.

416

00:53:05.430 --> 00:53:16.500

Stephanie Bogan: Then he'll stop doing it, and there will not be near as much work it'll just be like okay here's what i'm gonna do i'm gonna check the system, and then you want to reinforce those systems over time and they become the new and better habits.

417

00:53:18.090 --> 00:53:19.050

Stephanie Bogan: So it makes sense do y'all.

418

00:53:20.460 --> 00:53:21.780

Stephanie Bogan: Inside outside in.

419

00:53:23.190 --> 00:53:29.190

Stephanie Bogan: triangles spinning shapes everywhere right allison do we have any other questions, we want to tackle now, or should we.

420

00:53:29.190 --> 00:53:40.260

Allison Foulk: Have we have quite a few a really popular one from Neil, what do we practice some routines do you recommend to help pull yourself above the line and maintain mindfulness it's a great one.

421

00:53:41.040 --> 00:53:42.420

Alyse McConnell: So that one more time allison.

422

00:53:45.180 --> 00:53:51.270

Allison Foulk: Why daily practices and routines do you recommend to help pull yourself above the line and maintain mindfulness.

423

00:53:53.940 --> 00:53:55.440

Alyse McConnell: it's a really good question.

424

00:53:55.920 --> 00:54:03.090

Stephanie Bogan: It is i'm going to drop back into the PowerPoint for a second, because we have those just the daily practice ideas in the research on we're gonna jump and.

425

00:54:03.090 --> 00:54:05.850

Alyse McConnell: While you're pulling it up put your own, and I see.

426

00:54:06.930 --> 00:54:10.950

Alyse McConnell: don just put in journal daily and, by the way down if that's your baby it's so cute.



427

00:54:13.800 --> 00:54:25.950

Alyse McConnell: That you know, there are some really, really good ones, and I really invite you to experiment with what works for you um these that we've called curated here are.

428

00:54:26.940 --> 00:54:33.990

Alyse McConnell: Not just proven but they're also ones that we use and other words, these are ones that that.

429

00:54:34.680 --> 00:54:45.420

Alyse McConnell: You know, a gratitude is on here, because it is often the quickest way to shift your feeling state, you might not be able to say when you're below the line say oh i'm gonna.

430

00:54:45.990 --> 00:54:57.480

Alyse McConnell: be happy now, but if you can get present to something your gratitude is fat grateful for, especially, something that will give you a what I call like a gratitude flush like like when I think about.

431

00:54:58.320 --> 00:55:04.710

Alyse McConnell: You know, particularly my kids when I think about my kids I just get this like oh i'm so grateful I get to.

432

00:55:05.280 --> 00:55:12.750

Alyse McConnell: Like be present to their journey on the planet, like you know, like that, for me, really fills me up so that is.

433

00:55:13.290 --> 00:55:23.460

Alyse McConnell: Like in the moment a very quick way to pull yourself above the line I know the question was about daily like to keep yourself above the line, and so there are these these.

434

00:55:24.390 --> 00:55:36.420

Alyse McConnell: You can you know, a couple of times a day, think of three I don't know what this particular one is steph I know you're going to share it with us, but i'm a big fan of the gratitude journal, where every day you you capture four or five things.

435

00:55:38.400 --> 00:55:46.800

Alyse McConnell: The other things on here in terms of journaling you know just putting your you know inside voice outside just getting it out, sometimes you'll surprise yourself.

436

00:55:48.870 --> 00:55:57.210

Alyse McConnell: The exercise absolutely I mean it has there's a physiology to it where it releases in your system releases those wonderful chemicals.

437

00:55:58.860 --> 00:56:07.740

Alyse McConnell: I am very steps going to talk about the three gratitude and random acts of kindness for the person



who just put it in the chat and then meditation is bold.

438

00:56:08.250 --> 00:56:30.990

Alyse McConnell: Faced here, because it is the thing that many, many people resist and it is the thing that will help the most with that having a more consistent above the line experience, and I would say, in this day and age, when our world is so full and we just have so we don't get out.

439

00:56:32.010 --> 00:56:40.620

Alyse McConnell: I am of the age where it used to be that you when you were in your car, you have like what was on the radio station, and that was it like there was no cell phone there was no.

440

00:56:41.130 --> 00:56:44.460

Alyse McConnell: Like you know not that you're on your cell phone in the car, but you can be listening to things etc like.

441

00:56:45.210 --> 00:56:59.850

Alyse McConnell: there's we have so little downtime we've got to put in more downtime, and that is one of the ways that meditation serves, not to mention all the other amazing things it's doing for your system so steph let me hand it back to you.

442

00:57:00.300 --> 00:57:06.420

Stephanie Bogan: Well, and I think the conversation here the really candid conversation is for a lot of people, and I know it was for me.

443

00:57:06.990 --> 00:57:16.800

Stephanie Bogan: Right you guys remember that cover financial planning magazine was all tough and right like I didn't come at this like oh let's get all whoo whoo and right REP crystals together and all that I was like just show me what works.

444

00:57:17.190 --> 00:57:26.010

Stephanie Bogan: On be successful and happy right give me give me the answers, and what I really landed on you guys have heard me talk about this is this idea of high performance happiness.

445

00:57:26.370 --> 00:57:40.110

Stephanie Bogan: And what i've realized and learned and experienced in coach is that your experience the way that you feel on a daily basis, the experiences that you create the relationship with your family, the outcomes is a conditioned state.

446

00:57:41.040 --> 00:57:51.960

Stephanie Bogan: You are, for all practical purposes, if you guys want to really stretch the minus that conversation we get into quantum physics, you are point zero to the 19th power space.

447

00:57:54.030 --> 00:58:03.570



Stephanie Bogan: Literally in your body, if we go all the way down to the atoms you're a zero to the 19th power space and you are i'm sorry yeah and then zero to the 19th power matter.

448

00:58:04.140 --> 00:58:09.960

Stephanie Bogan: Is the balance like that's what you are right and then your brain and your heart basically these electromagnetic frequencies.

449

00:58:10.500 --> 00:58:23.160

Stephanie Bogan: And you're vibrating at these frequencies and they can measure them so, for example, the lowest frequency is depression it's even worse it's lower than anger, the highest frequency isn't loved you know what it is.

450

00:58:24.480 --> 00:58:25.020

Stephanie Bogan: gratitude.

451

00:58:26.160 --> 00:58:37.500

Stephanie Bogan: it's the highest frequency, have you ever been in that like high vibrating state you're grateful you're feeling good everything's working and then things are just flowing prospects are coming like things are just easier and less effortful.

452

00:58:37.980 --> 00:58:51.090

Stephanie Bogan: So the idea here is when your brain is in that state it is in that left brain creative side it's in that problem solving can do your biochemistry you're being pumped with dopamine and serotonin like happy chemicals.

453

00:58:51.450 --> 00:59:03.780

Stephanie Bogan: Those chemicals increase your productivity your sales performance, like every measure when you do these things I call it high performance happiness, you are literally elevating your conditioned state.

454

00:59:05.400 --> 00:59:13.050

Stephanie Bogan: If the voices in your head or spending 7080 and 90% of their time squawking at you, is your condition steak and to be above the line or below going.

455

00:59:14.790 --> 00:59:23.730

Stephanie Bogan: it's going to be malevolence where is for most humans, the latest research shows that the average among us spends at least 70% of the average day in history.

456

00:59:25.980 --> 00:59:33.900

Stephanie Bogan: How can we be have achieved experience and give our best when we are spending the majority of our time in that stress in survival state it shrinks us.

457

00:59:34.650 --> 00:59:43.830

Stephanie Bogan: And that's what this whole conversation is about is when you can get into that elevated state when you can own your mind, for the very practical among you you just want to own your mind.



458

00:59:44.580 --> 00:59:55.440

Stephanie Bogan: You want to decide what are thinking and feeling state is what our biochemistry is and how we want to focus all the power of our brain for the outcomes that we want to create not those small stories.

459

00:59:56.070 --> 00:59:56.550

Stephanie Bogan: And these are.

460

00:59:56.940 --> 01:00:06.030

Alyse McConnell: Actually stuff I want to pause you there because it's so you're you're giving a ton of wonderful data and the piece that I want to underscore is.

461

01:00:06.660 --> 01:00:19.380

Alyse McConnell: You want to own your mind at mindset work is truly about choosing where you are hanging out in the five or six inches between between your ears so important and a lot of us aren't doing it by choice.

462

01:00:20.130 --> 01:00:27.930

Alyse McConnell: you're like that pinball in a pinball machine, you know email some other you know kids need something spouse needs something client needs something.

463

01:00:28.260 --> 01:00:36.630

Alyse McConnell: there's all of these to do is amazing there's this big project that I have there's all these little things I need to do and Oh, by the way, it's tax season it's this season, but the data.

