

Ep #120: Believe You're a Paid Coach



Full Episode Transcript

With Your Host

Amy Latta

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

Ep #120: Believe You're a Paid Coach

You are listening to episode 120 of *The Confident Coaches Podcast*, the one where you discover the first step to becoming a paid coach. What? 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.

Well hello, my coach, how are you doing today? I'm just a little bit excited. Like I'm not doing fabulously, I can barely contain myself because I have been sitting on news. Big news for literally months. Like literally months. This idea has been well, literally if I go back this idea has been ruminating in my brain for over two years. It's been actively on the radar for over a year. And I've been working on putting it into place since October.

What? I know. I know, I'm so excited. This is huge news. I am sharing huge news right now. If you are driving, if you're doing something else, just know right now that I am sharing huge news in this podcast episode right now, like without delay. It's going to change the coaching industry. I know, I know, I get goosebumps just saying it.

This makes me beyond excited and also nauseous, because that is how human brains work. I want you to know right now that I am this excited to share with you what I'm going to share with you in this podcast episode today. And then we're going to go into depth about one of the reasons why this piece of news is a thing that's going to be a thing.

It's just so fun to share with you. I think it's so important. You know that authenticity and vulnerability are huge hallmarks of *The Confident Coaches Podcast*, of who I am as a coach and as a leader. So I think it's really, really important for you to know that of course I feel both nauseous and excited because I have a human brain that loves to point out all the ways

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that this is actually really dumb, and this is stupid, and no one wants this. And I should probably just close up shop. And I should probably just go for a walk and quit coaching people.

And I'm so grateful. I'm so grateful for everything that I have learned on my path to becoming a confident coach, because these are the very tools that I use, that I rely on every single day. Literally, I know I've said it 100 times, but I really, really can't show you guys enough that everything you've ever heard me talk about on this podcast, anything that you've ever seen me coach on, anything you've ever seen me teach has been my own work.

I'm not just making this shit up going, "You should do this, because I think it would help you." It's like I understand this. I understand these fears, these doubts. I understand these thoughts, these feelings. I understand everything of what it means to need validation outside of you. To think that I'm not good enough. To worry about what other people are thinking of me. To think I have to be perfect all of the time. To put off, and put off, and put off, and put off because I'm thinking all those things.

I get it. This is who I am. This is who I am as a person and who I was for the longest time. The thought of being confident in myself no matter what was going on outside of me was so foreign just a few years ago. I am 48 years old, I didn't even get certified as a coach until I was 42. So this is new work for me.

I've spent more years of my life by significant, by decades, needing all of that stuff and being all of what I just described, than I have this confident coach who believes that nothing can stop her, that she's fully capable of everything. And my human brain comes along with me all of the time.

So I'm sharing this news with you today with like a little bit of my stomach in my throat, but it's so exciting. But this is also why I believe so firmly in Confident Coaches, as a podcast, as a program, as the foundation that I

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am building on, the entire being of my business. This is why I believe so much, because there's no point in my business that I haven't needed these tools. Confidence has been the foundation of all of my success and it's the foundation I lean on when I have hard days, hard weeks, hard months.

I mean, did you guys not listen to the podcast episode where I didn't hit any of my goals last year? And yet I'm standing here today being like, it's great. It's okay. Here's what I learned from that. Here's how I'm still so confident that I can help you. Look at how I have failed at every single thing that I did last year, and I also still feel fabulously about this year.

This is what I coach week after week in Confident Coaches Mastermind, it's what I share with you on this podcast week after week. Confidence is the foundation of your life coaching business. It is the foundation of everything you need in order to create whatever you want in your business and in your life.

With confidence, literally anything that you can dream of or conceive is inevitable. Confidence makes your success as a coach inevitable. But there has been a huge piece missing. So this is where I come clean. This is where I come clean and I'm very honest with you about the giant gaping hole in the Confident Coaches as a program.

