

## Ep #110: The Science of \$100K



### Full Episode Transcript

With Your Host

**Amy Latta**

[The Confident Coaches Podcast with Amy Latta](#)

## Ep #110: The Science of \$100K

You are listening to episode 110 of *The Confident Coaches Podcast*, the one where you learn to play scientist to create \$100,000. Let's go.

Welcome to *The Confident Coaches Podcast*, a place for creating the self-confidence you need to do your best work as a life coach. If you want to bring more boldness, more resilience, and more joy to your work, this is the place for you. I'm your host, Amy Latta. Let's dive in.

Hello coach, how are you? Now, I want to go ahead and get the elephant out of the room. You might notice that my voice is not quite 100%, I am recuperating from an upper respiratory infection.

I have a little bit of a smelly cat voice. It is improving this week so I don't think it's going to squeak too much on you, but if you're like, "Amy sounds awfully nasally, she sounds not quite right." That's what it is. So don't let that distract you from the goodness that is coming to you today. You want to hang out with me today.

And I know that you do because this, this episode right here, this is the third and the last of three podcasts that are all about creating a \$100,000 coaching business. Your path to 100K is so incredibly simple and it can all be wrapped up in a process. It's a process that we've been talking about for the past couple of episodes.

Now I will tell you right now, if you're stumbling upon this episode, episode number 110, all about evaluating and the scientific method I'm going to teach you to evaluating, you can listen to it on its own. But you're going to want to make sure that you listen to the past two episodes: episode 108 about mindset and thinking, and episode 109 about \$100,000 actions, 100K actions.

Because these three episodes go together. This does stand alone for you on its own, but the three of them together are like the sum are greater than

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the parts. So you're going to want to listen to 108, 109, and then 110 as a package.

Because while your brain is trying to make making \$100,000 or your first \$100,000 super complicated, or hard, or full of drama, or my favorite, there's just so many options out there and I'm not sure what I should do, I don't know who I should listen to. I'm not sure what process, I'm not sure what program is going to get me there, there's so many options.

I know, your coach that you are listening to that is in your head every single week, I know that the path to 100K is actually really simple because it's the same path I took. Not the same exact actions, it's not going to be a copycat of what I did. But this process, this path to 100K is what I took to create \$100,000 in my coaching business and it took me about 15 months to create a \$100,000. To create \$100,000 within 12 months, it took me about 15 months to create that.

And the process that I used was the path to 100K process. Mindset, plus action, plus evaluation, that's it. That is the path to 100K process. This process will get you there. The process works, the path works, you just have to follow it.

Now remember in episodes 108 and 109 I went through the importance of mindset and I went through the importance of the actions that you take. And then this episode is all about the third piece to the path to 100K process, which is evaluation. Because it is in the evaluation that you're going to learn.

And if you think you are done learning in this world I can tell you right now, the only way you're going to create \$100,000 if you've never done it before is by learning. And it's in the evaluation that actually makes the process work.

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Because mindset plus action only gets you part of the way. If you're not evaluating the mindset work that you're doing, what's working, what's not working. If you're not evaluating the action that you're taking and just keep doing the same action over and over again and then you just keep repeating the same beliefs over and over and over again, they may or may not create the results for you. They may or may not create the results that you want and then you're going to decide that mindset plus action doesn't work.

And it's simply not true. Mindset plus action does work when and only when you also include the evaluation piece. Because mindset plus action without the evaluation, you can't figure out what is working and what isn't working for you. You can't make small tweaks along the way. You'll decide that a mindset approach to business doesn't work.

Well of course it works, you have to have that first piece. But if you aren't evaluating what you're doing you might be working on the wrong mindset. You might be taking the actions that aren't going to work for you individually. They might work for me.

That's why this process works for everybody, because it's within the process that you actually find the mindset pieces that do and don't work for you, the action pieces that do and don't work for you. And then how you even evaluate because there's actually even a little different ways that you can evaluate also. That's a real nuance that we get into in the mastermind.