464

01:00:37.980 --> 01:00:44.460

Alyse McConnell: we're not owning what's happening and that informs our entire experience on the planet.

465

01:00:45.420 --> 01:00:51.930

Alyse McConnell: And if someone is looking at your experience on the planet, I can tell you all, you have is moment to moment I mean I don't mean to pull that card, but I have to tell you that.

466

01:00:52.260 --> 01:00:58.290

Alyse McConnell: In these last few weeks that's a lot of where i've been spending my time is what is the quality of each moment i'm in.

467

01:00:59.580 --> 01:01:07.890

Alyse McConnell: that's really what compiles your life so open your minds man that's me, but that should be the top that should be the title of this oh in our minds.

468

01:01:07.920 --> 01:01:09.930

Stephanie Bogan: They really, really as a kid that a lot.



469

01:01:10.230 --> 01:01:17.970

Stephanie Bogan: But I think that's that's why you're in this coaching program versus another one is because we're really here to talk about the quality of your experience.

470

01:01:18.240 --> 01:01:34.590

Stephanie Bogan: So that's why these things are on this list because here's what I know is that the antidote to the background noise that ELISE is talking about which you all resonate with, we have to counter balance that with presence.

471

01:01:35.880 --> 01:01:47.910

Stephanie Bogan: that's awareness and intention, and these are things that are proven that's why the research is there for those of you that need it anyone in the feeling state knows that these things work anytime you take 17 seconds let's try it let's do it together.

472

01:01:48.810 --> 01:01:54.180

Stephanie Bogan: You guys know I love the deep belly breath one hand on your chest i'm watching, I can see you one hand on your belly.

473

01:01:55.410 --> 01:02:04.290

Stephanie Bogan: Right The goal is to keep our our lungs and chest flat breathe deep into our bellies that expands like a balloon we're going to do three deep belly breaths and while we're doing it.

474

01:02:04.890 --> 01:02:08.460

Stephanie Bogan: I want you on that first breath to imagine letting everything go.

475

01:02:09.270 --> 01:02:20.550

Stephanie Bogan: And then on the continued rest, I want you to really think about two or three things or even one thing I had these pictures of my kids when they're little like these magic wand, like the first time, my son smiled like look I get all.

476

01:02:21.180 --> 01:02:28.800

Stephanie Bogan: I cannot think about that moment without feeling fabulous like I just feel great and i'm like okay i'm going to build on that what's the next moment, and the next moment.

477

01:02:29.100 --> 01:02:34.350

Stephanie Bogan: Your job is you can change your state in 17 seconds, you can set it in 90.

478

01:02:34.770 --> 01:02:43.290

Stephanie Bogan: The research shows that energy of thoughts that's all in here, I thought is its energy will pass through your body physically in about 90 seconds.

479

01:02:43.740 --> 01:02:53.850



Stephanie Bogan: Unless you capture the thought like you own it and you dig into it like Oh, they might be calling for a bad like if you just let it go if you can own your mind trend for that 70 to 90 seconds.

480

01:02:54.420 --> 01:03:01.980

Stephanie Bogan: You own your mind, you can own your state, and when you learn how to do that alumni will tell you like that's the powerful isn't it when you're like oh.

481

01:03:02.460 --> 01:03:11.640

Stephanie Bogan: i'm gonna stop right here i'm not going to compromise my feet, because I am like I know that story and it's not true and i'm going to feel really good about going into this conversation, and when that starts to work.

482

01:03:12.390 --> 01:03:19.800

Stephanie Bogan: that's the momentum piece really kicking in right you guys ready we're going to do three deep 40 breaths so let's do our first one deep breath in.

483

01:03:21.840 --> 01:03:25.470

Stephanie Bogan: Anything that's just clogging your mind with background noise, let it out.

484

01:03:28.140 --> 01:03:29.190

To present.

485

01:03:31.770 --> 01:03:33.510

Something that feels really good.

486

01:03:35.880 --> 01:03:40.830

And the happiest most positive high binding thought that you can and dig into it.

487

01:03:42.180 --> 01:03:45.540

Stephanie Bogan: On the feeling more than the picture.

488

01:03:47.730 --> 01:03:48.210

deep breath.

489

01:03:50.460 --> 01:03:51.510

deep breath in.

490

01:03:55.410 --> 01:03:56.130

deep breath that.

491

01:04:00.150 --> 01:04:01.470



Stephanie Bogan: Has that field trend.

492

01:04:03.120 --> 01:04:05.340

Better about you bread.

493

01:04:08.100 --> 01:04:16.590

Stephanie Bogan: In the span of seconds, you can say, because this is what you're really doing to your brain i'm reliable to create a better experience for myself.

494

01:04:17.910 --> 01:04:30.570

Stephanie Bogan: i'm not going to be drowned out by the background noise i'm going to just learn in these fleeting seconds to notice I don't feel good that's your only job Dan game he's heard me say it verge knows like your only job first job is what do we feel good.

495

01:04:31.590 --> 01:04:34.230

Stephanie Bogan: If I don't hey I can pick three gratitude.

496

01:04:35.430 --> 01:04:40.470

Stephanie Bogan: dopamine and serotonin flood through your body and your brain and your chemistry when you get grateful.

497

01:04:40.830 --> 01:04:48.690

Stephanie Bogan: But she out of the stress state your brain can't focus on the bad and the good at the same time, like it can release one set of chemicals or the other.

498

01:04:49.320 --> 01:04:58.650

Stephanie Bogan: So you can flip that switch journaling guys I know a lot of you really struggle with the idea of feelings and meditation to Lisa has a great joke around feelings and guys to start.

499

01:04:59.070 --> 01:05:05.670

Stephanie Bogan: journaling is a fantastic way or For those of you verbal processors or analytics journaling is an incredible way.

500

01:05:06.120 --> 01:05:12.540

Stephanie Bogan: To if you're like I can't like I don't really know like just sitting down with a question or intention hey.

501

01:05:12.930 --> 01:05:22.560

Stephanie Bogan: what's this weird feeling about hey what's it going to take for me to get clear on you know whether I should raise my fees like if you ask yourself a question, or you have an intention and then you just start painting.

502

01:05:22.950 --> 01:05:28.050



Stephanie Bogan: I don't know if dan's on the line, but he and I had a call with it was December, and he was like i've been really lagging.

503

01:05:28.560 --> 01:05:37.650

Stephanie Bogan: And I don't want to attack the end you know I don't want to just count the days to the end of the year, I really want to kick it up a notch and I was like do you want a momentum maker, and he was like yeah and I was like okay.

504

01:05:37.980 --> 01:05:40.770

Stephanie Bogan: I want you to journal for five minutes a day, and he went okay.

505

01:05:42.210 --> 01:05:50.910

Stephanie Bogan: awesome and I was like what, let me make a case for this first I was like here's the deal it doesn't care what you write about it don't care to lisa's Point five to those are strategies.

506

01:05:51.450 --> 01:05:58.800

Stephanie Bogan: it's about hey Nick can you and your can you own your mind for five minutes a day, can you say for this five minutes a day i'm going to sit down.

507

01:05:59.340 --> 01:06:08.520

Stephanie Bogan: i'm going to journal i'm going to be grateful i'm going to walk around the block i'm going to practice three acts of kindness what you're saying is i'm making a conscious choice to own my state.

508

01:06:09.240 --> 01:06:17.430

Stephanie Bogan: which starts with owning my mind so whether it's journaling, which is a very powerful exercise Dan was texting me every day to check in and then like two weeks later he's like.

509

01:06:17.880 --> 01:06:22.710

Stephanie Bogan: Can I do it for more than five minutes, this is really powerful and it's like yeah you take all the time, you need.

510

01:06:23.400 --> 01:06:33.840

Stephanie Bogan: I think, to that you remember the change formula was that F factor is those first steps, it is not about mastering meditation or journaling or any of that so I people don't do meditation.

511

01:06:34.740 --> 01:06:40.680

Stephanie Bogan: Because it feels like something you're supposed to be really good at, and most of us feel like we suck at it and for being really honest.

512

01:06:41.250 --> 01:06:50.700

Stephanie Bogan: So there's an amazing meditation teacher she does all the exact at Google and search and then and she fundamentally changed my experience with meditation because she gave me permission to say.



513

01:06:51.090 --> 01:06:58.920

Stephanie Bogan: This is what she said, are you ready, she said, the point of meditation is not to clear your mind, no one can clear the mind like you have to be yogi and amount for a really long time.

514

01:06:59.670 --> 01:07:06.450

Stephanie Bogan: she's the point of meditation is to practice awareness right owning your mind if you sit in meditation.

515

01:07:06.930 --> 01:07:14.220

Stephanie Bogan: And, at one point in that meditation and that doesn't mean you have to be on occasion right, it could just be a quiet space walking around the block whatever it means to you.