You can listen to me here for free every single week on the podcast, which so many of you, like thousands of you do every single week. You can invest at a high level after you've already been making money as a life coach, and you can join Confident Coaches Mastermind and be on that path to 100K.

But what if you're just a brand new coach who hasn't even worked with free clients yet? And the thought of just a first client of any kind feels so insurmountable?

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What if you've only worked with free clients and that struggled to even believe you are a paid coach in the making is like I can only work with free people. And it's so hard to believe that you can even start charging money to work with you. Like give me money and you can be my client, that makes you want to throw up. That makes you really nauseous, right?

Or what if you have been paid as a coach, but it's been the sporadic couple hundred dollars here, maybe a thousand or two dollars there. And it's been a month, six months, a year, two years, five years, 10 years or even longer? And just even making \$5,000 in like six months as a coach seems so far away, right?

Before now your answer, like if you fell into any of those categories, I even want to add one more category of like the really highly successful coach who's already making hundreds of thousands of dollars, but confidence is not the foundation of your business. And you feel like one small thing and it's all going to go away. One bad comment and it shuts you down for weeks.

Or you're working 16, 17 hours a day because you think you just have to keep going and over producing, over producing, over producing. There's room for that coach here too. And there's been a gaping hole in the Confident Coaches Program for that person also, because they don't have that confidence foundation. They don't quite fit into the path to 100K because they've already made that dollar amount. But they don't have the foundation. Well, that's the only place I've taught it, right?

So before now your answer was to just keep listening to every Confident Coaches podcast, and to sign up for any of my free trainings when they happen to pop up. And to largely implement this work on your own, right? I can give you so much coaching for so long in a free training or in a podcast, but ultimately it's up to you to implement the work.

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And in fact, I've had so many conversations, I have had hundreds, hundreds of consultation calls. I have had even more emails, and I've talked to so many of you on this very thing. Like you're not quite mastermind ready, right? Like that's not the best place for you to be where we're making offers from day one, right out of the gate and you're focused on making that first 10K. And then 10K a month so that ultimately you're making 100K. And you're doing it on a solid confident foundation, right?

And you're over here like, I'm just trying to believe I could be paid as a coach. I'm just trying to believe that somebody would actually give me money to coach them. I can't even wrap my head around \$10,000 or definitely not \$100,000. Right now I can't even wrap my head around \$1,000, Amy.

The fact is for years, I did in fact lead people into the mastermind who were in that place. And the struggle became here are people who are signing clients and they are figuring out their path to 100K. And then here people over here who spend the entire six months just getting to the place where they could believe that someone would pay them.

So you can see for the sake of the mastermind really homing in on that path to 100K, which is what I did with Confident Coaches Mastermind last year, that meant what's a coach who's not ready for that to do? What are you to do?

Can you feel what might be coming? This is why I'm so excited. So, Coach, if you haven't signed clients for money at all, or you just want to hit that first solid \$5,000. If you avoid anything that feels uncomfortable, like asking people, "Hey, do you want to work with me? Do you want to pay me so that I can coach you?" And that just, it feels so terrible you do anything you can to avoid it?

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Are you still kind of wondering, can I really do this? Is your belief still a little shaky because how can I believe in something I've never seen before? Are you trying to copy people that you think have more authority than you do? Because you think other people know way more than you ever could because you're new or you haven't figured it out yet, so they must know something I don't know. So let me just go copy what they do.

Are you depending on other people to tell you that you're doing a great job, so that you can believe you're doing a great job? Are you constantly looking for validation outside of yourself? Do you beat yourself up for every start and stop, every miss, every failure because you make each one of those things mean, this probably isn't going to happen? If I fail one time, I might as well pack up and go.

Are you letting weeks or months or even years go by and just feeling terrible about it? Because you keep taking all the trainings, you keep doing all the things and nothing really seems to be working because you don't really believe that you could do this in the first place.

Are you actively engaged in thinking about your backup plan? Like I got to have a backup plan, I better have a plan B. And even if you do get paid, how many of you are equipped to downplay the money that you have made and see it as not enough?

