

YSC Day 4

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Hello, everybody. Welcome back. It is day four. Welcome back. So excited to see you guys. Come on in. Hi everybody. It is day four. I am so excited to see you guys. Welcome. Welcome. I'm just gonna give everybody a second to find out that we are live. Today is going to be straight fire. I'm so excited. So come on in, come on in. And I'm going to ask you guys a couple questions today. Tell me what has been your biggest aha so far? Tell me in the comments. And I'm going to look at my phone as well. In case I can see comments. Sometimes I can see comments better there. So I'm going to go over here and take a peek. Tell me what has been lens here. Hello. I see your comment. Okay, perfect. So I can see your comments there. Tell me what has been your biggest breakthrough so far. What's been your biggest Aha, Lori's here. Maria is here. Rebecca is here. Katherine's here. Hello, everyone. Hello. So, so nice to see you. I'm really excited for today's session. I love doing this. I'm sure you can tell. It's probably pretty obvious. Andrea says there's magic all around us. That's a great takeaway. That is a great takeaway. And I Gosh, if nothing else, I would love for each of you to walk away with that with a true knowing that that is actually what's here. You know, we get so bought in to this other paradigm. I hope that this has been sort of like a quantum shift for you guys. I'm gonna go over here and scroll the wheezes here. Whitney's here. Hello. Jen's here. Yolanda's here, Kristen. So what has been your biggest breakthrough? This is what I'm asking this morning before we get started. While we're waiting for people to come and find us live. What has been your biggest aha moment so far? And thank you, Stephanie says, Oh my god, Kathy, your shirts this week are so beautiful. Oh my gosh. Thank you. Wouldn't it be fun to shop each other's closets? What's your favourite item of clothing? Do you guys have a favourite thing? I am obsessed with aviator nation. And so I have like, well, it started out with one aviator nation hoodie and then it turned into like a series of aviator nation sweatshirts and jumpsuits and I think that's really what I prefer to live in. But I feel like for you guys, I'm gonna like, bring it dress it up a little bit. Also, it's fun to dress up. Um, Judas said, Today is a good day. It is. It's a great day. Audrey is here. Maria is here. So what has been your biggest Aha, that's what I'm asking. Joy is a huge vulnerability. Magic is everywhere. Yes, Kirsten?

Absolutely. We just heard that again, and love it. The ideas and creativity that I've been just awesomely, they're, they're scrolling so fast, it's hard to keep up with these comments. Um, I'm going to remind her to be thankful each day and hold on to hope. My biggest takeaway is that your approach is the opposite of what I'm used to hearing. Oh, Yolanda, I'm so happy about that. I often say when they Zig you zag, right. That's how it's got to be. And I feel like we all have something really important in common which is everyone who is in this group from what I can feel and see is there is a there is a genuine goodness. And that is so refreshing. And it is a sad commentary that that's not something that we see front facing everywhere we look everywhere you look everywhere you the just to bring it back to my talent with the theme songs. But um, but I do feel like it is incredible how that is so present here and I'm grateful that you guys feel that in the way that I show up in the world. Tina said her breakthrough aha was what you seek is seeking you. Beautiful, it's so true.

Hello, hello. Amy's here, Jennifer's here. Melissa said her favourite item of clothing is our aviator nation hoodie, which is what I just said. So Jinx.

So good. The shirt you got on open shoulders. Love it. Um, yeah, it doesn't take many people to move into abundance. That's right, Nicole, that's completely true. We're going to talk more about abundance day, we're going to keep talking about it. In fact, you know, I have thought and thought about what it is that I want to call myself. You know, on Instagram, you got that little bio and you just have a few characters where you can sort of get across what you do. And so I've I've played with so many different things. And when I came down to it, I was like I am the abundance coach because I really fully stand for that possibility. I feel that I live in that reality that is reality. And so at the end of the day, that to me is really where we all want to be headed.

We want an abundance of love. We want an abundance of what feels so good in this world, we want an abundance of resources so that we can give our most abundant potential to the world. All right? Well, it is 1202. So I think that we should go ahead and get started, what do you say? What do you say? All right, let's start. So I have a bunch of notes in front of me, and I got that powerful highlighter. Again, I have a bunch of notes here, because as you can hopefully, tell, I'm doing my very best to give you as much as I can in these five days. And I, I am grateful to see that I can tell that you are receiving it that you are feeling like, well, this is really packed with value. It's not just some hype machine, we're going to get into some more of it today. And like I said, For some of you, I know that you will walk away and say, I can't believe that was free, because that was worth so much. And that's the point. And for some of you, you're gonna say, I really know that for some reason, this girl, this girl with the freckles, she's my person, and she's gonna help me cross that river into that future self I can't stop dreaming about. And if that's the case, we will we

will talk more about the invitation to my programme may do this later on. But I'm going to do my best I have literally pages of things I want to share with you today and tomorrow. So don't think that we're slowing down. This is not a webinar, this is me continuing to give you value. So let's get into it now. So one thing I really want you guys to get, we're going to talk about sales and marketing today. And the reason I want to talk about sales and marketing is because there is just so much that is misunderstood about sales and marketing. And the more that we really understand what it is, the more that we can put our hands up, be available and go ahead and serve the world and bring in the abundance. You know, oftentimes people are saying to me, Kath, I don't have that abundance yet. I don't have it in my bank account. I don't have it. And I say where is the to buy button? Where is the mailbox open for you to receive from the world that abundance? They're like, What do you mean? I'm like, Where's your offer? Where's your offer to the world? What are you offering? Where can people pay you? Where's the Checkout button for your retreat that you're hosting? Where's the Checkout button for the membership that you have for women who love to do crafting? Where's the Checkout button for the shirts that you embroider? Where's the offer? Where is it and people go?