516

01:07:14.730 --> 01:07:22.650

Stephanie Bogan: In that meditation as your thoughts float which they will, if one point in that process, you catch those thoughts and you're like hey Brian.

517

01:07:23.250 --> 01:07:31.470

Stephanie Bogan: hey my mind just wandered off to why my assistant blah blah blah it's really not what I was here for today hey let's bring it back to Center like hey.

518

01:07:32.160 --> 01:07:35.340

Stephanie Bogan: i'm just here to sit, you know, whatever your intention for the day is.

519

01:07:36.060 --> 01:07:42.690

Stephanie Bogan: If you bring it back one time she said, you have done your practice for the day and I was like I got this I can do that at least one time a day.

520

01:07:43.080 --> 01:07:48.330

Stephanie Bogan: that's the goal, because at least will tell you, when you it's a muscle that you're building it's an awareness muscle.

521

01:07:48.870 --> 01:07:54.450

Stephanie Bogan: Can you get to the place for it, we were like oh I don't feel good I should stop for five seconds and ask myself why don't feel that.

522

01:07:54.930 --> 01:07:57.210

Stephanie Bogan: hey this is that awareness thing stephanie emily's talked about.

523

01:07:57.930 --> 01:08:05.520

Stephanie Bogan: Oh it's because I have to call my biggest client he left that message and I feeling confident about that hey i'm a trusted advisors that's the way I want to feel when I.



524

01:08:05.760 --> 01:08:10.110

Stephanie Bogan: When my largest client calls know I should be excited because i'm a trusted advisor and told him to call me.

525

01:08:10.620 --> 01:08:13.410

Stephanie Bogan: it's probably good thing i'm going to i'm going to deliver some valuable advice.

526

01:08:14.070 --> 01:08:19.470

Stephanie Bogan: Like you can shift yourself into that mindset before you make the call because, by the way you want to before you make that call.

527

01:08:19.920 --> 01:08:27.990

Stephanie Bogan: or before you sit down with the prospect, or have the conversation with your assistant or decide what your fee is like you want to get that story to the surface, so you can deal with it.

528

01:08:28.620 --> 01:08:42.900

Stephanie Bogan: But these are ways on a day to day basis that you can start to turn the dial, if you will, so that one day you'll wake up things that used to spend you for weeks are really bother you you'll get yourself out of in a few minutes usually come on.

529

01:08:43.680 --> 01:08:46.740

Stephanie Bogan: Okay it's not really a big deal i'm totally worth Murphy got this.

530

01:08:47.940 --> 01:08:48.480

going on.

531

01:08:49.800 --> 01:08:50.910

Stephanie Bogan: Sir go ahead and these.

532

01:08:51.330 --> 01:09:00.240

Alyse McConnell: Well, so there's a few questions in the chat about what to write about and so any of those places where you're stuck.

533

01:09:00.750 --> 01:09:09.330

Alyse McConnell: Well, you know that's a perfect thing so there's great advice great tips in the chat but to go to what stephanie was just speaking to.

534

01:09:10.050 --> 01:09:16.950

Alyse McConnell: Anything you know anything you're stuck on you know I I don't want to raise my fees because, and you can just that will.



535

01:09:17.490 --> 01:09:37.350

Alyse McConnell: And a key phrase is once you think you're done asking yourself and what else because it's often that last piece that it's like oh so if you can it any any place that you are trying to explore, you know I am.

536

01:09:38.430 --> 01:09:45.810

Alyse McConnell: I'm resisting doing my website build out what's in the way, so you can say what's in the way and just spend five minutes writing what's in the way.

537

01:09:46.050 --> 01:09:55.740

Alyse McConnell: And even if it's stuff you think you already know, there is a process of just getting an out that can create more space suddenly for something new to come in so.

538

01:09:56.940 --> 01:10:00.030

Alyse McConnell: And I know, excuse me, I know the.

539

01:10:01.440 --> 01:10:10.290

Alyse McConnell: If you if you are stuck I guess that's what I want to say is, if you are stuck on on sentence stems or you know things to finish or questions to write during journaling.

540

01:10:10.710 --> 01:10:15.870

Alyse McConnell: You know, ask, and we will give you a list, because it really is just a matter of, as was said in the chat.

541

01:10:16.410 --> 01:10:30.030

Alyse McConnell: Creating the practice getting started building the momentum momentum and meditation is exactly that, even when you feel the least like it like doing it all your your only job is to stay in the habit of it and own your mind in that moment.

542

01:10:30.780 --> 01:10:36.960

Stephanie Bogan: At least, and I will walk you through an exercise and only allison you can post in the chat if people and I downloaded in the interim.

543

01:10:38.160 --> 01:10:43.950

Stephanie Bogan: But that's The goal is to get yourself to a place where you can start to get that level of awareness and here's why it matters like.

544

01:10:44.130 --> 01:10:53.640

Stephanie Bogan: These the spin the the least talked about with the background right a lot of my clients have called a Groundhog day right you come in, you try to make it better, the next day, and the next day, and the next day it's why you're all here.

545



01:10:54.360 --> 01:11:03.150

Stephanie Bogan: Is what we're really talking about with gratitude and journalism, which is why the daily practice which we'll talk a little bit about some structure, for that is important, is because the research says.

546

01:11:03.450 --> 01:11:10.530

Stephanie Bogan: That how you set your day how you start your day is how you set your day like you're creating that conditions that and, over time, what we're doing.

547

01:11:10.980 --> 01:11:18.780

Stephanie Bogan: Is we're elevating the default conditions that when you get busy when you get stressed when you get overwhelmed the defaults kick in.

548

01:11:19.290 --> 01:11:23.070

Stephanie Bogan: And those are the ones that don't tend to service a daily practice.

549

01:11:23.400 --> 01:11:32.610

Stephanie Bogan: He is that deliberate active decision that says, I will elevate I will, in my mind, I will elevate my thinking and everything else will follow, whether it's gratitude is your journalism.

550

01:11:32.910 --> 01:11:40.860

Stephanie Bogan: We can talk about routines for that, but it's about staking out a part of your day to say I can be reliable.

551

01:11:41.400 --> 01:11:50.220

Stephanie Bogan: And conscious in this time because, in order to do purposeful work, which is what we're talking about here all of the work that we're taking me through.

552

01:11:50.670 --> 01:11:59.700

Stephanie Bogan: we're trying to take you to it purposefully here's what we're doing here's why we're doing and here's the House to him here's the practice here's the behavioral piece here's like we're trying to give you all of that.

553

01:12:00.090 --> 01:12:05.190

Stephanie Bogan: But in order to do purposeful work and you all experienced this every day, as you have to have presence.

554

01:12:06.150 --> 01:12:15.660

Stephanie Bogan: And you have to have a pace that you can actually be purposeful in you cannot shove 10 pounds a shit into a five pound bag and deliver excellence, much less do it happily that's just the truth.

555

01:12:17.790 --> 01:12:19.320

Alyse McConnell: For us how many of you i'm sorry.



556

01:12:19.860 --> 01:12:20.640

Stephanie Bogan: Go ahead, I was just saying.

557

01:12:22.710 --> 01:12:24.390

Stephanie Bogan: About adjusting the size of the bag.

558

01:12:24.840 --> 01:12:25.980

Alyse McConnell: Well, and what I want to.

559

01:12:27.600 --> 01:12:33.240

Alyse McConnell: How many of you when we're talking about putting in these daily routines are immediately like oh my God I don't have time for that.

560

01:12:34.440 --> 01:12:35.820

Alyse McConnell: Where am I going to fit that in.

561

01:12:37.020 --> 01:12:40.740

Alyse McConnell: So thank you for being honest, I can only see a couple hands i'm only you can see a few of you, but.

562

01:12:42.810 --> 01:12:48.270

Alyse McConnell: That That was my resistance i'll be out myself, and it is the thing it's hilarious.

563

01:12:48.270 --> 01:12:55.380

Alyse McConnell: Because things that when I get busy that will still come up like Oh well, I don't have time for that and.

564

01:12:56.190 --> 01:13:06.630

Alyse McConnell: i've now, after a lot of years and a lot of money spent with coaches realized like oh that's an indicator for me I don't have time is an indicator for me that I need to stop and look at some things but.

565

01:13:07.680 --> 01:13:19.590

Alyse McConnell: I what I wanted to say is that these exercises you being in control of your mind you owning your mind allows you to create time.

566

01:13:20.100 --> 01:13:32.970

Alyse McConnell: Because you are doing, many, many things from a place of automatic city that aren't necessarily in service of what your higher goals higher purpose is.