But what I want to offer you is that process works for everybody. It's about getting into each step of the process and make it work for you. But the process works every time.

Okay, so here's how I want you to think about evaluation, I'm going to be taking you all the way back to fifth grade science class right now. We're

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going to play scientist. Put on your lab coats, we're going in your lab, your lab is your office.

So you have a date in your lab every week. Maybe it's five days a week, whatever your hours are you are going to go to work and I want you to think of it as your laboratory of sorts. And approach this from a place of being a scientist.

Do you remember the scientific method? The scientific method is pretty simple. The scientific method is observation, question, hypothesis, experiment, analysis, conclusion. We learned that way back in 5th grade.

You ask a question, you go do a bunch of research about the question. And then you formulate a hypothesis. You then create experiments to test your hypothesis. You analyze your results from that experiment and then you draw a conclusion.

And your conclusion is either going to be the hypothesis is true or it isn't true with this experiment and you might alter your hypothesis. You might alter your experiment and then analyze the results over and over again until you decide that the hypothesis is definitely not true or false.

You all remember that? I realize for some of us it's been many, many a decade since we've talked about the scientific method and actually use it in the real world. But what this really is, is mindset plus action plus evaluation. Do you see those pieces?

What I love about the path to 100K process is that while it emulates the scientific method, it's actually much easier than the actual scientific method. It's so much easier than being an actual scientist in an actual laboratory and like blowing chemicals up in your face every day.

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And the main reason why is because in our case, we already know the hypothesis is true. What? Yes, so unlike a regular scientist in a laboratory, they're not 100% sure that their hypothesis is true, it's an educated guess. But in our case, we know it's true.

How do I know that hypothesis is true? Because it's not an option for the hypothesis not to be proven true. There is an experiment that exists that will prove your hypothesis true, unlike the actual scientific method where you might actually conclude that the hypothesis is not going to happen.

Not in this case. In this case you are making \$100,000 as a life coach because the hypothesis is you are a \$100,000 coach. You are the perfect coach for your ideal client. You have everything you need to coach clients to create new results in their lives.

This is the hypothesis. You becoming a \$100,000 coach is the hypothesis. And it has already been proven true. It is inevitable. Remember, confidence is the inevitability. It's already been proven true because the future you, the future vision of you has already achieved it, it's already done.

That's the mindset work, right? We go into our future selves, our audacious self-concept. There is a version of you who has already created this in the world and this process is all about you becoming that version of you who has already created this.

The hypothesis is already true and all of that belief work of your mindset portion of the process, your value plan, your Gigi thinking, this elevated self-concept. My hypothesis says all of that mindset work and all of that belief work, it's all your previous story, it's the results that you've already created, it's what you already know, it's what you already believe in.

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It's what you already know to be true and we're not questioning any of that anymore. The hypothesis has already been proven true. Now it's just a matter of finding the experiment that creates it.

So if the mindset portion covers research and questioning and hypothesis, then the action is all about the testing part. That's the testing part of the scientific method. This is what we talked about in last week's episode.

Every single week you're running tests, you're writing Facebook posts, you're posting on Instagram, you're running Facebook Lives. You're creating webinars, you're writing blog posts, you're creating podcast episodes. You're doing masterclasses or trainings.

There's no end to the amount of different ways you can make offers to help people, how you phrase things, the verbiage that you use, how to make your offers more irresistible, that's all the testing phase. And you will take the next best steps you come up with in the mindset work, that you come up with in the actions, you will take in the testing phase. And what will inspire your ideal clients to take action in order to get on a consult call with you and say yes.

That was the basis of last week's episode. And you're going to put all of that to the test every single week. And then you're going to analyze the results and that is the evaluation, right? Yes. What's working? What worked? What worked for you? What did people respond to? Where was your thinking working for you? What was your feeling that was working for you?

Sometimes what's working is I'm still here. I felt disappointment and I allowed that disappointment. And I didn't let that stop me. Your ability to hold two opposing emotions at the same time might be what's working for you.