I don't have an offer out there. And I want you guys to really get that you're sitting on gold, you're sitting on gold. And it is such a tragedy for you not to have that Buy button because the abundance is there. The money's there. The clients are there. The humans are there, they want to be served. They want to be finding something today to do some online shopping and and not just buy a thing but also to buy an experience just because it's sitting here. My friend Emma Isaac, she wrote this book called winging it here she is this awesome woman. She has six children, six children who she did all homebirths By the way, she's a great friend of mine. Do you know that she started a membership. It's called business chicks. And she wound up connecting with over 500,000 women in the last 15 years. It is \$100 membership \$100. It's such an easy thing for people to be like, Sure, I'll just add that to what I'm doing in my life. It's like, hey, do you want to be part of a group of women who want to be entrepreneurs? Yeah, sure.

I want you to go do the math 500,000 times \$100 we're talking about 50 plus million dollars a year. Okay. For a woman who has six children and is such a light in the world. There's an offer for you. There's an offer, you need an offer. The reason that I feel morally obligated, morally obligated to have as many of you come in to me to do this as possible, is because you need that offer out there. There's no good reason why you're not making a passive 5k 10k 15k 120 k a month doing something you love. There is no good reason other than fear and guilt and doubt and shame, and some of the technology around how to actually get this across. And so we are going to talk about sales and marketing today. So get your pens and let's go. So what really is sales? Write it down sales is intimacy.

Sales is intimacy. What do I mean? In order for people to buy from somebody else? They need an emotional connection. What we often understand psychologically in sales is that sales is serving, sales is serving. And in order to make the sale, you actually don't have to go and make the sale and prove your

And do a pitch. No. For every seven deposits, you find that a withdrawal can be made. What that means is people have sales misunderstood. They think that their job is to be very uncomfortable and go out to strangers and go, Hey, you want to buy this? Let me tell you why this is so great. That's the old used car salesman idea of what sales is, it never really works anyway. And it's not what actually identifies quality successful being a sale, salesperson in the world. Sales is serving sales is I'm going to make the deposits, I'm going to focus on the generous ness of giving, and investing and connecting and making connections. And once people know, like, and trust who I am, and what it is that I do, I won't have to sell because they will want this thing that I let them know that I have to offer to them. And it isn't offer, right? If you have, if you have the thing that the person needs, let's say this person is planning a party, and it's a 50th anniversary, and they need the balloons with the five and the zero and you offer it, they're thankful that it's there. If you are looking as you know, you're going to your kids or go back to school and they need an iPad and there's an iPad available, you're not angry at Apple that they have it you're happy that they provided that for your kid.

This is something that we have to really get however, why would somebody buy it from Apple or buy it from this balloon, this balloon shop versus another because that balloon shop understands human beings understand that we are not logical, we are biological we buy because we buy emotionally. So we buy from the dopamine, the serotonin, the connection, the intimacy. So we're going to talk today about what are the four seasons of business. And I want you to write this down, because we will come back to it in this talk today. The Four Seasons of business are visibility, engagement, lead generation, and then the sale, visibility, engagement, lead generation, and then the sale. Those are the four seasons of business, we're going to talk through that.

So in order for us to be able to sell without ever selling, you're focusing on the deposits you're making, and the deposits you make, do all of it for you. And there will be people who have no interest. And it doesn't matter. You don't need those people, but the people who are connecting to what you're giving, will then go ahead and buy from you without you having to hustle and convince none of that. In fact, when people buy from you, it's not really about you. It's about what this thing tells them about who they are, what they need the problem you're solving for them. Also, you want to understand, and we said this earlier, but just as a review, we make money when we solve a problem. Now you don't have to cure cancer. But solving a problem could be that you

need a gift to give to your friend for her wedding. And Vera Wang sells these champagne flutes that say his and hers, great, that's solve the problem. That's what this person needed. You just need to get that you need to pick some human being in the world who has a pain point. And you need to relieve that tension. The pain point could be that you make a cup of coffee, that is keto style, and that person is looking for you. The pain point could be that you are creating a mommy and me class where moms get to drink rosae and chat about their sex lives and you know who that person is in mind. And you're solving a problem for that woman. Let me give you another piece of really important information. Often you're gonna see business courses, and when people get an MBA and people take all kinds of different classes like this, and they hear the question, Who are you serving? Who are you serving and people are like, I got to know my avatar, I have to know who it is in the world that I serve. I'm going to give you a big reveal. Are you ready? drumroll.

It's you. It's you, your audience the person whose problem you are best suited to serve is you. So when I started teaching songwriters I had in mind well who was I when I was starting out? What questions did I have? What was my pain point? What did I want to learn what was really behind? why I wanted to make this music make money. So then when I wrote the class, I wrote it for Kathy, before, when you have lost weight and you want to help other people become vegan or paleo or whatever it was intermittent fasting. I'm making this up. Of course, whatever works for you. You're thinking Wait, where was I?

Before I lost the weight, what were my pain points what worked for me, this is the person that I'm now talking to.

We understand our own selves. And we then think that we have to go find some other person to solve a problem for it. No, there are plenty of people just like you in the world, if you're someone who just moved to a town, because so many people move during COVID, and you don't know a lot of people, and you want to be connecting with other women or other moms, there's other women just like that. And so you could create some kind of a membership or some kind of a thing. And you could then be serving someone who has the exact same pain as you do. My whole podcast is about that conversation that I kept having with people around, isn't there a way to not do a day job, but to actually feel like ourselves every day? And I knew oh my gosh, if I was wanting to be fulfilled in my life, and do something with my gifts, I bet there are people who feel that way. And so I started that podcast with that person in mind.