Coaches, I got you. I got you. The Confident Coaches Program as an entity, it's expanding. Because those of you in that place deserve a program that will help you where you are. So without further ado, I could not be more excited to announce Free to Paid Coach. Free to Paid Coach, that is the brand new program for you.

It's a brand new program that every single coach in the industry needs to be in. Because it's going to teach you the foundational concepts of confidence that gets you from free coach to paid coach, to six figure coach,

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to even seven figures and beyond. It teaches you the foundational concepts that I use every damn day.

The foundational concepts that I peer coach my peers in my mastermind that I am a member of called the \$2 Million Group, these are the foundational concepts that I coach them on. That I coach my path to 100K students on. Because without the solid foundation of confidence, you're building your life coaching business on quicksand.

And we're going to knock out that quicksand. We are no wily coyote running into quicksand here, right? No, you are going to build your life coaching business on a solid foundation of confidence. Every single coach in the industry needs this.

Free to Paid Coach is based on a really simple process. Believe you're a paid coach, feel the discomfort of asking for money, rely on what you already know. Don't beat yourself up when you fail, and keep going until you are paid. It's that simple. This is the process you're going to learn and I'm going to share the details of the program, and then in this episode and the next four episodes, we're actually going to dive a bit into each of those five steps.

So why do you need to learn those five things? Why are these the things that you need to learn in order to feel more confident as a coach, no matter where you are, even if you're a brand new coach, and you haven't even coached a soul before? Because here's what I know, Free to Paid Coach is what you need.

It's what you need to get your first free clients when you're a brand new stinking coach. It's what you need to get your first paid clients when you've only got free clients under your belt so far. It's what you need to get that first \$5,000 and do it in less than six months. It's what you need to be the perfect candidate for the Path To 100K Mastermind, the Confident Coaches

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Mastermind. This is the solid foundation that you need to succeed in that program.

So if you have that in mind, Free to Paid Coach is where you want to be. And it's simply what you need to level up at every step. It's what you need when you're making \$5,000 a year, \$100,000 a year, \$400,000 a year. It's what you need when you're making \$800,000 a year. It's what you need when you're making millions of dollars a year.

Because not needing validation outside of yourself in order to feel confident is the foundation of your business and no amount of money in the bank, no clients on your roster can create it for you. I know you all don't believe this, we're going to talk about that point right there just a little bit more. So if you're like, "What? Say more." I'm going to say more in just a couple of minutes.

But here's the best part, Free to Paid Coach, it's an evergreen program. What does that mean? It means you can enroll at any time, it's continuous enrollment. There's no start and stop and you just jump right in where you are.

It's lifetime access, meaning lifetime of the program, not necessarily my lifetime, not necessarily your lifetime. But as long as Free to Paid Coach is a thing that exists in the world, you're going to have access to it. You get the Free to Paid Coach process, and we're going to go over the first step of the process in just a minute.

You get the course modules, the workbook you get, right now there's already bonus content in there and I have so many more ideas in my brain that I'm going to be bringing over the next year or two into the program. Any future updates. So as I fine tune the process, as I add bonus courses in the future, you're going to get them.

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But let's be honest, nobody joins a program because they really love watching video modules. Though I have to tell you this right now, one of the brand new February mastermind members, she was just sharing how much gold is in that workbook, because they automatically get the program.

She was just saying there's so much goodness in there, none of which we covered in the three day live event. And she's like, "I had no idea this is what was waiting for me inside this program. This right here is huge, this right here is everything." Yeah, what she's looking at, what she's talking about, is actually what Free to Paid Coach is. It's the foundation.

But what I know what you really want is the community, right? There's so much power in finding out I'm not the only one who thinks this way. Oh, it's not just me. There's so much power in that me too. I hear you, I see you, I understand this. There's so much power when you're watching somebody else get coached and you're like, "Holy shit, I have that same problem too. I thought I was the only one."