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Finding wins always comes first. What's working always comes first in your evaluation of your results because, hi, have you met your human brain yet? She can be a real son of a bitch, am I right?

Right now my brain is like, "Nobody wants to hear smelly cat Amy right now." I can hear it wavering right now even as I say that. Right now my brain is like, "Nobody wants to hear this version of Amy talking like this." But I decided smelly cat Amy is what you guys are going to get this week and I can still deliver amazing content.

So what's working is even though my brain is telling me that, I'm still showing up and delivering for you no matter what because that's the commitment I made to you and that's the commitment I made to me. And you can just love me that I'm willing to do it with a voice that's not 100%.

Your brain is always criticizing you. Your brain is designed to seek pleasure, to avoid pain, and to save energy. The last thing it wants to do is run experiments every single week proving this hypothesis that it hasn't actually seen yet come into fruition. That's the last thing your brain wants to do. And it also doesn't want to then evaluate all of that testing every single week.

Like why can't we just assume none of this is working, everything sucks, the hypothesis isn't true and then we can just stay home and watch Netflix or go do something else. Or go get a job. Or go go back to work. Just throw this whole business idea out the window. Let's just assume that nothing's working and let's go wallow in shame and disappointment for an entire week, please. And then maybe we'll decide to start again.

So you have to focus on what's working first, otherwise you'll never get to what's not working. And there are always things that are working, even when you don't have your result yet. Even when it's been a year or longer. Even when you keep delivering week in and week out and you still haven't

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seen it come back to you yet. There are things that are always working for you, it's just that something's not working.

Do you see the difference between these statements? That when you are doing all of the mindset plus actions and you're not getting the results yet, that cranky brain of yours will say, "It's not working. This isn't working, mine is broken." Focusing on what's working when you don't have the result yet will require you to focus on the mindset piece.

It will require that you focus on how far you have come from when you started. That you compare where you are today with where you've been in the past, as opposed to comparing where you are today with where you think you should be now or where you see other people are now. Your brain always wants to focus on what you don't have, what you haven't created.

And what's working says but here's what I do have. Here's what I have created. What is working? What do I know? What am I sure of? When you do that step first it's so much easier to do the next step in evaluation, only once you have done that because the next step is to actually call out what's not working.

And here's the thing, when you're in "it's not working, nothing's working," you'll actually have a really hard time getting really specific in the pieces that aren't working. When you think nothing's working, you're not willing to go through it line by line to say, "This is, this isn't. I'm not sure about this, let's test this again." Because you're like, "Well nothing is working."

But when you think, "This is working as a whole, because I know that hypothesis is true. And I know there is good stuff in here but it's something in here that isn't working." You're actually willing look at it piece by piece and line by line and say, "Okay, this part is working. This part isn't working,

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this is the part I'm going to tweak next. This part I'm not quite sure about yet, but I'm going to keep it for now."

What's not going as planned? What didn't connect with your audience? What didn't land? Where didn't you show up that you had planned to? And what's your best guess why? What compare and despair did you engage in?

What do you think maybe didn't land or didn't connect and why do you think that might be? Did you bury the lead of your message in a bunch of prose? Did you avoid that scroll stopper statement so that you didn't bother people on the other side of the screen? You didn't want to upset them too much. Maybe you didn't want to make other people uncomfortable. Were you willing to choose discomfort for yourself rather than choosing discomfort for others?

What rules are you following that maybe you don't have to? What judgment did you get wrapped up in because you forgot there is no judgment? Judgment only comes from inside the house, right?

What's not working allows you to take full responsibility for all of your results, the ones that you want, the ones that you don't. If you don't take ownership of it all, then you will think that none of this is in your power. Remember, your hypothesis has already been proven true. It's already true.

It's like the answer is in a sealed envelope here and you're over here in the lab trying to find the experiment that matches the answer in the envelope. Because then once you've done what's working and what's not working, then you can come up with the next experiment instead of just like, "Nothing's working," and throw the whole baby out with the bathwater.