And so it is. So sales is intimacy. So what does it mean visibility leads engaging? Oftentimes, we think we need to have 100,000 people on an email list before we start a business. And it's not

true.

When I started songwriting, I was making I was a maker I wasn't teaching yet. So I was writing music for NBC Paramount, Lionsgate Netflix, so I was b2b, I didn't have an email list. So I was able to make connections with a few people make the deposit, right? Bring them that coffee, ask them what they're working on, create intimacy, create a relationship, until finally they could trust me to tell me, here's what we're working on, I would then get the opportunity. And from just working with just a few people in the world, I was able to make three to \$400,000 a year consistently. And you know, when someone does something once, you could say they got lucky. But if someone does something over and over and over and over again, that's not luck. There is a strategy, a place something continues to be consistent. And whether it was my music songwriting business, or my online teaching songwriters business, which turned into a \$2 million a year project, or my podcast, which turned into a multi seven figure business, some thing is consistent, it's not luck. I'm telling you that I have figured out that when they Zig use that you create that intimacy, you make those deposits. I want to take a second and talk about why podcasting. And this is a lie. And again, for those of you who are going to be in the 12 week programme, you're going to get a whole week of me giving you so much on podcasting that you're going to be you're going to have the best possible start to creating a successful podcast. Well, I'm going to give you as much as I can right now. So write this down. Let's talk about podcasting. Why is podcasting an incredible tool for your business? Whether you own a mechanic shop, an ice cream shop, you cut hair, you have a membership for people who like to go snowboarding, why is podcasting the best possible thing for your business?

Because podcasting creates intimacy. When you're like, I don't know, Kath, I don't understand. I mean, you can have an Instagram feed, you can have a YouTube, okay, on YouTube, how much content is there, there are billions of pieces of video content, right.

And if you get somebody's attention to watch a YouTube video for three to four minutes, you are crushing.

podcasts are different. podcasts can be an hour, they are long form. And the human beings who select listening to podcasts are a different type of consumer, they're listening in a different way. They're in it for the long haul. They're choosing the kind of content that they want to take with them on the whole drive to and from work they want to take with them on the whole exercise while they're like on that treadmill for 45 minutes. It's a different person who's making a different kind of investment. Now what happens if you have an hour long conversation with someone every

single day for a year? Do you think you develop some level of intimacy. Also, when somebody listens to a podcast, they feel it intimately. They put the earbuds in here and there's this feeling of like, this is my person, this is me and this person establishes a different level of relationship. Also, how often have you watched a video on YouTube on how to change a tire or how to sew up a button. But you don't necessarily remember who the person was who, who gave that information? With podcasts. It's different people connect

To the person doing it. And often people will say, Well, I started a podcast, but I only have 18 listeners. I put it out every Tuesday and I have 18 listeners. And I'm like, Listen, if you had 18 cars show up at your house every Tuesday, and I was your neighbour, I'd say, What's she doing? And then if you grew it to 96 people who listen to you every week, I'd say, What are you giving away that 96 people pull up in your driveway every Tuesday, what I will tell you is, once people know and like and connect and trust you, they are going to want more from you. Whether you're going to create your own live event, your own online event, your own product, you're going to make a necklace that says, You got this because maybe that's your tagline, you're going to create an online shop with different quotes on mugs and hoodies, they are going to want more of that. podcasting is the single greatest thing that I have done to completely uplevel my visibility in the world. I started that podcast in my closet four and a half years ago, we are past 21 million downloads. And I am not the girl who had a best selling book at that point. I wasn't a famous person at that point. I didn't have anything other than genuine open heart and showing up consistently. And I'll tell you what,

when it comes to these four seasons, visibility, engagement, leads sales. Visibility is not about you, it's about them. When we look at the data of what makes something go viral, what makes a podcast downloaded so many times. It's not how many celebrities are in this content. It's not how informative it is. Do you know what the most viral things are? The things that make the person who's reading it or watching it feel like they're not alone. So visibility is again about intimacy. I think the reason why the podcast was like a striking a match that like ruin to this fire, is because words from the heart speak to the heart, is because when you have the courage to say it's okay if you're not totally okay.

It's okay if you are not having sex every day with your husband and you are not perfect. And you don't have the greatest avocado toast to show and your kids are not always getting along. It is okay.

My friend Danielle Silverstein started a podcast. And she is so generous because she likes to credit

me for why she started it. It's called marriage and martinis. And I had her on the podcast because she wrote to me and said I started a podcast because of you. And then it became this huge success. within nine months of starting the podcast, they had 300,000 downloads and it went on and on from there and turned into a multi six figure income. But why is this so? so compelling? Because when Danielle started the podcast, she and her husband, Adam, and this is something they talk about on the show publicly. They were about to get divorced. They were in the worst place in their marriage and in their lives. They had everything going on in their marriage, from addiction to

all kinds of mental health struggles to

all kinds of the the biggest things that can break marriages apart. There was a lot against them.

And she heard my podcast and she said, You know what? I turned to Adam and I said, I've been looking everywhere for help. I've been looking everywhere for something that's going to save our marriage. And truth be told, every time I read a book on marriage, or I hear someone talk about marriage, it makes me feel worse. And I feel like we should end it. She said but what if we could share what's actually going on in our out in our own house? And what if we could have real conversations and one of those conversations would help us and also maybe help other people. We have nothing to lose, because we're already about to lose everything anyway. And so with their three kids walking around the kitchen and cleaning doors and whatever, they sat down at the kitchen table, did it messy and started having real conversations. And they talked and they cried. And they fought and they slam things down and sometimes didn't finish the episodes. And they save their own marriage because so many people started saying Danielle, thank you for having the courage to talk about gambling. Thank you for having the courage to talk about infidelity. Thank you for having the courage to talk about all of the things.

