

I genuinely believe that I am very intense and for a lot of people, I am too much. And I'm really okay with that because with the people who are my people, for the people who feel activated by me, the people who get into my energy and know that they are experiencing upgrades and shifts because they're allowing themselves to be really taken with what it is that I'm saying, I get to change lives. If I temper that, not only do I still not please the people that I'm too much for, but I don't connect with my people as deeply.

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And so it's not about whether you're too much or not too much. It's really being okay with 'it's okay for not everybody to love me'. What I do is the cure for cancer because it removes energy blocks. And so whilst you're allowed to say that from an advertising perspective, that level of passion, when you believe what you do so strongly and the power of it, you are literally doing a disservice. You are doing a disservice to the planet, to humanity, by not showing up and fully owning your power. Right. Let's get into today's task, which is all about identifying what the blocks are that hold your clients back from saying yes.

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Here's the thing with money. Sometimes people genuinely don't have access to the money, but 98% of the time, when somebody says to you, they do not have the money, what they're really saying is that I don't trust that I am going to get the results that you are promising. Please can somebody from team Suzy write that in comments. 98% of the time. 2% of the time, people genuinely don't have the funds and they genuinely have nobody in the whole entire world that they can call on to get the funds, most people.

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And that's the reason I say 98% of the time, because even if someone doesn't physically have the cash, usually there is somebody that they can speak to about getting the cash when they truly believe that they are going to get the result that you are offering. Okay. So, however, it is important if you are frequently. God I can't talk about money without talking about our own individual money mindset, but I do not want to go off on one. There is so much I can say about this, but it's just, I'm going to try to keep, I'm trying to keep myself on the straight and narrow, stay focused. If price is an issue, then I want you to talk about it in your posts.

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So one of the things that I do in my messaging, is I say, there is a premium to work with me. If you want to work with me one to one it's going to cost you, you know, now, and I've just put my rates up, it's going to cost you 65,000 pounds for the year if you want to work with me one to one. And there is a reason that I do that. One, is that I want people who are at a certain level in their business to be applying to work with me one to one, because I have very few one to one spots left. And so I need the people to be at a certain level in order for us to work together because there are a limited number of spaces which is genuine scarcity. But the other reason that I talk

about the level of investments to work with me one a one is it really puts all of my other prices, all of the other investments that I ask people to make, depending on the level of businesses they are at in proportion.

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So people are really able to see the difference. So I have products for 97 pounds all the way up to 65,000 pounds. And by having that premium product, it really makes everything else, it's like, oh, okay. So if price is an objection, if the investment is an objection, then you need to be talking about that in your messaging. I want you to get very specific. What, when you get somebody on the phone or you get somebody in the DMs, what are reasons that they are saying.

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Get their language. Now, the reason that this is so important and I love the fact how many of you are talking in your language or you've received feedback and you're talking in your talking, using the language of the person who has given you feedback instead of the language of your clients. Now let's go back to, I can't afford it. And me saying 98% of the time, what that person is really saying is that I don't trust that you are going to get the result that you are promising. How do you think that when somebody invests in you, it's because there is a level of certainty or they are prepared to take the risk that it's not going to work. The cheaper your product is, the more someone is willing to say, okay, we'll give it a go. And the intention, that intention is never a great intention to go into business with anybody by the way. But how do you think that you build up trust with a potential client? Someone saying, I can't afford you nine times out of 10 it's they don't trust you. Let me implement what I've taught you before you book me again. If that's happening, when you're doing things like a masterclass or a challenge is because of the structure of the challenge is incorrect. Okay? By showing up, by case studies, visibility, testimonials being visible, being consistent, mirroring, testimonials, speak their language, know like trust factor. Yes. How do you build up the know like and trust factor?

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Number one way to build up trust. And when I say number one, I don't really mean this in any particular order, but number one way to build up trust is being visible consistently. Them knowing that you are there on a consistent basis, builds up trust. Number two way of building up trust is for you to be talking about the same thing over and over and over again. If every time you come onto Facebook or you post a message and it's something completely random, you make the person feel uneasy. It doesn't need to be video but I do believe that video is the easiest way to build up a connection. It's like when you watch a soap opera for long enough and you feel like, oh, I know the person from EastEnders. I know the person from coronation street, you don't know them, you know their character, but because you've seen them and you've heard them, you've heard their voice, you feel like you know them.