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You get to decide what you're going to do in your next experiment because you're running experiments every single week. You're evaluating every week. What will you do differently this next week? What might you shift in your mindset this next week?

What work might you do before your next actions? What haven't you tried that you can still try? What have you been thinking about trying but you haven't actually implemented yet? What haven't you said that you're ready to say? What phrasings might you test out this next week?

Try different ways of saying the same thing. How can I say this simpler and easier than I ever have before? How could I make the transition from the content that I've provided to the reason why they need to get on the phone with me? What questions haven't I answered yet that maybe has my ideal customer, your ideal customer hesitating to get on the phone with you?

You can see that answering these questions is super hard if you're only focused on nothing I do ever works. Because if you're only focused on nothing I do ever works, and this kind of sucks trying to figure that out, what you haven't tried yet and new ways you can say things. Like who wants to come up with new ideas, nothing I do ever works.

And if you don't think anything you do is ever really working, it's really hard to focus on what you are sure of. It's really hard to get into the mind of your ideal client to understand why they might be hesitating if you think you suck. You're like, "Well of course they're hesitating, I suck." Okay, no, you don't suck. It's not you, this isn't broken, why might they be hesitating to get on the phone with you? That's very hard work to do if you're only focused on what's not working.

So evaluation is, in a nutshell, what worked this week? What didn't work and why do I think it didn't work? And what can I do differently this next week to test again?

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And in Confident Coaches Mastermind as part of the 100K process you will do this evaluation every week. You can do it every day, I just think it's probably more work than you really need to do. You might make small tweaks mid-week, but that happens more like when you're doing a long launch or something like that. Not necessarily for making offers every single day.

And you want to evaluate more often than waiting a month or every quarter because then a lot of time can pass and you are going to forget a lot of things that you did and didn't do. You're going to struggle to remember everything that did and didn't work every week.

But when you evaluate every single week and you do that every week over the course of the six months of the mastermind, hot damn, you are going to learn so much. And this is why that evaluation piece is so imperative that you attach that to the mindset plus action.

You can also, as a side note, a great place to do an evaluation is after a webinar, definitely after every consultation. And what I really love about doing it every week and after every consultation and after every webinar is that you realize that the goal of your individual week and the consult call and the webinar is less about getting the result, did I get the result or not? And it becomes more about what did I learn here?

This helps you not be so afraid of getting nos. This helps you not be so afraid of weeks that weren't that great. This helps you be not so afraid of webinars that didn't go the way you want. Because it becomes less about, I need this thing to happen to get the result. And it becomes more about I need this thing to happen so that I can learn more.

It becomes more about the evaluation helping you not be so afraid of shit going wrong because you're going to learn from it. Every week it's what you do, it's how you show up. And if something does go terribly wrong and not

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the way you planned at all, the evaluation will help you figure out, “Okay, how am I going to handle it when X happens again? X happened and I wasn't expecting it and I wasn't prepared. But now that it has happened, I can now think about that situation in the evaluation.”

Because remember, your hypothesis is true. It's already been proven, you already are creating a 100K coaching business. And now you get to go into the lab every week and find the experiment that gets you there. And the evaluation is going to help you find solutions for problems you didn't anticipate you were going to run into. Well once you run into them and something doesn't work, this isn't a problem. You're going to evaluate it and now you'll have the answer for what to do the next time.

Mindset plus action plus evaluation, this is your path to 100K. This is the process. The process works and it's easy to learn. I'm teaching it here on the podcast, I'm teaching it in my Make More Offers trainings. It's easy to learn it but you're going to understand it on such a deeper level in the mastermind.

We kick off the mastermind with a three day live event and we dissect this process in the event. You're going to try out all the different parts of it, we're going to dive into mindset deeper. We're going to dive into action deeper. You don't really need to dive into evaluation too much deeper, because again, the evaluation piece is going to help you figure out the first two pieces as you go week to week.