Thank you. And she felt like she wasn't alone. And she felt like all of a sudden maybe she could help other people not be alone and know what their marriage changed

so much that they are now not just together. They're better than they've ever been.

And she has hundreds of 1000s of followers now on Instagram. And she literally just started this about 18 months ago.

And it turned into a multi six figure income. Why? Because you don't have to be an expert to have a podcast, you just have to have a story to tell a heart, you have to care. And I think that we live in such an amazing time. And there will be people later on today. And tomorrow, there's going to be people who say, I really want to join me to do this, God, I, I got so much out of these five days, I'd love to join this, but I can't come up with \$317 a month. And I'm telling you that we are just literally into different paradigms, the paradigm that I live in. The reality that I live in is we are sitting in fertile ground. And it takes literally so little for you to have the courage to open up to the world and open your palms like this, and give and receive and you will receive disproportionately in return for having the courage to just show up. And so you might say well, how did Danielle and Adam turn their their podcast into multi six figures when they were talking about how bad their marriage was? You know why? People want more of them. People want to connect. So they started doing couples retreats and Hangouts. And no, it wasn't come here we have advice for you. It was come here, let's do this together. It wasn't Look at me, look at me, it's come with me. Let's do this. Let's link arms. Let's decide for once that nobody has it together. But what we really can do is we can decide that we all want to do better. And we're going to do it better together. And that's the game. That's the game. So sales is intimacy. And I want you to know that whatever offer you begin to put out whether you start to sell the shoes that you upcycle, or you start to gather people together for your own podcast and start offering one on one consulting or whatever you do.

The win is never even how much money you make the win is who you become, in stepping up, who you become in showing up that satisfaction for your soul, the way that feels when you go to sleep at night. No amount of money, no amount of anything, can give you that.

That's what we are all chasing. So let's keep going. Who's feeling this.

So we're talking about visibility engagement leads.

Let's talk about what we actually do. When we sell a thing.

When you go to sell something, you are not just building by making deposits. And then here you go, here's the invitation to what it is that I have.

But the reason why people buy is because of what that thing or that product or that experience

represents. We don't buy things. We buy the story.

We buy how those things make us feel.

So we get again, to practice really serving and really opening up our heart. Let me give you a good example. Bobbi Brown. I'm wearing all of her makeup right now.

She was on the podcast. She is adorable, and brilliant. And she has made a fortune. When she started doing makeup, she was doing makeup. She was on her feet being a makeup artist. And before she even had that opportunity. She was a waitress and she wound up after waitressing for a while getting scrappy and saying I'm gonna start cold calling and started cold calling and trying to get herself makeup gigs and she finally got some good makeup gigs and then she got better makeup gigs, but then she said to her husband, I want to be able to have a child. And if I'm constantly flying from this shoot to that shoot, how am I going to sustain being a mother? I don't think I can do makeup anymore. And there was a little shop in Soho called Keels you know Keels like lotion and skincare. There was one shop at that point. And she knew the guy who was the owner of Kiehl's, who was a chemist and she said to him, I just had this crazy idea. If I'm not going to be able to do makeup anymore. I'm going to make my own lipstick. She started with just lipstick. She said but I know what colour I want, but I can't make it could you make it for me? And he's like, yeah, so he made her a couple tubes and she's like, Oh my gosh, these are perfect. So she had these like eight lip colours. That's all she had and she was still flying out and doing these shoots and feeling exhausted and her husband's like, what is it gonna be and she's like, I'm not going to take the next shoot. I'm going to try to do something with these lipsticks because I want to be able to get pregnant and I cannot do that working on my feet all these days, etc etc. So she

Didn't know how it was gonna happen. But she made that decision. Remember I told you about the quantum she's like, I'm gonna sell these lipsticks next thing she knows her friend invites her to come with her to a party on the Upper East Side. She's like, fine, no big deal. She said yes to these invitations all the time, no big deal. She goes to her friends. She goes to this party with a friend. And the house is incredible. It's this incredible brownstone. And she goes, Who? Who? Whose house is this? And she says, oh, the woman who lives here. She she's the buyer for Bergdorf. And her husband is some like wealthy Wall Street guy. She's like, Oh, she's the buyer for Bergdorf. She's like, Yeah, she like runs Bergdorf, basically. So she goes, why don't you tell her about your lipstick? and Bobby goes, No, no, I'm not gonna go tell her about my lipstick. I barely have like a tube in my purse. I don't have any marketing materials. I'm not going to. She goes, this is your moment, walk over and tell her about your lipstick. So she walks over and she's like, Hi, I'm Bobby, how's it

going?

You have a beautiful house. And I feel so awkward. But Could I come down sometime this week and show you this lipstick that I made and the woman's like shirt. So she goes in. And before she has the meeting with this woman, she's walking the beauty floor at Bergdorf and she's looking at the Chanel and all the counters. And she realised what she was about to say to this woman.