567

01:13:33.450 --> 01:13:43.440

Alyse McConnell: There are many things that you could offload set down stop doing and and the only way you're



going to be able to discover those is by becoming more presence.

568

01:13:43.860 --> 01:13:51.720

Alyse McConnell: Present stephanie's talked a lot about presence that this morning, and you know presence is in each moment noticing where you are when you're not here.

569

01:13:52.380 --> 01:13:58.200

Alyse McConnell: Are you typically a future tripper are you future you're looking at like I got after this call I got to make sure, and I got to remember and.

570

01:13:58.950 --> 01:14:08.640

Alyse McConnell: Or are you rehashing are you pass rehashing like oh that call to that client and they get mad at me and i'm going to hear from them and should I send a note and Nana Nana Nana.

571

01:14:10.230 --> 01:14:17.700

Alyse McConnell: we're often one or the other we're rarely in this moment, it takes tremendous tremendous.

572

01:14:19.200 --> 01:14:26.580

Alyse McConnell: effort to stay in this moment that the first part is simply noticing oh i'm not here right now i'm going to come back i'm going to come back now, and now, and now.

573

01:14:27.840 --> 01:14:37.860

Stephanie Bogan: Well, in a habit is literally something that you do without thinking and that's the goal this mindset work and conversation the coaches will tell you like we still talk about it, I see tanya like we're.

574

01:14:38.070 --> 01:14:43.110

Stephanie Bogan: Talking about their next three years, and the conversation is like okay what's the vision where's the resistance like.

575

01:14:43.470 --> 01:14:50.940

Stephanie Bogan: Because, ultimately it's that greater than our that we all that we all have to get through, so one of the exercises, we talked about the.

576

01:14:51.270 --> 01:14:55.590

Stephanie Bogan: Old stories and new stories in the science of success module in the clarity retreat.

577

01:14:55.950 --> 01:15:09.570

Stephanie Bogan: One of the things that we want to walk you guys through today is this shift your thinking shift your life so to lisa's point if you find a place like where's the resistance, for you, Neil or Spencer or Ryan like when you're like hey I want to get to X stuff drops into your head.

578



01:15:10.860 --> 01:15:15.690

Stephanie Bogan: What is it between you and that thing and that's the resistance point.

579

01:15:15.990 --> 01:15:24.990

Stephanie Bogan: That you want to improve so whether it's you know the email or the staffing or surges or right getting clear on your values, so you can set those minimums and stick to them.

580

01:15:25.410 --> 01:15:35.010

Stephanie Bogan: The worksheet is really designed to help you get clear on where you are and then go through the process of breaking it down a little bit do you guys want to you want to do one.

581

01:15:38.610 --> 01:15:46.980

Stephanie Bogan: sperber you say yes absolutely who wants to volunteer does anybody have an issue or resistance point that they want to talk through.

582

01:15:49.080 --> 01:15:49.950

Stephanie Bogan: tanya's giggling.

583

01:15:51.420 --> 01:15:52.980

Alyse McConnell: make yourself off mute and go for it.

584

01:15:54.840 --> 01:16:00.690

Stephanie Bogan: Right, what about you olivia do you have something that's kind of a resistance point for you, when you think about that up level.

585

01:16:03.750 --> 01:16:08.160

Olivia Weber: not really at this point, still just kind of working through it great okay.

586

01:16:08.220 --> 01:16:11.820

Stephanie Bogan: So let me know when something comes up how about you, Neil.

587

01:16:13.200 --> 01:16:13.980

Stephanie Bogan: You are there.

588

01:16:15.420 --> 01:16:25.770

Neal Albritton: Oh, what i'm trying to do right now is just build that morning routine whether it's meditation or journaling or whatever else, so this week with some of these recommendations i'm seeing through the chat i'm going to start trying different things.

589

01:16:27.300 --> 01:16:36.840

Stephanie Bogan: So let's talk through you guys want to walk through whether it's a daily practice your routine like



what's the resistance point for that, like when you think about it, like what comes up let's be honest.

590

01:16:42.780 --> 01:16:53.010

TanyaNichols: guys are panel you're so resisting morning or teen is, you have to stop doing stuff once you have to stop doing to be.

591

01:16:53.010 --> 01:17:02.190

Stephanie Bogan: Present yeah lenders resistance for me how many of you love the strategy of doing if i'm if i'm busy and productive.

592

01:17:03.420 --> 01:17:06.570

Stephanie Bogan: yeah yeah I, like you, can't have that mentality I got the gold medal and.

593

01:17:06.720 --> 01:17:08.760

TanyaNichols: No gold stars over here.

594

01:17:08.970 --> 01:17:16.890

Stephanie Bogan: over which is We talked a lot about inspired action versus effort at action, which is when you get into that success state and into that zone.

595

01:17:17.250 --> 01:17:25.710

Stephanie Bogan: You, the things that you need to do, can really clear and you move toward them with with a lot more ease and efficiency and the other stuff gets really clear about falling away.

596

01:17:26.250 --> 01:17:36.030

Stephanie Bogan: And so, when you think about meal, you know that morning routine or anything else, like what are those sticking point so some of the questions you want to ask yourself or what's the belief that you have around it.

597

01:17:37.290 --> 01:17:49.530

Stephanie Bogan: let's let's look at something like raising fees, you know what what's the benefit of the belief that you can't race, please anyone want to jump in there, how does it serve you to tell yourself that.

598

01:17:52.530 --> 01:17:53.790

Spencer Hall: You never have to hear no.

599

01:17:54.150 --> 01:17:56.880

Jill Hansen: You don't have to hear no people are going to leave.

600

01:17:57.780 --> 01:18:12.420

Stephanie Bogan: People will leave so you will avoid people leaving and result I call it the loss of revenue or reputation that results, no likes those things right, so, then this goes back to that question of, is it really true which is



okay, where does it stop you in your business.

601

01:18:16.770 --> 01:18:17.010

Jill Hansen: Put a.

602

01:18:17.340 --> 01:18:18.420

Jill Hansen: schedule together.

603

01:18:19.350 --> 01:18:30.090

Stephanie Bogan: So you can't put your fee schedule together can update your website can't figure out how to tell your story to make us, you know we got to change it, depending on who you're talking to on what day.

604

01:18:30.630 --> 01:18:32.610

Dan Darchuck: And file your ad before them.

605

01:18:33.180 --> 01:18:34.200

Stephanie Bogan: All your ADB.

606

01:18:35.400 --> 01:18:36.360

Leonidas Maheras: what's your value.

607

01:18:36.960 --> 01:18:45.420

Stephanie Bogan: Right I can't get clear my value what happens when we're not clear in our value we stopped talking to people about it let's be honest right we're not out there we're not having the conversations we are not seeing the people.

608

01:18:45.810 --> 01:18:48.390

Stephanie Bogan: A little bit harder right now, but we all know, it's true all the time.

609

01:18:49.530 --> 01:18:56.550

Stephanie Bogan: Right, so do you see how you then go like hey how's this really stopping me, which is the isn't serving me question and then what are your complaints about it.

610

01:18:57.900 --> 01:19:03.360

Jill Hansen: it's a huge waste of time because you think about it again and again and again, and you don't do anything about it.

611

01:19:05.130 --> 01:19:05.640

What else.

612



01:19:07.260 --> 01:19:15.240

Ryan A. Smith, CFP®: We get complaints about these you don't make them if you're actually worth what the life that you need you to take care of your concerns down the road.

613

01:19:15.750 --> 01:19:17.580

Stephanie Bogan: You serving others but not yourself.

614

01:19:18.510 --> 01:19:26.250

Ann Shubert: You can end up getting just kind of grumpy when you're working away and you realize you just don't feel like you've gotten paid enough.

615

01:19:26.370 --> 01:19:27.420

Ann Shubert: To do all the work you're.

616

01:19:27.420 --> 01:19:28.050

Alyse McConnell: Doing latest.

617

01:19:30.600 --> 01:19:31.950

Alyse McConnell: Sorry, and I love that, though.

618

01:19:33.780 --> 01:19:35.610

Ann Shubert: That well it happened to me this week.

619

01:19:37.860 --> 01:19:43.440

Ann Shubert: I guess too low, I guess that the high end of my range and I had a client who still seems to want more and now we're.

620

01:19:43.770 --> 01:19:54.720

Ann Shubert: we're setting some boundaries, because she didn't my proposal didn't include all the stuff she's asking for and she's getting grumpy that i'm saying you know I haven't gone back and read the proposal yet.

621

01:19:55.530 --> 01:20:03.870

Ann Shubert: So she may just be someone I don't want to work with long term, I have to look at that, but she's also would be a wonderful client at some level so i'm in a process right now.

622

01:20:04.350 --> 01:20:14.160

Ann Shubert: Trying to stand strong, with at least even what I asked for and saying you don't get more than that right money good hey but.