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So, second thing is to be consistent about what it is that you are talking about. The third thing, which so many people mess up is to speak your dream clients language. Now, if you are a coach and you are using words like transformation and feeling empowered and just any coach speak, you are breaking trust unconsciously with these people because you're not meeting them where they are at. And by acknowledging their fears and acknowledging their concerns, using their language, you immediately build trust because they know that you know where they are coming from.

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So when I'm selling something like the freedom experience, I will say, this is an investment and I get that that feels like *****ing your pants. I also know that if you are committed to doing what you've said that you want to do, which is hitting your 10 K months, then that feeling of wanting to shit your pants, because this is going to stretch you right now, that will disappear when you start doing the work. If you are working purely with coaches who speak that language, then great, but the minute you working with people who do not work in this industry, like, you know they say, when your messaging should be able to be read by a seven year old and a seven year old understand what it is that you're saying, keep it simple, stupid. Don't try and impress people with how smart you are. And remember, just because you've done the training you've gone through, you know, you spent months learning what it is that you need to learn. The person who wants to invest in you hasn't learned that yet.

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And so you need to use the words that they're using. Okay so I'm kind of using board strokes, but I want to make it for you to be able to see the difference. So please, for the love of all things, good, stop trying to be the smartest person in the room. Stop trying to show people how much knowledge you've got and how many certificates you have and just keep it real based on what it is that they're saying to you they're afraid about, you know, I've tried it before and it hasn't worked. I've tried some, I've tried so many other things before, and it hasn't worked for me. Your messaging gets to be, I know that you have tried 1,000,000,000,001 things before, and I know that you are sick and tired, so freaking tired of going round and round and round in circles and hitting your head against a brick wall. I know because I've been there. I know because I've got other clients who have been there.

"I'm finding this mini course quite difficult, good! Celebrate the fact that you are being challenged to go beyond where you have been operating Colleen. You know, I know that you've spoken to my team in the past and I get it.

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Like, this is a classic example of you know, when I've had this before, this happens all the time, just because something is difficult, doesn't mean that you're doing it wrong, doesn't mean that the information is incorrect. It means you're being stretched beyond where you are familiar with being, and being unsettled about

doing more videos is fine. One, because you don't have to do videos. You can do written, you can do it. You can write. But two, ask yourself, do I want to operate from a place of fear or do I want to operate from a place of bravery? And you can choose it and ask yourself is me feeling unsettled because I'm afraid? Or is it me feeling unsettled because this really isn't aligned to me and then make your decision based on where you want to be, not where you are.

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That's a big one. I want you to identify where someone's fear is and I want you to talk directly to the fear and I want you to make the person feel okay about having that fear and how you make somebody feel okay about having the fear is saying, I understand I get it. Okay. You've been around the block and I get it. And many of the people that I have worked with felt exactly the same as you. The reason that this gets to be different, or the reason that they decided to say yes is because.. the reason that you don't have to feel this way anymore is because of X, Y, and Z. Okay. Fear of being judged, such a big one. Who's not afraid of being judged because I'm afraid of being judged. And that fear, you know, when you can describe how that fear feels that tightening of the chest, the sick that comes up the back of the throat when you see your ex partner, your mother-in-law, your mom, your sister, your auntie, and your peers, looking at your post and not liking it or sour face emoji. I know how that feels.

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So my most popular post that went viral when I set up the combat school seven years ago, was your birth is more important than your bugaboo. And I talked about the pressure people feel to invest in expensive prams versus birth preparation and people absolutely needed to hear that I understood the pressure and actually in that, I called the pressure out to be bull**** but this applies definitely for people who are thinking about hypnobirthing. You definitely need to say I get it, this sounds like it's bull**** or this sounds too close to NCT, or this sounds, this is absolutely required. And I also encourage you to look at the reasons that people are saying they're not investing in your course and they are the first points that you get to address making sure that you're using that language.

Okay. I hope that this has been helpful.

Faith + Action = Miracles