And that's what you're going to get in our private Facebook and our weekly coaching calls. Yes, I know, you guys have been asking. You guys have literally been asking, I'm giving it to you. I'm giving it to you. Didn't I tell you this was huge news? Weekly coaching.

Weekly coaching from me. It's a webinar format, so you're going to have to raise your hand and I'll bring you on screen and I will coach you like I would any other client. And in the Facebook group you're going to be posting offers, and your coaching needs, and your celebrations.

You're going to be sharing how you put the five step process of Free to Paid Coach to work for you. You're going to ask for coaching where the process isn't working for you. When we have challenges or mini trainings, you're going to be doing that work within the community.

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Here's the thing, I haven't even mentioned the best part yet. I haven't even mentioned the single best part yet. So you're going to get the five steps that everybody needs to become a Free to Paid coach, and the foundational concepts that every single coach in the entire industry needs in order to build a thriving, successful, prosperous, enjoyable, fun coaching business. You're going to get all that, you're going to get weekly coaching from me, private Facebook group, updates forever.

That's not even the best part. I want Confident Coaches and everything we do here to be as easy as possible. I want to eliminate as many barriers to entry as I possibly can. And as I was thinking about this, I had this thought and I was thinking that's just too insane. And then my coach was coaching me on this program, what to call it and helping me put the pieces together.

And she was like, "What do you think about this?" And I was like, "Oh, I was totally thinking that too." Because here's the thing, even though what I've described to you is easily \$10,000 of value, it's so much value. It is my life's work so far. It is so much of my intellectual property. It is so much of the foundational concepts that have already created so many 100K coaches that have gone through the Confident Coaches Mastermind and the Confident Coaches Program.

But you want to know what? It's only going to cost you \$1,000. I know. That's it, 1,000 bucks gets all of that. And it's not \$1,000 a year, it's not \$1,000 and I'm going to charge you more. No, it's \$1,000, like right now. 1,000 bucks, you're in. You're in for life, Free to Paid Coach, foundational concepts that you're going to take at every level of your business. Everything you could possibly need. Weekly coaching with me.

I know, it's so no brainer it's absurd. And here's the thing, \$1,000 and let's get you making \$5,000 in the next six months. What? You in? Yes. Okay, if you're in start putting your dollars together now because we launch March

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21st. Now I know what you're thinking, Amy, it's February 22nd. Why are you telling me this now?

Because this is four weeks. Four weeks to get your dollars together. And what we're going to be doing over the next four weeks is I'm going to be talking about each of these steps and why they're so important from that Free to Paid Coach process. Why these steps are so dang important, I'm going to be talking about that over the course of these next few weeks. So that when it's go day, when March 21st is happening, you're going to be ready to go.

And here's why you need to be there with us, because it all comes down to believing that you are a paid coach. Believing you are something that you've never seen before. It's step one of the process. Believing before seeing is the number one hardest thing that I see all of my clients struggle with. Whether they've come to me as a brand new coach, as so many have in the past, or even if they've already had their first five figure month.

A third of my current mastermind has already seen five figure months. And yet believing that they can do it again, believing that the 100K is right around the corner, their brain is still like, "I don't think I can do it." Fact is, so much of our society has said I'll see it when I believe it. And so it's just become ingrained in our brain that we can't believe something until we've seen it.

But the whole basis of believing you're a paid coach is you have to believe it so that you can see it. I mean, this is some coaching 101 here, right? Because what you believe is simply what you think over and over again. And what you think creates how you feel. How you feel drives the things that you do and you don't do. And what you do and don't do is what creates the results that you have.

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So you have to think, "I'm a paid coach," before you can become a paid coach. This is basic life coaching, right? The thing that happens is you're like I know, it's my thinking, but you're looking at your bank account and your brains like, "I'm sorry, I'm going to have to get a ruling on this one."

Yeah, we can see clearly that you're not a paid coach. So we're going to need you to stop believing that you're a paid coach, right? Your brain is just looking at all of the evidence in front of you going, "But it's not true. You're not a paid coach. You're not a \$5,000 coach. You're not a \$10,000 coach. You're sure as hell not a \$100,000 coach. I can see the dollars and cents, I have the data points."