623

01:20:15.150 --> 01:20:19.350

Alyse McConnell: Right really being clear about the boundaries like here you're in a couple of different dances there



a way to go.

624

01:20:20.580 --> 01:20:29.940

Stephanie Bogan: Well, and I think you know I think to Lisa's point you can also, you know as we go through the exercise but understand that your clients being that they're also human all have stories.

625

01:20:31.320 --> 01:20:40.920

Stephanie Bogan: Which means that you are always talking to the client and the other stakeholders at the table, they just happened to be silent they're not telling you that there's other stakeholders at the table.

626

01:20:41.550 --> 01:20:50.760

Stephanie Bogan: So what you ultimately want to do when someone brings a point of dissatisfaction or discontent what you're ultimately trying to understand is what's really the source of that.

627

01:20:51.690 --> 01:20:57.810

Stephanie Bogan: Right, so you have a you know, a gap between expect her expectations and the experience that she's having.

628

01:20:58.170 --> 01:21:06.180

Stephanie Bogan: And is and coming in in that confident place of knowing her value and then she's going to set those boundaries she's in a much better position to say.

629

01:21:06.750 --> 01:21:15.630

Stephanie Bogan: Thank you for sharing those expectations with me as we go back to the proposal, we can see that this is what we discussed as you shared more about the experience you'd like to have relative to your goals.

630

01:21:15.990 --> 01:21:21.330

Stephanie Bogan: I'd be happy to share with you some other ways like if and has the services, she has them if she doesn't she doesn't.

631

01:21:21.720 --> 01:21:37.650

Stephanie Bogan: But it's about whether it's with you, or with a client having that candid conversation about what's really happening and it's okay to say hey I can see that you're you're looking for a bigger experience, that is what is outlined in our proposal can we have that conversation.

632

01:21:39.390 --> 01:21:47.040

Ann Shubert: And I planned out the questions, because I do offer she is a very busy business woman who needs some manager.

633

01:21:47.340 --> 01:21:54.600

Ann Shubert: million and a half dollars and there's some resistance there she wants to be a do it yourselfer she wants me to tell her exactly.



634

01:21:54.840 --> 01:22:01.980

Ann Shubert: Where to go which retail broker to use how to call up how to open accounts and it's like I don't do that in a financial plan.

635

01:22:02.370 --> 01:22:11.220

Ann Shubert: But that's The next step i've been practicing The quest tell me more about that's right tell me more about what you are looking for.

636

01:22:11.910 --> 01:22:21.120

Ann Shubert: Without saying you know if you want to be a do it yourself, where you have to do it yourself that's i'm not going to say that, but I want her tell me more right do l.

637

01:22:21.150 --> 01:22:23.610

Ann Shubert: Would I cost too much you lose control.

638

01:22:24.750 --> 01:22:29.220

Ann Shubert: she thinks she should do it herself right but tell me more about this.

639

01:22:30.330 --> 01:22:38.700

Stephanie Bogan: Well, and I think it because it applies, I mean it continues to apply, but like think about the idea of when you ever you say something like I wouldn't say that you might not say it in that way.

640

01:22:39.240 --> 01:22:46.290

Stephanie Bogan: But you could thinking, but you could say that you just wouldn't set you would say it, you would frame it in a way that was fair to both parties.

641

01:22:48.000 --> 01:22:49.470

Ann Shubert: Good boy good point.

642

01:22:49.920 --> 01:22:56.910

Alyse McConnell: And I think it's really important to you know we're really effective, I think, particularly as Americans in.

643

01:22:58.920 --> 01:23:08.100

Alyse McConnell: Not being direct like being afraid to actually say hey what i'm think i'm hearing is that you really want this.

644

01:23:08.640 --> 01:23:26.940

Alyse McConnell: And that's actually not what's being offered or in order to get that that's this price, you know, like there's just a way of being the more you are above the line in your state is neutral energetically neutral there really is nothing you can't say.



645

01:23:27.480 --> 01:23:36.570

Alyse McConnell: From a space where you are coming open hearted and energetically neutral and by energetically neutral, I mean you're not triggered you're not like you know.

646

01:23:37.110 --> 01:23:42.240

Alyse McConnell: We have to, especially when we're dealing with someone else's reaction and I know we keep.

647

01:23:42.600 --> 01:23:49.860

Alyse McConnell: You like I want to just keep putting in this is not just with client relationships, this is of all relationships, but when you come into a conversation.

648

01:23:50.430 --> 01:24:01.860

Alyse McConnell: And there's any charge you're feeling like they are not they're taking advantage or you're afraid they're gonna think you're overcharging or or or you know there's all these.

649

01:24:03.330 --> 01:24:13.320

Alyse McConnell: charges that are in the way of actually just hey, this is what we offer like you wouldn't go to mcdonald's for a steak you don't go to the window and say, I want to.

650

01:24:14.130 --> 01:24:23.670

Alyse McConnell: eat steaks I don't even know what kind of, say, I want a T bone is that you can stay still a mistake, you just don't because it's McDonalds and they don't offer that they order offer quarter pounders.

651

01:24:24.780 --> 01:24:31.290

Alyse McConnell: And the person at the window wouldn't be take wouldn't take it personally that you are asking for something they would just say we don't have that here.

652

01:24:32.100 --> 01:24:42.030

Alyse McConnell: Tonight level of energy, you want to bring into those conversations, instead, what typically happens, though, is our subconscious kicks into.

653

01:24:42.420 --> 01:24:55.440

Alyse McConnell: Oh, my gosh I should and I don't know or they're taking advantage, or who does she think she is or maybe I am taking advantage, maybe, who do I think I am like depending on your coding it engages with this whole other thing.

654

01:24:55.830 --> 01:25:07.050

Alyse McConnell: that's happening not appear, but all below the surface, and so the more aware, you are that's why, if you're doing that journaling you're like oh look I tend to get defended around such and.

655

01:25:07.050 --> 01:25:11.160



Alyse McConnell: Such you have more ability to not be in the moment.

656

01:25:12.840 --> 01:25:15.300

Stephanie Bogan: And there was going.

657

01:25:16.560 --> 01:25:25.260

Ann Shubert: I was just gonna say I think it was actually helpful to make first off, I want to say that i'm a second year LCP and there's no doubt in my mind that having done this program for a year.

658

01:25:25.530 --> 01:25:28.080

Ann Shubert: gave me some tools to have boundaries.

659

01:25:28.410 --> 01:25:40.740

Ann Shubert: and to be able to say you know what this might not be a client, I want to work with that would never have occurred to me before this program so I just I definitely wanted to share that I think what helped me in this circumstance.

660

01:25:41.010 --> 01:25:45.630

Ann Shubert: was when she said, tell me what broker to us and she's talking about retail side.

661

01:25:45.900 --> 01:25:56.100

Ann Shubert: Actually kind of went out I started to look at these and then you know i'm an alien and CFP, I am a fiduciary I have to give her best answer and I got stopped by going.

662

01:25:56.400 --> 01:26:05.310

Ann Shubert: A I am not going to try to get all this information it's pointless to me so in a way, I was helped because her request was sort of far.

663

01:26:05.700 --> 01:26:13.110

Ann Shubert: Out of what I do, that I was able to just say, I am sorry I don't do this I did, and I was also the offer.

664

01:26:13.590 --> 01:26:25.260

Ann Shubert: I can, this is not included in our financial financial plan, I can do this part as a project for you, if you would like to continuous hourly blah blah, so I was able to kind of offer.

665

01:26:25.710 --> 01:26:29.880

Ann Shubert: Other off, but I think it also helped because it was just so far.

666

01:26:30.360 --> 01:26:39.360

Ann Shubert: Out of what I was willing to do that I got help sometimes if things are just a little more and a little more than you promised and a little more it's easy to kind of.



667

01:26:39.630 --> 01:26:51.390

Ann Shubert: walk into it and I got I got helped by just sort of going go back to that proposal, what did you actually tell her you were going to do and and there were some things I could extract a little.

668

01:26:51.750 --> 01:26:57.810

Ann Shubert: She would be a big cost client she came in, but i'm not going to stretch beyond a certain point, and if she.

669

01:26:58.290 --> 01:27:11.730

Ann Shubert: isn't okay with that we've had wonderful conversations and then we had one where she was really tired and I didn't catch it, so we have to have a next one, where she's not tired and where we come back to.

670

01:27:12.510 --> 01:27:21.540

Stephanie Bogan: Where I think wherever you're kind of, on the other side of that crisis of competence and really starting to get grounded in it and steep yourself in it, or you're still in that.

671

01:27:21.780 --> 01:27:28.920

Stephanie Bogan: You know that fourth question is, what do you want, and why don't you have it like a lot of times this conversation as well, I want to have clients of a certain size or that.