And she walks in and she says

I want to talk to you about lipstick. But that's not actually what I want to talk to you about. She said every time I've sat and and done a woman up for a shoot, I always feel that it's so weird that I'm making them look different than how they actually look. And she said so often, I would sit there and try to make my own colour in the palette. And I'm fighting because in the early 80s at this time, there's blue eyeshadow and bright pink lipstick and all that. And she said I sit there with women in these chairs. And I actually don't want them to look different than they look, I want to enhance how they look already. I want to accentuate their beauty. And the woman says to her, oh, that's really interesting. And she said, so for me, I want to make lip colours that look like women's lip colour. I want to make eye shadow colours that look like women's actual eyeshadow colours. I want women to look like themselves. I want to create translucent, beautiful things that only accentuate beauty. And the woman said, That's powerful. And Bobby said I just walked the floor. And I can tell you that everything that you sell in terms of makeup is telling women, if you want to be beautiful, you should put this on. And I want to say to women, you already are beautiful. So this will help you feel more like you. And so Bobby Brown was the first makeup that was not those bright, crazy big colours. And for the 80s that was not what was happening. And women would sit and specifically asked for the Bobby Brown counter and say I want to sit in that chair because I want to walk I mean, like right now like I'm wearing makeup. And it's just enough. But I'm literally wearing lipstick and blush. And like, I remember talking to Bobby on my podcast and she has freckles too. And she's like, like your freckles, like I would never put a foundation on you that would cover those records, I want to see those freckles pop, I would put this translucent, shiny powder on you. I want those freckles out there, right.

So when people go to Bobby Brown, they buy that story.

When you look at all kinds of products, that's what we're doing. And so I want you guys to get excited, because sales is about really deciding

to step out away from the pack. And to say something that matters, and to do work that matters. And again, that's why for those of you who are going to say I want to be in me to do this Cath, but like I can't afford it's like you so underestimate that you don't have the ability to come up with a better something, to do it a little better to help evoke in people more, and to bring people out more.

And I want you to see this even clearer. So I'm going to give you another example. Look at the difference between Nike and Adidas, right? What is Nike selling? Jordan? You want to get like that level? You want to be that kind of athlete you buy Nikes what are the ditas about what is vans about vans is like, Hey, you want to have this like skateboard culture. So we're always buying into a different story. So marketing is not about you need to be better than everything else. It's about better for who. It's the person that wants that story. Now let's talk about price. As I said, we got to fly through this because we have two more days and I want to give you as much as I can. How are you guys feeling? So let's talk about pricing.

Oftentimes women again, men and women, people want to have abundance, but they are so afraid to charge a lot of money.

This is a problem. My friend Ron meets, he said to me, Kathy, I had a professor at Stanford who said, Why on earth would you pay less when you can pay more? Let me say that again. So you know that I said it correctly. Why pay less when you can pay more? What does that mean?

Write this down.

low price is a race to the bottom.

You don't want to be selling price, you want to be selling value.

Let's say you're looking for a dining room set.

And you are buying based on price not based on value. So you buy the cheaper dining room set. And it breaks within a year where the one that's more expensive is made of cherry wood. And it's going to last you like I literally have a dining room set that was my grandparents dining room set.

They had said to me, this is the reason I guess this example because my my remember my grandma before she passed saying, this dining room set, I remember when your grandfather, I bought it, we thought to ourselves, this is so expensive, but it's not expensive in the sense that it's going to last forever and ever and ever. So when you think about it, things that actually can cost less are actually expensive. Because it's like throwing the money into the garbage disposal,

I want you to really get that, I also want you to get that there will be a buyer at every price. And you get to choose your fishing hole. So you can decide that you are going to sell the cheapest thing. And so you're then attracting a person who has that story about what they're really looking for, they're not looking for a certain level of value, or a certain level of investing in themselves, they want to buy based on price. But if you notice Whole Foods, which is going to sell their Atlantic, you know organic salmon at five, or six or eight times the price per pound of the local store, they're still going to be customers in both places, they're still going to be customers, both places. Now what I like to do, and this is what I teach my students, I believe that it is our mission in the world to give so much right seven deposits for every withdrawal. So you create as a baseline for what it is you do tonnes of goodness that you just give away for free.

What do you think of this challenge? For example, I spend weeks my team spends months we really spend a lot of time on this, knowing full well that we don't even have the space for all of you to join our programme. Even if you wanted to, even if half of you wanted, we would say no, we don't do things the way that most people do. It's not evergreen, it's not a bunch of videos, we go into this knowing we're going to attract this many people, we run a creative for this many people knowing we only have space for this many people like it will be sold out. And we do it that way. Because we want to make things that are either going to be free, but like value in the free that you can't even imagine how much you'd actually get from what the thing costs. But then when we actually price things, we want to attract the kind of person who's telling a different story about themselves.

Why do you think when somebody goes and buys a certain jacket, rag and bone or seven for all humanity, whatever, that we all citizens, when somebody is buying something? Why do you think there are days where they want to spend more getting their hair blown out, or they want to spend more on that luxury towel set they're making, they're making a statement about how they want to talk to themselves, there is going to be dog food, dog food in the grocery store that's going to be dirt cheap. And then there's going to be the kind of dog food that's like branded really nicely. And it's going to be all organic. And there's going to be buyers, who say, you know what story I want to be telling. I want to tell myself the story that my dog is like my child. And so I like the feeling of spending more on my puppy. And so I would be upset if that wasn't there because I want to

constantly have that experience. Are you hearing what I'm saying? So I say it's either free or you're going to charge enough so that the person give them self the transformation. Because we have we have seen in the data. When people get things for free. They don't value them.

When people spend money on something, there's a sunk cost, and therefore they have a different story and a different it has a whole different energy. We talked about Jimmy Choo the other day. Why would people spend more you can you can get footwear for a lot less than \$1,000. Why does it light these women up to have those shoes? Because it's not about the shoes. It's about when they purchase that shoe when they put those shoes on their feet. It makes them feel like a million bucks. And that energy is worth everything to them. Is it not? So why would we deny that?