Do you know how many clients I coach on the data points? Yeah, yeah, if you're hearing me say that word, you know who you are. You know who you are. I'm calling out some of my clients right now. They're like, "But the circumstance says this is what I have to believe." And I'm like, "No, the circumstance can say anything that it wants to. Your job is to believe what you need to believe so you can go create it, regardless of what the data points say."

Here's the funny thing, the ironic thing is that your brain is telling you, once I have the data points, once the money is in the bank, once the clients are on the books, then I'm going to believe. Here's the kicker, no, you won't. No you won't, your brain is still going to tell you it's a fluke, or you don't know how to do it again, or it was just a re-sign so that money doesn't really count.

Some of the biggest doubt you will ever experience is after you become a paid coach. After you've achieved success, because that's when your brain is going to tell you that you can't figure out how to do it again. That there's some reason why it doesn't matter or it doesn't count.

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And as long as you're looking for proof that's outside of you, proof that you are a paid coach at the level you want to be paid, as long as that proof has to be outside of you, you're always going to be doubting. Always going to be doubting.

You have to learn how to believe on purpose. To choose to believe even when your consult calendar is empty and there's no money in the business account, or certainly not the level of money that you were expecting to be there. There's like the difference, we talked about this in last week's episode, the gap and gain actions.

There's the difference between where you think you should be versus how far you've come. You're only focused on where I think I should be, and that number is not where it should be. So, sorry, I can't possibly believe that I'm a paid coach. And I'm like, bullshit.

By the way, that's how coaching works with me. In case you're wondering what it's going to be like inside Free to Paid Coach, it's going to be like, "Sorry, you need to stop that right now."

Here's the thing, I know you know it's your thoughts, blah, blah, blah. It's your thinking, it's your thoughts. But I can teach you how to actually believe something new before it's there. You're going to define what you want to believe first and foremost. If you are a brand new stinking coach, we need to believe that you can even get free clients. If you've had free clients but not paid clients, we need to get you believing that you're a paid coach.

If you have had those sporadic clients for a couple hundred dollars or a thousand or so dollars here or there, we need to get you believing that you're a \$5,000 coach. Let's get you to that place and then you need to learn how to try new thoughts on.

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And this is where a lot of people, this is like so basic in terms of what I teach in Confident Coaches, but it's one of the biggest things I see of coaches who don't take any of my programs or don't listen to my podcast, I see them in other people's programs trying to force other people's thoughts to fit to them.

This is like trying to force somebody else's jeans to fit your butt when it ain't happening, right? Because what I believe may not work for you. What you see your peers in Free to Paid Coach thinking may not work for you. It's not that their thoughts are wrong or that they're bad, but they may not fit you.

So you have to learn how to try thoughts on, see what fits you. You have to learn to see what sparks feelings in you that you need in order to drive the action that you want. It's not a one size fits all. Belief is not one size fits all, you have to figure out what works for you.

And this is one of the biggest things I see missing in other people's programs is they're just like, "I'm just going to think what they're thinking, that should work." And I'm like, "Maybe, I don't know, have you tried it on yet?" And then the blank faces that I see. "What do you mean, try it on?" I'm going to teach you how to try it on. I'm going to teach you how to try thoughts on. The actual actions of trying thoughts on.

And I know your brain right now is like, "What? It doesn't even make sense." I'm like, yeah, it does. Imagine a rack of red tops, but until you put the one on, like it can look great on the rack but as soon as you put it on your body, it may not fit right. Thinking and thoughts are the same way. This is why no one else can tell you what to think, you got to try them on.

And so after you try them on, I'm going to teach you how to sit in belief, and what that actually means. What a belief practice would actually look like. I'm going to teach you the actions of how to believe something new. I'm also going to teach you how to unbelieve old thoughts that suck. Thoughts

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like I've never been able to do this before. It's never going to work. Those coaches all have something that I don't have.