672

01:27:29.190 --> 01:27:33.060

Stephanie Bogan: I only do this kind of work, for they want to charge this but I can't have it, because.

673

01:27:33.600 --> 01:27:43.380

Stephanie Bogan: Right they'll say no right, I need to generate the relic whatever those just understand those are the stories like to elise's point when something happens.

674

01:27:43.740 --> 01:27:51.840

Stephanie Bogan: And this is the fundamental core concept is the literally the biggest discovery and behavioral science in 100 years events have no meaning.

675

01:27:53.250 --> 01:27:57.480

Stephanie Bogan: They only have the meanings that we give them, so if I said to you.

676

01:27:57.540 --> 01:28:06.780

Alyse McConnell: Or, if I may be only have the meanings that our past has programmed us to believe that then give them like it's so unconscious.

677

01:28:07.560 --> 01:28:17.040

Stephanie Bogan: You guys I did a presentation this morning to a big organization they wanted to know what our



fees words or you know, like in the private client fees and I was like here they are what they are.

678

01:28:17.940 --> 01:28:28.950

Stephanie Bogan: And they were like wow when I was a gift that's what they're like at the end of the day, you want to get to a point where you don't have a charge because you're neutral state is, I know my value.

679

01:28:29.730 --> 01:28:37.830

Stephanie Bogan: Your job is then to put yourself in the people situations and experiences, where they want to receive that value and not worry about everybody else.

680

01:28:38.400 --> 01:28:46.350

Stephanie Bogan: And I think so that's the other day if you're going through these questions whether it's raising your fees or checking your email five times a day it's, what do you want.

681

01:28:47.280 --> 01:28:58.950

Stephanie Bogan: Because your brain will give you all the reasons you can't have it, you get going and you can't even get clear on it like when you were one hand like you want clients who have you use their trusted advisor who will listen to and follow your advice and we're happy to pay for it.

682

01:29:00.090 --> 01:29:01.560

Stephanie Bogan: Right like that's what you want.

683

01:29:02.370 --> 01:29:07.260

Stephanie Bogan: So what are the stories that we accept that we accept the meanings that our.

684

01:29:07.470 --> 01:29:16.260

Stephanie Bogan: Past programming gives it like I have to because my clients won't let me like those stories that we started with, I have to work twice as hard or I can't do this or you shouldn't do that or I don't know how.

685

01:29:16.950 --> 01:29:21.510

Stephanie Bogan: And that's what we're trying to unpack and break down here, but I want you to be really clear on what's it costing you.

686

01:29:22.560 --> 01:29:36.870

Stephanie Bogan: right when you make those compromises, they add up, both in terms of to at least this point how you feel about the practice and the experience you're having but also in the performance, the actual time the money the income, the number of clients, just like the real stuff it shows up.

687

01:29:38.130 --> 01:29:40.260

Stephanie Bogan: So the idea here is to.

688



01:29:40.950 --> 01:29:52.260

Stephanie Bogan: As you go through the year we're going to talk a lot more about this tons of conversation about it on try, but these these are different exercises from the mindset learning path the overcoming overwhelm the relationship to money.

689

01:29:52.590 --> 01:30:00.060

Stephanie Bogan: The seven mindsets but, in particular, what ELISE and I wanted to call out to you today wasn't sort of shift your thinking pick a point of resistance.

690

01:30:00.690 --> 01:30:05.790

Stephanie Bogan: I know that there were some issues with the vimeo and the video, but what I went through in this week's coaching video and i'll do.

691

01:30:06.030 --> 01:30:15.240

Stephanie Bogan: What we're gonna start doing is kind of TV, like the coaching path each week like here's what we should be here's what we should be focused on is I want you to get really clear on what the compromises are costing you.

692

01:30:18.810 --> 01:30:26.670

Stephanie Bogan: Because we spent a lot of time worrying about the the fear side of it, but we don't spend a lot of time, focusing on what those compromises are costing us.

693

01:30:27.660 --> 01:30:38.700

Stephanie Bogan: So the idea is pick one thing raising my fees picking a niche checking my email pick one point of resistance that you know when you overcome it is going to be a bit of a leap frog for you.

694

01:30:39.150 --> 01:30:46.920

Stephanie Bogan: download that shift your thinking shift your life exercise go through it see what you get out of it feel free to jump on tribe and Community if you want to talk through it.

695

01:30:47.280 --> 01:30:53.580

Stephanie Bogan: But the idea is just it's just an exercise to build your awareness muscle to literally take you through the process of.

696

01:30:54.000 --> 01:31:03.810

Stephanie Bogan: what's the issue i'm experiencing how am I feeling about it what's coming up for it, what can I do about it, like just to get you in that awareness practice so that you can build that muscle over time.

697

01:31:06.810 --> 01:31:17.430

Stephanie Bogan: Right, one of the things I want to make sure that we cover is analysis and let me know if there's any more big questions that we want to get to is recording new stories like, how do you actually go through the process.

698

01:31:17.970 --> 01:31:26.760



Stephanie Bogan: Of up leveling the beliefs that like how do I go from i'm an imposter to I completely I stand confident in my value like what's that process look like.

699

01:31:27.120 --> 01:31:33.750

Stephanie Bogan: So the idea is to record new stories, as we like to call it recording new and better story so ELISE you want to talk about this a little bit.

700

01:31:36.990 --> 01:31:37.500

Yes.

701

01:31:39.120 --> 01:31:40.320

Stephanie Bogan: Or, I can I just I don't.

702

01:31:40.320 --> 01:31:45.390

Alyse McConnell: know no no it's really perfect I was just I was off on a tangent in my own brain about stories like.

703

01:31:45.930 --> 01:31:58.290

Alyse McConnell: It is it says practice awareness, really, really, really, if you take nothing else away from this conversation this call today it's simply bringing your awareness to what those conversations are.

704

01:31:59.520 --> 01:32:10.830

Alyse McConnell: We tend to simply like with them away and are in in our early you know, maybe if you've done some of this work already maybe not so much, but if this is your first foray and just notice.

705

01:32:11.280 --> 01:32:27.900

Alyse McConnell: What are the conversations about them, they always you know they they cut me off in traffic, they are so dumb who are whatever whatever it is like it's a vague conversation or it's a conversation I always just start to notice what the stories are.

706

01:32:29.010 --> 01:32:34.650

Alyse McConnell: And then notice what you're feeling state is and the really the best way to do that is simply breathing.

707

01:32:36.150 --> 01:32:50.970

Alyse McConnell: what's going on with me right now i'm feeling anxious i'm feeling frustrated i'm feeling and the funny thing about pretty much all of those negative feelings is there's levels, they almost always come down to fear.

708

01:32:52.320 --> 01:33:00.690

Alyse McConnell: I have yet I say almost, but I have yet to discover a time where you can't get it to, I am afraid of something and.

709



01:33:01.620 --> 01:33:09.660

Alyse McConnell: From a in our society we've done a real disservice to men because we've sent this message that they're not supposed to be afraid.

710

01:33:10.260 --> 01:33:25.170

Alyse McConnell: Especially if you are in a particular age group I think it's certainly moving in a different direction, but you know it is, it is human to be afraid, and so really getting like what is that core fear.

711

01:33:26.340 --> 01:33:39.600

Alyse McConnell: it's not it's rarely rational so it's it's okay like that's actually what happens is, we notice it and then we're like Oh well, that's that's stupid that's crazy whatever and we dismiss it versus simply.

712

01:33:40.500 --> 01:33:51.390

Alyse McConnell: Allowing it getting it and moving through it, the phrase catching correct comes from a book called the art of possibility by Rosemary and Benjamin zander.

713

01:33:51.960 --> 01:34:01.050

Alyse McConnell: And it is literally you notice it and you change it, you catch it you corrected that's a practice right So if you notice your state is.

714

01:34:02.490 --> 01:34:16.290

Alyse McConnell: Low and you want to bring it up bring it up practice gratitude gratitude your quick access like, if you want tips and tricks when you notice you're below the line practice gratitude practice and 17 second strategy that stephanie went through with the breathing.

715

01:34:17.340 --> 01:34:29.010

Alyse McConnell: This recreating the stories, though, is a little more nuanced it's a little more is not afraid it's probably something that is a larger conversation that we're going to do in the next five minutes.

716

01:34:30.270 --> 01:34:46.620

Alyse McConnell: What I what is so important, though, is to notice what story is operating and choose a story that you want it to be so often like let's use confidence like I wish I felt more confident or I don't feel confident, I feel.

717

01:34:47.850 --> 01:34:59.880

Alyse McConnell: And so what we want to do is say, excuse me, what we frequently do is say I want to feel more confident really that reinforces that it creates this interesting paradox where.