Let me tell you something. My friend Candace Nelson, she's a really good friend of mine, she started something called sprinkles cupcakes. She started this out of her kitchen, little apartment in West Hollywood. they wound up going from one investor to another who all said to her, nobody's going to buy a cupcake. Not now, not in California, not when everybody wants low carbs. And she said, but this isn't just a cupcake. This is an experience. And people said what are you going to charge and she's like three or \$4.03 or \$4. They said to her, you can get a cupcake for 75 cents. cupcakes should be at the grocery store. And that's the end of it. And she said, but that's not the customer I'm attracting?

Well, they decided to risk it all and start the tiniest little shop in LA. And was the first cupcakery ever.

The line was around the block.

Why?

Because people said, Wait a minute. If cupcakes are usually 75 cents, what makes this one so special? I got I know. I gotta find out. And so she created an experience that from the second you walk in there, it feels like an uplevel the branding. It's sleek, it's modern, but it's warm. And every cupcake is made from the highest ingredients. And you can feel the quality and the ingredients. As soon as it hits your lips, and nothing sits on the shelf. Everything is fresh batched every single hour, and you can taste that difference. And not only did it become a mega success, but people couldn't stop telling their friends about it to the tune of one of the producers at The Oprah Winfrey Show, calls Candace one day at four o'clock pm and says,

Hey, this is a producer from Oprah. Can we get 350 cupcakes for tomorrow morning's audience? Is there some way you can do that in Kansas looks around knowing that they're about to close at five o'clock and says, Sure, no problem. And she's thinking to herself, I can't FedEx these, like, they won't be quality. So Candace decides to stay up all night, make the brown and make the cupcakes as fresh as possible. And then she takes a flight early the next morning, holding her and her whole staff holding bags of cupcakes on their lap to go to the Harpo studios. And Oprah tasted them and said, these are amazing. And that was it. And from there, they opened another store in another number of a and it just became an empire. And then you might know Candace, because she started a TV show on Netflix called Sugar Rush. And she's just an incredible person. And now she is investing in other businesses. She's finding other people who want to start their own business and she invests in them. But this is the power of really getting that we've got to drop the scarcity. The scarcity tells you don't offer anything, don't sell anything. You who would you be you be so so needy, so you'd be such a bother. No, people have such a delight, you should see the selfies that get taken in front of sprinkles cupcakes, and then they made a sprinkles cupcakes ATM, a cupcake ATM, where you could put in your money and a cupcake comes out of the ATM instead of instead of instead of \$1. Bill.

She would have denied all those people that fun. Not to mention a lot of people got in the cupcake race and started opening their own cupcake curries because they were inspired by her and it's like you see how one thing creates more abundance for everybody else.

So the story we tell

careful.

Thoughts are not facts. And just because you think it does not make it true. So when I created me to do this, I said I get it. My friends were saying to me, gosh, you have an amazing podcast. Everybody wants more from you. You should you should record a bunch of videos and sell them for \$2,000. That works all the time. And I said, I'm just so not interested. Because I know the completion rates of courses. And just like Candace didn't want to make a 75 cent cupcake that actually just leaves people with no experience. They never talk about it. They feel

Sick afterwards. I wanted people to be obsessed with me to do this. So I said, we're going to do

this programme, but I'm going to do it live every time. Kathy, you're really going to do it live every time. You don't need to do that your podcast makes so much. No, you don't need to be doing a class every single week. I'm like, I'm obsessed with actual transformation. So made to do this is going to actually give you the breakthrough. Made to do this is live every single week and it's not facebook live like this. It's intimacy. We're on zoom, you get put in spotlights, we want to hear from you. You each get assigned a mentor, no person like Papi says, and trolls no troll left behind, no one gets left behind. We had over 600 of our participants show up last time at graduation. We had everybody put out their offers twice in the programme we make you make your offer, we will find the way that you were meant to serve the world, we will find it you might not be sure we're totally certain that you have multiple things that you could be offering, from your podcast to your next membership to your next product. We have multiple things in store for you and you will do it. The difference between me to do this and the five day challenges. This is not about sitting back and listening to me talk, you're going to take action. And when you take action, you gain clarity, you gain momentum and you change your state, your state of being will change.

So made to do this, I want to just make sure that you guys hear this. We have tonight as our like big open enrollment. I just mentioned it just so you guys know buckle up. I mentioned it today on the podcast. So it will sell out. We do an open enrollment 24 hour fast action bundle. And I want you to hear what it is. We just talked about podcasting. And I told you we spend a week on it in the programme. I also have a podcast programme, which is usually 15 \$100. For anyone who signs up in the next 24 hours, you not only get intimate to do this, you also get that also, I have a workshop that I will be giving live again, everything's me and you and it is five steps to 5k months, there is no good reason in this moment in history. When you're not making \$5,000 immediately from your side hustle that turns into 10k 15k that is not an excuse. So I will be giving you that workshop and a free ticket to my two day online summit, which is going to be off the chart all these people. You've heard me talk about Sherry salata, Candace Nelson, those are the people you're going to hear from and be able to ask questions of it is the real deal. That's also \$1,000 value. If you sign up in the next 24 hours, you get to be part of me to do this and all of that. And for those of you who cannot let go of that scarcity. There's a two week refund period. So you could be intimidated do this for two full weeks, and say, You know what, this does not work. And you can go no questions asked, we stand behind that guaranteed.

I have more I want to share with you about sales. I have more that I want to share with you about the winners, the homework winners from yesterday. So let me just look at this for a second.

There's so much here. I want I want to say to you guys that we talked about your seven year old self, right, we talked about your seven year old self earlier in the week.

And we saw for a second we just we just decided no for a second. Let's just remember ourselves at seven. Gosh, that kid was so lovable. And for so many years, and I hear it because I've talked to millions of people at this point.

What do we do we say not your turn. You're not good enough. You don't have what it takes.

She's had enough.

She's had enough. And I'm here for her.