This combination right here, the how to believe and how to unbelieve, those two things in tandem with one another, no one else teaches that. I'm the only coach that I have seen in the industry that teaches those two things in tandem, and it is imperative to building a confident foundation.

It's calling out the old thoughts that don't work and redirecting your brain to the new thoughts that do. You can't do one without the other, they have to be taught in tandem and I'm the only one that I know that teaches this. And it's so much better than simply regurgitating what you want to believe every day.

Like in school, this is like the difference between memorizing facts and actually discussing the facts and utilizing those facts so you can actually learn and understand them, right? I'm going to teach you how to do that in Free to Paid Coach. I'm going to teach you to believe you're a paid coach before you are one. I'm going to teach you believe you're making \$5,000 as a coach before you actually do.

I'm also going to teach you how the presence of doubt doesn't mean that you don't believe. And all about the power of bringing yourself back into belief as many times a day as you need to, and what that actually looks like.

When I think about, when I really take a step back and think about this first step in the Free to Paid Coach process, I think it's the step that we all know about as coaches, but so few coaches are actually teaching the how of how it's done. We talk about believing new things. We talk about choosing what to think. We talk about it's your thoughts.

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But I actually show you the how of belief. This is what believe you're a paid coach is really all about. What it actually looks like when it's Tuesday at 11am and you're feeling meh, because that fire from Monday morning has started to wane and nothing's really happening. And the only thing that you can really see is everything that's not working and nobody's signing up for a consult call.

And you're literally just staring at your computer screen trying to come up with something brilliant and witty to share and you got nothing. So then you pick up your phone and you're scrolling Instagram and you're like, "Fuck, look at all these other coaches out there killing it." So then you hop back on Facebook and you're like, "Well, maybe I should take this training, maybe that'll be the one."

Yeah, I know. I know what you're doing. But you're only doing that because no one has taught you the actual how of how to believe something on purpose. Instead of it's your thoughts, which it's true, it is your thoughts. It's also that's not really helpful to just constantly be told it's your thoughts.

I'm actually going to share with you the actual steps, the things to do that gets you back into belief. And literally how nothing outside of you has to change in order for you to start believing that you're a paid coach, that you're a highly paid coach. And that right there is gold.

If that's the only thing, how to believe that you are a paid coach, how to believe you are a highly paid coach, if that's the only thing you learn in Free to Paid Coach, man, you're going to get so paid, coach. You are going to make a ton of money as a coach just by learning how to not need anything outside of you to decide what you want to believe about yourself. That right there is gold. That right there is more than the cost of admission itself.

And I'm also super excited because I'm going to be incorporating some of my new work that's not actually in the modules just yet because this is

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brand new out of my brain work. But it is going to be ready to be coached on right out of the gate on how a lot of this old boys club kind of thinking has made believing on purpose so hard for so many of us.

How we've been told that we're delusional for believing we're a paid coach before we actually have the dollars to prove it, right? How we're crazy. How can we believe that, that these roles, people who have their own businesses, people who are entrepreneurs, people who make money selling coaching to others, that these are roles for very select group of people and you ain't one of them.

Bull shit, I'm going to show you how one of the biggest obstacles to believing that you are a paid coach is simply old patriarchal thinking that paid coaching is only reserved for the chosen few. It's not, that's all bullshit and we're going to debunk all of that inside Free to Paid Coach.

Being a paid coach is for you. If you want to coach people and you want to get paid for it, Free to Paid Coach is for you. Confident Coaches is going to deliver it. You're going to get it in Free to Paid Coach. Doors open on March 21st, that's only four weeks away. These four weeks are going to fly by. Every week here on the podcast I'm going to tell you why each of these steps is so important.

If you are a brand new coach who's never worked with clients, or you've never been paid, or you want to get consistently paid as a coach, this is the program that you need. And here's the declaration that I am making, this is where my nauseousness kicks up. My nauseousness kicks up at selling this for only \$1,000, number one, because I'm like, "Am I crazy? I might be crazy." But it's so good, right?

