

What I learned from the August 2019 \$200k Mastermind – Samantha Siffring

What has shifted/changed? Successes?

- I believe I create money with my thoughts and I see how it happens
- I take my work seriously – this is my career, so I plan my time like it's my job, I get ready for work, get to my desk early, etc.
- I'm the sole earner for our family
- I'm increasing my capacity to have (this month is close to \$50k and I notice my brain wanting to go on a shopping spree lol.)
- I'm aware of and choosing my growth more often
- My thoughts about Pay in Full have shifted – almost all my clients pay in full whereas before none had ever paid in full
- My rates have increased twice
- I've learned how to have a full coaching calendar
- I've learned how to start a wait list
- I've learned how to sell a coaching package a month in advance and gotten full payment
- I have become extremely direct as a coach
- My consults have shifted so much – there is no where I won't go, I've said no to potential clients
- I've let go of a client with a refund
- I've also done the work to see how I was the problem and fixed that with a client instead of firing them
- My VOICE is different. My husband used to notice I had a "coaching voice" and a regular voice. I use my coaching voice all the time. I feel like I'm fully me all the time.
- I simplified my offer: no Voxer, weekly sessions
- I am becoming an expert in my field, and really truly feel like one
- I've become a pro as a coach vs an amateur
- I've learned to achieve the goals I set for myself on time or early (Oct: over \$25k in 30 day challenge, Nov: over \$25k goal, Dec: over \$40k goal)
- My content is really good and converts well, most are a yes before they get on the phone with me
- I'm taking time to paint the vision meaningfully with potential clients and see exactly how that makes a difference
- I know exactly how I get my clients now
- I spend a lot of time thinking about my clients, their results, and how we can get better results, faster
- My approach to starting a group is totally different than before – not slapping something together, but I have a plan to be intentional and deliberate with it – am taking my time, have developed my curriculum, am testing on 1:1 clients and tweaking, am really taking my time to create something excellent
- I fail without judgement or shame – focused on getting my money's worth from the fails (esp with consults that were nos.. thinking how do I get \$X worth of lessons from this)
- My self correcting and self coaching is getting very strong

- I'm getting better at bridging the gap
- I'm looking to Superthinking for answers instead of asking others or polling my audience
- I have been STUDYING our materials. I've been reading through our notes often. In August/September, I read our notes from Chicago multiple times per week... almost every night. I go back through at least once per week now, often more than that. I relisten to every single call at least once.
- I've gotten really good at using the belief scale for building commitment and confidence with my goals and things I try in my business
- I feel calm and certain about my 2020 goal
- I view 2020 as the year that I prepare to scale to a million
- I'm shifting to see I'll have maintenance months and growth months, and this is where I am now
- I feel unattached to clients staying or going, I'm willing to risk the relationship for their growth
- I spend a lot more time thinking about the people who are a YES to me
- I am a \$200k coach now