I want her back front and centre feeling good about ourselves stop doing that to her that kid deserves. And what's amazing is we think God I want my own children to grow and to soar. They watch what you do. Your legacy is how much do you show up and start to without even using words embody possibility? embody creativity. There's this woman Teresa Greenway. My friend Chris guillebeau. knows her. He told me Kathy, you know, this woman Teresa Greenway. He goes she was working as a janitor at motel six. She was a single mom, two kids, and her son has autism. And her daughter says to her mom,

we have to find a way to make more money, because we need more resources for my brother. And her mom says what am I going to do? I'm already working two jobs and I don't have I don't have the education behind me. I don't have anything I can teach and do and I have nothing I can sell and I can't get a better job and her her daughter says to her, I have a smartphone. And I can take videos of you and you are amazing at making sourdough bread. And her mom's like so what so she's like, let me just feel

You can put up a programme you can teach people how to make sourdough bread and she's like, You're insane. That's not gonna work and her daughter didn't let go. She kept saying, Mom, it's not a choice. We need more money, you have to do this you have to try. So her mom made a course on how to make sourdough bread.

She wound up making \$85,000 than \$250,000. Go look it up, read the story. It's amazing.

She wound up having sourdough extreme sourdough all these levels of sourdough classes.

We have to start to change the way we fire and wire thoughts that just become Oh, that's reality. This is my ceiling. So many of you are going to argue for your limitations.

Why? Where's it getting you? I want you to crack open and receive the abundance and your potential. And you know, it's amazing to me how in my life when anybody has tried to tell me no, or you can't do it. It just fuels me. And I think of my friend Amy Purdy, one of my close friends. If you're following me on social, she was just here in Florida. So we just had lunch on Sunday. I don't know how many of you know Amy, but she lost both of her legs when she was 19 years old from meningitis.

And she was a girl who loved to snowboard and she was a massage therapist, and she got sick, and almost died and lost her legs. And the doctor comes in and says oh my gosh, we're so happy you woke up from this coma. You almost died. This is a miracle. You had like a 2% chance of survival. And she says

When do I get up on the snowboard?

And he said aim.

You didn't hear me. You lost both of your legs.

Walking isn't even an option. And she said, When do I get on the snowboard? I'm gonna cry. And the doctor said,

I can't even discuss this with you. He got so angry. He walked out the door said don't you realise you just be grateful you're here we did. We did everything we could to save your life. And she said, When am I getting on that snowboard? What am I getting on that snowboard?

When she got sick, she had decided to become a massage therapist so that she could snowboard all all around the world and work as a massage therapist in all these resorts.

She was so depressed because everyone kept saying you're not walking, you're not snowboarding.

It's not even in the cards.

Until one day she said, Who says so?

Why is that true? Just because you say it doesn't make it true. So she calls her friend and says, meet me at the top of this mountain.

She goes up there with two prosthetic legs gets on a snowboard and her legs pop off and she gets paroled across the mountain.

And her friend comes to pick her up and she's crying in the snow. And he says Amy, you're amazing. The fact that in the last several months you've even learned to walk on these prosthetics is a miracle. And you don't need to prove anything to the world. And snowboarding is clearly going to kill you. So let's just go home and know that you are a winner because you're on prosthetic legs walking when they said you wouldn't walk and she said no.

And she said Cathy, I sat there freezing in the snow crying. And she said I knew that if I would have just

just decided to receive and accept that I wouldn't snowboard then I wouldn't. Or she said I had this thought in me this crazy thought my soul telling me ask a different question. How could I get the right prosthetics to hold me on the snowboard. So she went on a mission and called every single factory to find a way to make an angle that would bend a with a certain way and a knee that would bend a certain way. She got up on the snowboard.

She then went to the Olympics. And she created it had never been done. She created a para Olympic category called snowboarding, which she then won the gold medal three times

and built a possibility for 1000s of people now who were amputees to get up on a snowboard. And so it is

so you're gonna sit there and say

I'm not made to do this.

I don't have anything. There's no way I can find a pathway to abundance to really find meaning and serve the world and make abundance.

What's that about?

What's that really about?

The reason I love teaching

This programme is because it's not about

let's make a little bit of money, it's let's have a complete quantum shift. Let's change the way we see, let's change the way we are. So that we are actually in alignment with our greatest. And when that happens,

move over,

move over surina, Beyonce and everyone else, because there's a new kid in town. And that is really how we were all designed. Can you imagine if every person you know is playing full out that way. So Truly, I think it's crazy in a way because people pay for college all day long.

fork over the money for college 20,000 40,000, sometimes 200,000, depending where you go, it's theoretical. College is theoretical.

Made to do this is a fraction of a fraction of a fraction of the cost and it is not theoretical is actual, you are going to do this. And I actually have done this in all these different areas, and stayed true to myself. And I will show you and I will make sure that you show up and do the work. So if you want to join me to do this, you should be getting in in the next 24 hours. Because if you're going to join anyway, enrollment closes next Friday, or whenever we sell out. And if you're going

to join Anyway, you should be signing up so that you get 1000s of dollars of those extra things. And I make it that way so that you are very, very, very tempted because I feel again, 100% a moral obligation because I know what goes on in there. And I know that all of you will be better off spending 12 weeks in there, then not and not just a little better off, like totally different life that starts to synchronistically come into your world. So I feel 100% morally obligated to do everything in my power to help you say yes to this future you that you can't stop dreaming about. And I'll say this to you, too. There's some of you in this whole challenge. I'm not your person, for a fact.

And if I'm not your person, and you're watching this, I want you to promise me that the next time you find someone who is your person,

you do something about it.

Because if you've ever watched any movie Rocky, Indiana Jones Star Wars, there's always a spirit guide.