Here's the other thing that makes me nauseous, but I believe so firmly in it. I am taking 100 coaches with me. 100 coaches with me to \$5,000 in the next six months. You want in? I know you want in, right? By next

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September 100 coaches will have 5,000 more dollars in the bank than they do now. I want you to be one of them, let's make it happen. Be one of the 100.

So March 21st, mark your calendars. And if you're listening in the future, because this podcast episode is coming out on February 22nd of 2022, holy cow it's a magical day, my friends. Do you hear all of those twos? 2-22-22, it is a magical day. I didn't even know I was recording this episode for release on that date. In numerology that is a highly powerful day. Words are magic, numbers are magic, we are making magic right here, honey.

If you are listening to this podcast any other time, if you're listening to it in the future, the program is already open and we're waiting for you, come find us. Be one of the first 100 or be one of the next 100. It's not too late, you have not missed the boat if you're listening to this in the future.

So more details are coming on how to get signed up and how to become a free to paid coach coach. How to become one of the 100 to \$5,000 in the next six months. Okay? Next week we're going to talk about how you feel about asking people for money to work with you. Because let me tell you, oh boy, if I'm not coaching on my belief sucks, I'm coaching on but I hate asking for money.

If I'm not coaching on the belief, I'm coaching on it feels terrible to overcome the money objection, so I just don't. So that's what we're going to be talking about, how to feel uncomfortable, the uncomfortableness of asking people for money. It is step two, it's an entire step in the five step process, how to feel uncomfortable asking for money.

We're talking about money, we're talking about discomfort, that's what we're going to dive into next week. I can't wait to dive into learning about that. How you've been avoiding it and how it's the step that you really need to go all in. I'm going to teach you about it, okay?

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So, here's what I want you to do this week, I want you to look for this post. So every week on Tuesday when the podcast drops, there's an Instagram post and there's a post on Facebook on my business page, which is just Amy Latta. If you're following Amy Thames Latta, that is my personal page. Just plain Amy Latta, that is the coaching page.

So on the coaching page on Instagram for Amy Latta there is always a post for the podcast episode. Look for that post and then give me a shout out in the comments. I'm one of the 100, that's what I want you to write, I'm one of the 100. Let me know that you are in, that you are in Free to Paid Coach when we open up the doors. Be one of one of the 100. One of the 100 coaches that I'm taking to \$5,000 in the next six months.

And, of course, bring on all of your questions. This is the first time I'm announcing that I think I've problem solved for everything, but this is where you get to tell me what questions you have. And I'm going to make sure that they are all answered by March 21st.

Guys, you know I just get so excited because I love you all so much every week, but for real, this is what's been missing in Confident Coaches. This is who's been overlooked. It's been years in the making. This has been on my vision board. This has been on my path ever since I first went through Master Coach Training in the spring of 2020.

This is what I've been working on. This is the day I've been working towards. Oh my gosh, I did, here come the tears. This is the day I've been working towards for over two years. I'm so proud of this program, and I'm so excited to finally be able to bring it to you.

I'm so excited to already have so many coaches who've gone through the foundational program and then the path to 100K program that I built on top of that. To see how many coaches that are paid now that didn't used to be

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paid. That are making the money that they want to be making, that are six figure coaches already.

I am so proud of the work Confident Coaches has done. And I'm so, so proud to be able to bring a program like this at such a low cost of entry, like without giving away the store, which I practically am. But I'm so honored to be able to bring this to you because I just know it's going to change so many of the way that you are thinking, we're going to change so much of the way that you are showing up in the coaching world right now.

And I just could not be more honored to be your coach in Free to Paid Coach. I can't wait to see you in four weeks when the doors open, okay? In the meantime, I can't wait to see what you create this week. All right, confident coaches, remember, let's go fuck some shit up.

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 to get yours. Again, that's 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 and until next week, let's go do epic stuff.