But you will find the best pieces for you. In that three day live event you're going to test a bunch of the mindset stuff that I talked about in that episode. We're going to test a bunch of the action stuff. We're actually going to create two things in the three day live event that will become the source of where all of your action comes from over the course of the mastermind.

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You will actually write some offers using the process. So by the time our first call starts you're not just hitting the ground running, you're already running. You're already on the ground, you're already running by the first call. And then you're going to use the process every single week in the mastermind.

The only time this process doesn't work is when you don't use it. That's the only way that it doesn't work, is when you stray from it. And the mastermind is built around ensuring that you don't stray too far. You will stray from it because you have a human brain, but the mastermind is built around keeping you on the path.

And we are enrolling right now for that February class. February 2022 of Confident Coaches Mastermind is enrolling right now. We start at the Path to 100K Live Event February 3rd, 4th, and 5th here in St. Louis. Yes, it is in person, I will have my voice back by then. And there will be a virtual option for those who are not able to travel into St. Louis.

Now, your travel will need to be covered by you. But the event itself, the three days, the welcome reception, the dinner that we're going to have, and the actual three days of the event are part of what you pay to be in the mastermind. Once you're here the event is covered by that investment.

And in fact, the live event, my work, my job is to ensure that you get your entire investment's worth. That three days is worth the investment. And then we still have six months. The six months becomes the sugary sprinkles and frosting on top of the awesomeness that is the three day live event. Remember, it took me 15 months of using the process, so keep going with me until you create your first 100K.

Now there are only two classes in 2022. If this process makes sense to you and you're like, "This is my work" now is the time to join. Don't wait until late next summer to start on your path because if you're listening to this now,

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this is your time. Because here's the thing, when you do delay another six to eight months know that you're going to be wiring and firing all kinds of mindset and actions that aren't working.

Because you don't have that room of people, that space that I've created with the mastermind evaluating your work alongside you and pointing out what you are missing. You don't have the other scientists in the laboratory to bounce ideas off of and to say, "Hey, I see your experiment here, I see where it might not be working for you. What about this idea? Have you considered this?"

So you could be wiring and firing a more confident belief in yourself or if you choose to wait and delay, you're going to be wiring and firing what's not working for another eight months. And why do that to yourself?

Delaying this work just makes this process harder later on down the road. So let's wire and fire this mindset plus action plus evaluation path to 100K now. Let's make that 100K inevitable for you and get you there sooner and make this process so much easier.

You can apply at [amylatta.com/mastermind](https://amylatta.com/mastermind), that's L-A-T-T-A, forward slash mastermind. And we are enrolling now through the end of December 2021. Go apply right now, that link will take you right to the sales page. All the details you're looking for should be there. And then go ahead and hit apply, fill out the application. Do give me some meat in there, give that application some thought. The application alone can get your brain thinking.

And then once your application is accepted schedule a call with me so that we can firm up the details. If you have any questions that will be your chance, but let's make sure that we are both a good fit. Schedule a call, let's get you enrolled and I'll see you inside. I cannot wait to see what you create. And until next week, let's go fuck some shit up.

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Coaches, I have created a brand new freebie offer just for you podcast listeners. I created a brand new training called Stop Over-Complicating Confidence. Because I see my coaches do it all the time, make this confidence thing way harder than it has to be.

In this free training you're going to learn exactly how you over-complicate confidence, what's creating that, and how to stop it. Here's the best part, all of it less than an hour. Less than an hour of your time. You will feel more confident in less than an hour. Yeah, friends, this is the best training I've ever done. So visit [amylatta.com/podcastgift](http://amylatta.com/podcastgift) to get yours. Again, that's [amylatta.com/podcastgift](http://amylatta.com/podcastgift). Go now and feel more confident in just an hour.

Thanks so much for listening to *The Confident Coaches Podcast*. I invite you to learn more. Come visit me at [amylatta.com](http://amylatta.com) and until next week, let's go do epic stuff.