We don't do this alone.

We

need to find the person who we know, actually our gut goes, I really see this person and they see me because success leaves clues.

And that is how we go from here to hear to hear.

And all those people that you admire, there was a pump there was a someone that was a person who was that person for them. And you'll hear how people share those stories. And so I feel such an honour such an honour that I get to be that for some of you.

So I want to give away we have more awesome things coming up and tomorrow we're going deeper into how do we grow more of an audience but an engaged audience. I know that all of you I hear it all the time, people want to be able to build a bigger Instagram following a bigger

following across the board. We're gonna go into that tomorrow.

And we have some surprises for tomorrow. So again, there is no webinar here. This is me giving you value and I have so much more that I want to give you. So I'm going to tell you one thing about the

winners right now. This is cool. And then I'll I'll announce what we're giving away for tomorrow. So winners, congrats on your all winners. If you did your homework are all winners. You were all put in the raffle. Here are the three people who will be getting what we offered to give away yesterday which is the sunglasses we chose those sunglasses because they're made for j crew by my friend joy Chico, who's an indie awesome business owner. And and so you'll be getting that but you will also be getting scholarships. So Mel, diminish, Sandra night and Lori how old Carrie congrats congrats Congrats. So Mel, you've now been given a scholarship and to me to do this that was written in the stars. These are all totally random. And Sandra and Laura you'll be given a partial scholarship to me to do this congrats welcome and you'll all be given those other prizes as well. Whatever you saw there yesterday, you'll be getting given for tomorrow. We are giving away more scholarships and prizes. The prizes are going to be an aviator nation.

hoodie as I like I said before, my favourite, my favourite one, as well as an Amy tangerine bundle, you'll see she's a good friend of mine. She's an artist, she's a creative. So we always like to support a local sort of indie woman business owner if we can, as well as something else, and some scholarships for tomorrow.

If you guys have questions about anything, sales, visibility, lead generation, how we tell stories, how we start to put those stories into content, if you have questions about podcasting, talk to your mentors, they are here for you, all of these women who are mentors, I think that and I hope that you're starting to get the way I do business, there's a lot of genuine authenticity going on around here. Talk to those people they are here for you dm your mentor, if you don't know who your mentor is, look at the cover photo in the top of this Facebook group, it reminds you who your mentors are, talk to those people. If you have any questions about me to do this, talk to those people. Also, all of our ambassadors, there's 30 of our ambassadors, we had we had so many more people who wanted to be ambassadors, but we decided to sort of like pare it back.

All of those ambassadors have taken me to do this, if you want to know like, what's it really like? And does she really show up every week? And is it really valuable? And do you really have any

change and you really grow a business? Talk to those people. And I want to tell you a story real fast about this woman, Kathy, because Melissa, one of our mentors, and she's Director of Curriculum may do this. She was just reminding me this yesterday. But it's so amazing. This woman Kathy, who was in the challenge the last time got to this point in the challenge. And she's like, I think Kathy me Kathy is really my person. And I want to I want to do this. But I have no money. I'm literally couchsurfing, I can't afford it. And Melissa was like, you have an offer and you sign up for the programme, you get lifetime access, it's \$317 a month, you can do this. Let's go just make that first commitment to the first month, you'll figure it out. And Kathy was like, well, all I kind of do is I sell I make garlic, can I sell garlic, can I sell jars of garlic. Not only did she sell jars of garlic, she wound up selling 1000s and 1000s of jars of garlic to the point where she was able to buy a car. And I was talking to Melissa about it yesterday. She's like from garlic like what will teach you in this programme, this programme will help you make money doing you on a level you have never imagined. So whether or not you already have a business or you don't even have a clue, you'll wind up having four more business ideas, you'll wind up offering so much more of yourself to the world. And you will wind up making more money and tapping into that because that is the recipe for this programme. It's the lki guy doing what you love doing what you were good at what you're meant to do, and something that the world needs. And we will make sure that you have multiple, multiple ideas. And you will be offering those and we will go over it step by step. If you want someone to tell you what to do and hold your hand. Every week, we will say do this this week, make this offer use this template, say this to five people, we're going to teach you what to do so that you can start this business and never feel like you're selling and you get a certification. So by doing me to do this, you get a certification. And then after that you can join, we have a private alumni membership, which is just for people who've gone through me to do this. And there's so many other things that I do once you are certified in this programme that you can take advantage of that are just for people who are part of that community, not to mention, you will be surrounded by some of the best energy of your life. We also do sacred sunrises once a month we do a meditation breathwork incredible sort of Mind Body soul shift, which also we were going to have just separate as a separate programme. But we made it part of me to do this. So you get that as well. This is amazing. I have so much more than I want to share with you guys. Tomorrow, we're going to talk more about how you're going to build an impactful big audience and how you're going to start getting to that passive amount of money coming in. Genuinely. It's here, open your pumps. Let's see those seven year old kids. Let's see us put them back in the captain seat. I think she's had enough. I think it's time to see what might happen if we invest in ourselves. And I think it's amazing because so many women I know if their kid wanted tennis lessons if their kid like they got it, no problem, they'll figure it out. But we don't invest in ourselves. And so I want to know what that's about. But I will continue to stand for the truth, which is that you are sitting on gold, and that the world is abundant and that the clients and people are there right now and if it's not your offer, they're gonna buy that thing or that experience from somebody else. And I want to see you sharing more of your gifts in the world.

being paid so that you can be just sharing your gifts all the time, full time, because that's really what I'm in it for. I love you guys. I'll be back tomorrow, do your homework, reach out to your mentors if you have any questions. And if you miss any of this, there's always the Cathy heller.com slash replay page. I love you. I'll see you tomorrow.