718

01:35:00.960 --> 01:35:16.260

Alyse McConnell: Picking confidence actually reinforces not having confidence, so I would in mind when you're looking at reframing your story, I would really want you to look at what is it you want that confidence will get you I want more power, I want more.

719

01:35:18.600 --> 01:35:23.970



Alyse McConnell: I want to be able to set boundaries with clients like I want you to get to whatever specific thing is that it is.

720

01:35:24.990 --> 01:35:40.050

Alyse McConnell: And then actually create your story around that I will have a happier and more satisfied life with boundaries with good boundaries for my in all my relationships again it's not just the clients clear about my boundaries and clear about what I offer.

721

01:35:42.780 --> 01:35:47.250

Alyse McConnell: Your job is to name the story and then start to dismantle it.

722

01:35:47.610 --> 01:35:57.150

Alyse McConnell: And again, some of this takes a little bit, this is why this is a year long program, this is why we are available to you some of them are super simple, some of them are like oh I just need to shift that.

723

01:35:57.660 --> 01:36:00.720

Alyse McConnell: You know, again, going back to the car the driving on the road, you know.

724

01:36:01.110 --> 01:36:09.900

Alyse McConnell: Very rarely is anyone in the car going oh i'm going to cut that other person off like we can intellectually get that that if someone cuts us off we don't have to take that personally.

725

01:36:10.830 --> 01:36:25.230

Alyse McConnell: So that might be an easier story to shift, but if you get to one that is not very easy, you know, like if you're getting to one where you're like Oh, this is pretty deeply programmed that's a time to reach out to talk to me to talk to stephanie to.

726

01:36:26.100 --> 01:36:30.450

Alyse McConnell: Get you know to walk through some of the using some of the tools and to walk through.

727

01:36:32.640 --> 01:36:39.750

Alyse McConnell: The idea, though, is you are intentionally taking responsibility for that again that piece about.

728

01:36:41.310 --> 01:36:55.680

Alyse McConnell: owning your own in your mind it's like what's going on up there, and is it what you want to be going on anything you don't want to be going on in there change it, you can change it, and it simply it in its simplest terms it's a decision.

729

01:36:56.280 --> 01:37:06.270

Stephanie Bogan: On recording and the new and better strategy stories is a strategy, going back to that insight out in the outside in it's a strategy so that you are consistently.

730



01:37:06.840 --> 01:37:15.360

Stephanie Bogan: Those stories or neural pathways in your brain literally, and as you reinforce the news story over and over and over again.

731

01:37:15.660 --> 01:37:22.230

Stephanie Bogan: there's this glue around your neurons I won't bore you with the geeky science either, but the idea is, as you I want you to think of your brain.

732

01:37:22.680 --> 01:37:31.800

Stephanie Bogan: Think of your attention as a either a fog light or a flashlight so when we get overwhelmed it's everywhere, but you owning your mind is taking a flashlight and it's saying.

733

01:37:32.250 --> 01:37:41.550

Stephanie Bogan: The flashlight is focused on you know I don't feel that I can raise my fees and i'm going to shift that flashlight over here to write, I want to work with 100.

734

01:37:42.270 --> 01:37:49.050

Stephanie Bogan: ideal clients who are motivated able to see the value i'm willing to pay that I can deliver massive value whatever right, it can be the trusted advisor for.

735

01:37:49.680 --> 01:37:58.560

Stephanie Bogan: And you want to relay that track over and over because each time that you do it you're literally laying the new, positive pathway and at some point you'll wake up.

736

01:37:58.890 --> 01:38:05.730

Stephanie Bogan: And again, depending on the depth of those stories at 1.2 ends point you'll be like Oh, even if the.

737

01:38:06.450 --> 01:38:14.760

Stephanie Bogan: reaction is there that charges at least talks about we were like then you'll be like oh wait a minute that's not what i'm about i'm all about being a trusted advisor, and these are the people I want to work with.

738

01:38:15.150 --> 01:38:23.100

Stephanie Bogan: And is the md you can reach I call it reframing like you can go through that process of getting yourself to what is the success date version of this situation.

739

01:38:24.240 --> 01:38:34.470

Stephanie Bogan: Right it's not Oh, the prospect, as for discount what am I going to do it's if there were no charge, what would the condition set be I work with these clients for these fees, because I deliver this value.

740

01:38:34.860 --> 01:38:39.690

Stephanie Bogan: I don't want to compromise the client the value, so I can't compromise the fee like that's just that that's the math.



741

01:38:40.200 --> 01:38:50.790

Stephanie Bogan: it's just this the confidence with which you tell this story is what we're really talking about so i'd like each of you to pick a story think about that resistance point on that worksheet.

742

01:38:52.290 --> 01:38:54.990

Stephanie Bogan: What would be the story that goes to that resistance point.

743

01:38:56.130 --> 01:39:10.080

Stephanie Bogan: hey you know if I raise these my clients well, maybe if I do surges i'll be overwhelmed like what what are some of those stories that are starting to form because they will around some of those changes those big levers that you're going to pull this year catch them now.

744

01:39:11.190 --> 01:39:18.330

Stephanie Bogan: And then work on what's the catch and correct and let's reinforce that and so that you can just raise your awareness around that set intention to it.

745

01:39:18.720 --> 01:39:32.880

Stephanie Bogan: incorporated into your daily practice put it on your success shifter like your job is to in any way possible constantly retune your awareness to that success day like this is the place from which I want to operate a predominance of the time.

746

01:39:34.590 --> 01:39:36.090

Stephanie Bogan: You guys agree that that makes sense.

747

01:39:38.520 --> 01:39:51.510

Stephanie Bogan: Right when we're operating from that access state that's when that's when the really good stuff happens, I wanted to talk to you and then we've got just a couple more minutes i'm actually I think we're right at 1230 aren't we and we're right on the hour.

748

01:39:51.870 --> 01:39:53.730

Alyse McConnell: yeah that would say I don't think we do.

749

01:39:55.590 --> 01:40:07.530

Stephanie Bogan: A great place to end this conversation is because in coaching you know we can give you the systems we can give you the tools we can give you the techniques, we can give you the templates we've got them for days I can give you the exact script to say.

750

01:40:08.400 --> 01:40:18.240

Stephanie Bogan: But it does not mean that you will sit down and say it in a way that communicates the value in the confidence you need to get to the outcome, so the fundamental question that I think we all want to always be asking ourselves.

751



01:40:18.480 --> 01:40:23.730

Stephanie Bogan: From a coaching perspective because our brains are locked into is how good are willing to have it.

752

01:40:25.080 --> 01:40:32.760

Stephanie Bogan: So one if everything is great and you're looking for the approval understand it doesn't have to be broken, to be better, this is not about laying on the therapist couch and.

753

01:40:33.090 --> 01:40:38.040

Stephanie Bogan: laying out every problem coaching therapy is about healing the past coaching is about.

754

01:40:38.370 --> 01:40:47.550

Stephanie Bogan: Great focusing forward up leveling the experience, creating a new and better one personally professionally right fitness whatever financial that's what coaching is about.

755

01:40:48.210 --> 01:40:55.710

Stephanie Bogan: So it's really about ways that we can keep yourself on your side of the street, which is a coaching conversation that will that will continue to have with you guys.

756

01:40:56.190 --> 01:41:04.800

Stephanie Bogan: How we put down our sticks, which is like we're always like holding like when people come at us we're like Oh, we got the answers like we're going to come out you like we've got our strategies.

757

01:41:05.370 --> 01:41:19.590

Stephanie Bogan: Right our defenses our responses and, at the end of the day, these are all things you know you can call is a myth, we love to tell ourselves, and if we build the system if we do things a certain way and troll is one of the strategies that we use.

758

01:41:20.640 --> 01:41:30.270

Stephanie Bogan: here's what I want you to think about we'll talk more about these will continue the conversation on try but there's a reason that you see that shirt in the background anybody familiar anybody from last year know what that is.

759

01:41:31.800 --> 01:41:37.050

Stephanie Bogan: Maybe knows, this is the, this is the graphic portion of the program that is a shirt shirt.

760

01:41:38.250 --> 01:41:41.580

Stephanie Bogan: shirt shirt that's what it is i'm gonna say that word probably a couple times.

761

01:41:42.180 --> 01:41:49.560

Stephanie Bogan: The reason that i'm sharing with like like when i'm in Costa Rica right, I want you to imagine that I had this T shirt I was out for hiking or horseback riding I put it in the trunk of the.



762

01:41:49.920 --> 01:41:59.100

Stephanie Bogan: Land cruiser and it's been in there for months it's nasty it's stinky it's dirty Brian i'm going to walk up to you, and be like hey Brian, would you please wear this shirt shirt for me, what are you going to say.

763

01:42:00.600 --> 01:42:07.050

Stephanie Bogan: No way Dan if I say to you hey Danny some really nice guy, would you please put on this shirt shirt for me, what are you gonna say.

764

01:42:09.150 --> 01:42:11.460

Stephanie Bogan: No, but if i'm a prospect.

765

01:42:11.490 --> 01:42:17.670

Stephanie Bogan: And I say I don't want to pay that fee I don't think you're worth it you're not sometimes put on a shirt.

766

01:42:20.010 --> 01:42:26.430

Stephanie Bogan: If there's a story that's in your head it's like hey you're an imposter you're not good enough for that prospect, you know, sometimes put on that shirt.

767

01:42:28.380 --> 01:42:41.550

Stephanie Bogan: Like that's the conversation that ELISE and I are trying to have with you is, at the end of the day we sort of have this condition set in terms of our thoughts and our feelings and our behavior and a lot of the time we're wearing other people shirts.

768

01:42:42.870 --> 01:42:48.900

Stephanie Bogan: We pick up the stories that you know all clients are good clients or your clients will pay those fees, those are ocean shirts.

769

01:42:49.350 --> 01:42:59.850

Stephanie Bogan: Those are just stories that your scripts are telling you bs and belief systems, and you have permission to take off the shirt.

770

01:43:00.840 --> 01:43:14.760

Stephanie Bogan: It doesn't have to be broken, you can make it better, you can keep yourself on your side of the street like if someone says your fees are X like that's their issue that's their value issue Brian that's not your evaluation that's their values their side of the street.

771

01:43:15.930 --> 01:43:24.840

Stephanie Bogan: We spend a lot of time as business owners and founders, and like trying to fix other people side of the street like let me get on your side of the street and convince you how good I am let me prove to you.

772

01:43:25.110 --> 01:43:28.560



Stephanie Bogan: Let me show you let me do this extra work, let me convince you.

773

01:43:29.490 --> 01:43:38.100

Stephanie Bogan: But that's their side of the street your job is to say here's who I am, this is the value I deliver these are the fees that I charge going to do great stuff for you, would you like to join.

774

01:43:38.940 --> 01:43:49.530

Stephanie Bogan: And if they don't then they're not one of those right clients, as you know, the golden locks clients that we talked about your job is to remove all the background noise let down all the shirts, so that you can.

775

01:43:49.710 --> 01:43:51.420

Stephanie Bogan: really clear on what you want.

776

01:43:52.560 --> 01:44:00.780

Stephanie Bogan: What stories are standing between you, in it, what it's costing you and then, what are the clear steps that you can take.

777

01:44:01.380 --> 01:44:10.710

Stephanie Bogan: practicing gratitude at least mentioned breathing we'll go back to that list there's a lot more conversation we can and will have, over the course of the year, but we really wanted to take this call.

778

01:44:11.220 --> 01:44:18.330

Stephanie Bogan: and get you kind of more steeped in the mindset of like what's really happening, when we talk about mindset.

779

01:44:18.990 --> 01:44:22.380

Stephanie Bogan: So here's some of the things that you can do literally practice your gratitude.

780

01:44:22.920 --> 01:44:31.530

Stephanie Bogan: do some journaling exercises really great you know that's why exercise, where we have good ideas in the shower because we've turned off that critical part of our brain.

781

01:44:32.460 --> 01:44:40.530

Stephanie Bogan: And when you create that space it's when the ideas and all the good stuff happens random act of kindness lots of research shows that that's very positive and then meditation.

782

01:44:41.010 --> 01:44:48.930

Stephanie Bogan: I bolted it and highlighted and increase the font because every city that's ever been done shows that improves productivity performance happiness health.

783

01:44:49.290 --> 01:44:53.520



Stephanie Bogan: You know, blood cholesterol, I mean everything literally it's really about.

784

01:44:54.120 --> 01:45:09.240

Stephanie Bogan: Not because the lease or I say it it's about can you get Okay, with the idea, can you get on board with the idea that one your job at first and foremost beyond anything else is to own your mind when you're in your mind, you can elevate your thinking you're feeling and your actions.

785

01:45:10.260 --> 01:45:13.500

Stephanie Bogan: One of the best ways to own your mind is meditation.

786

01:45:14.070 --> 01:45:23.370

Stephanie Bogan: there's lots of ways, you can do it headspace is a phenomenal APP it's like really cool Australian voices like they literally start you at like open your APP you're going to do meditation here's what it sounds like.

787

01:45:23.820 --> 01:45:31.050

Stephanie Bogan: All the way to I use something called brainwaves which literally plays different brainwave so that it puts you into those higher brain wave states.

788

01:45:31.860 --> 01:45:42.240

Stephanie Bogan: which really creates a different conditions set over time so there's a resource that will share let's make sure we put that in this week's inbox insight allison that all the daily practice of meditation resources.

789

01:45:44.040 --> 01:45:54.810

Stephanie Bogan: More important than getting an hour long meditation practice is picking some daily practice literally five or 10 minutes a day to own that space and say.

790

01:45:55.230 --> 01:46:01.680

Stephanie Bogan: i'm choosing to own my mind i'm going to pick a reliable time in place and i'm going to follow through the reason the five minutes is important.

791

01:46:02.010 --> 01:46:12.840

Stephanie Bogan: It is so much more about being reliable to yourself than the than perfecting the exercise that's why they call it practice Brian i'd much rather have you journal for five minutes a day.

792

01:46:14.070 --> 01:46:22.680

Stephanie Bogan: And just do it dance again down here you're like damn can attest to this like hey it was like I gotta do this in five minutes a day that's the momentum piece.

793

01:46:23.070 --> 01:46:30.600

Stephanie Bogan: Is it's really about laying that baseline habit, that you can build on pick one thing here's the secret to success pick one thing.

794



01:46:31.290 --> 01:46:37.830

Stephanie Bogan: Look at your 65 you know that the shifting your life worksheet think about that formula what's your are what's that resistance point.

795

01:46:38.550 --> 01:46:45.000

Stephanie Bogan: What are the stories holding you back and then how can you make an awareness practice around that one thing Ryan if it's.

796

01:46:45.390 --> 01:46:55.020

Stephanie Bogan: Raising fees, then okay my gratitude is i'm going to think about three clients that I feel really good about serving and i'm going to think about free time with my family that I get when I serve them.

797

01:46:55.500 --> 01:46:59.190

Stephanie Bogan: If it's journaling I might want to ask myself better questions.

798

01:46:59.580 --> 01:47:06.060

Stephanie Bogan: Instead of how am I going to raise my fees how my clients going to feel about it it's what will it take for me to raise my fees with confidence.

799

01:47:06.360 --> 01:47:14.640

Stephanie Bogan: You journal for that for a couple of minutes you'd be amazed because again you're unless you're like setting down the critical side of your brain merlin patty talked about that.

800

01:47:15.120 --> 01:47:27.660

Stephanie Bogan: And you're opening that left creator side that's where all the answers are your brain has most of the answers that you need our job is to create a space where you can access those answers and then give you the tools that you need to put them into practice.

801

01:47:28.770 --> 01:47:40.260

Stephanie Bogan: All right, I think i've got a couple of minutes over, but I wanted to make sure that we covered some you know how to put these things into practice pick one thing start to apply it, because what it's about is building your mindset muscle.

802

01:47:41.310 --> 01:47:47.070

Stephanie Bogan: If it's uncomfortable that means you're doing your work, because ELISE will tell you, if it were easy everybody would do it.

803

01:47:47.730 --> 01:47:52.950

Stephanie Bogan: But it's also the secret to the kind of accelerated success that you see here because it's how you get clear.

804

01:47:53.310 --> 01:48:02.220

Stephanie Bogan: about where you get focused, so that you can use all the tools and the resources we give you so



that you can get to work, creating the changes that will create that new and better experience so.

805

01:48:02.490 --> 01:48:08.730

Stephanie Bogan: At least Thank you so much for your time today everyone on the call thanks for your questions and your participation was today's call helpful to you.

806

01:48:10.290 --> 01:48:20.130

Stephanie Bogan: Self you guys kind of unpack it a little bit understand you know and ELISE jokes that i'm always talking about the research that is because I know where I started and I started at the i'm not doing this move with stuff.

807

01:48:20.700 --> 01:48:28.020

Stephanie Bogan: No way no how we do not do whoo over here, so I am constantly going to like I wants to fit works.

808

01:48:29.310 --> 01:48:42.750

Stephanie Bogan: But I also want it to feel good and that's the coaching piece that's the we can own our state, I want you to understand why state is how it works, how you get there, but this is really about how you create it and take control of it so join us on Community on tribe.

809

01:48:43.890 --> 01:48:51.120

Stephanie Bogan: will be continuing the conversation will share some more resources and some coaching guidance in this week's inbox insight so be on the lookout for that as well.

