



## Interview with Carey Peters

Host: Bart Baggett

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## Bart Baggett Interview with Carey Peters

Bart: Good evening, everybody. This is Bart Baggett, host of 100 Coaching Tips. Thank you for being on the call. Tonight's coaching call is going to be exciting. If you're new to 100 Coaching Tips, welcome. This is the place for smart business coaches, life coaches, mentors, and speakers to become savvier marketers and help clients. We have over 24 of the smartest, highest paid, and really quite wise coaches, have spent their time with us over the last month and over the next couple weeks, really sharing their coaching model, what works in coaching, what works in their life, and how they make their client's life better.

If you're new to this, thank you for being here, I think you're going to get a lot out of this call. Tonight's call will especially be valuable if you're in the wellness section, the weight loss, the healing, the holistic area, because our guest tonight, that is her specialty.

Again, my name is Bart Baggett, I'm an author, I've been a radio host, been a lot of other things. Today I'm a host and I'm really excited about hosting coaching calls. We've gotten feedback, we had a survey that went out to our list last week, so if you haven't opted in to 100 Coaching Tips, please do that, because you'll get all these calls as they happen, and even here, the replays.

Also at the \*\*\*\* time, you can check out "download the mp3s," there's an option there if you've missed part of the season. Some of the ones in the early part of the season were just fantastic. I know that I've already applied them to my coaching business specifically.

Now, let's talk about, we've got one hour tonight, 55 minutes to talk to our special guest, and I'm really, really, pleased to have her be on the program, have her say yes to this and share information. Her name is Carey Peters and she's the co-founder of HolisticMBA.com, and we'll tell you more about her website as we go along, because she's got a free offer for you, so you can kind of get something from her. So no sales pitch, going to be pure content today. Lots of information on how Carey went from an individual health coach, somebody that—I'm going to let her tell her full story, but an actor and an actress and somebody who loved the health field and she took that passion as a private coach and now moved it into a business that earns over \$1.7 million. That is a great story.

She'll share with you all the details of how she did it. She's also going to speak specifically about the coaching industry, why some coaches struggle, some don't,

how you can turn your practice around, and specifically, how the wellness coaches fare in this economy and this community.

Carey, how are you tonight? Welcome to the call.

Carey Peters: Thank you, I'm great, I'm so thrilled to be here and so glad that you're putting this work out for people who are in the coaching industry to get out there and have the practice that they want to have because I personally feel like coaching can save the world! So go out there and kill it!

Bart: Well, it is. We do feel like we're doing something noble and you can see changes in people and it really breaks my heart when I see people get the coaching, they say they're a coach, they want to be an author, an expert, and then they struggle. And they got real jobs, and they can't get clients, even though they have this skill set. And I bet you see that all the time with such well-meaning people in the wellness industry.

Carey Peters: I do. And, you know, it is heartbreaking. Here's what I think it boils down to, and I say this with a lot of love and a lot of compassion, is that I think the reason that coaches struggle in their business is that they're trying to help and heal their people, but they don't help and heal themselves. Particularly around the areas of money and business, and really getting right inside with the truth of running a business, which is that you deal with money every day, people pay you money, you're asking for money. There's all kinds of interactions around money that people, as coaches, get really hung up on.

And the whole idea is that we're supposed to stand as a leader for others and empower others and that means that the blessing of that, in being a coach, I think, is the opportunity for us as coaches to look at all the areas in our lives where we may not be empowered ourselves. We may not be leading in our own lives. Our relationship with our finances, our personal relationships, our own health, where do we hide out? Where do we play small? And we get to explore that, so we can work through that, so we can be an even better leader for our clients.

Bart: But most people come to coaching, or at least they come to therapy for sure, NLP or hypnosis or psychoanalysis, from a personal childhood pain. Like they overcame something. Many people in the wellness industry, whether it's the body image or the weight loss, they lost tremendous weight, they had issues with body image, or maybe they were bulimic, maybe they had these struggles. And so what you're saying to me is that not only do you have to look at yourself to be better, but

you've taken it one step farther, because one of our guests, just because you really have to be authentic, you have to have your message, you have to have that. You're saying, you're going to have confront your money issues. You got to confront that this is a business, this is just not you feeling good and telling your story, is that kind of what I'm hearing?

Carey Peters: That's totally true. I mean, it is feeling good and telling your story, and it's also getting really clear in your relationship with money and the fact that I just personally, when I started, I did not see myself as a business person or a business owner. I didn't really think, I mean, I went to a theater conservatory, you know, my classes were in like movement and Shakespeare, I did not have any business background \*\*\*\*

So when it came to the like identity of myself as a business owner, I didn't see it. I had a really hard time reconciling that and consequently, there were two years, two-and-a-half years where I really struggled. Because I couldn't see, I couldn't get right in my mind around being a business owner. And when I finally did that, that's when things really started to \*\*\*\* just go and move into place.

Bart: So let's take it through your background. You and I both live in Los Angeles. You've been an actor, you've been around theater. How is it that you ended up being a wellness? Did you get a degree in nursing? I mean, tell me sort of how you went from acting—and you're still acting, and I know, and you would probably recognize Carey from national TV commercials, she's done very well. But how is it that you ended up with the skill set in the wellness industry? Give us that little background real quick.

Carey Peters: That's a really great question, because honestly, this is a surprise to me. I never anticipated it, you know, sometimes \*\*\*\*

Bart: You don't know either?

Carey Peters: Yeah, I mean, wow, how did I end up here? It just wasn't like \*\*\*\* I was going to be sitcom but God always has greater plans for us than we have for ourselves.

So what ended up happening was, I was doing theater in Chicago for many years, in my 20s, and I was sort of, "living the dream," but every day I was totally binge eating, and addicted to sugar and I mean, my diet consisted of like two two-liters of Diet Coke a day, Peanut Butter Cap'n Crunch for breakfast, Kraft Macaroni & Cheese

for lunch, Hostess powdered sugar donuts for a snack, and bean burritos from Taco Bell for dinner, and then Ben & Jerry's Chocolate Fudge Brownie Frozen Yogurt. And that was every day for seven years.

Bart: Wow.

Carey Peters: Yeah. And if you can imagine, I was a little larger than I am now.

Bart: I was thinking you would be on the TV show, like that's a 300-pound diet for sure.

Carey Peters: You would think so! I don't know how I was only a size 12, it was a miracle. Now I'm about a size 6 or a size 8, I don't know how I wasn't obese, but, you know, I never, would love to say like I just had this, you know, moment of awakening, but really what happened is my stomach just totally exploded and said, "I'm not taking this any more." And so I went to a gastroenterologist and he said, "Well, you have IBS, here's a prescription for, you know, whatever, Zelnorm, and you'll have to take this for the rest of your life." And for some reason, that prescription actually, I thought, "That can't be right. There has to be something wrong." Now, of course, that doctor never asked me what I ate, so I'm sure, I hope, that times have changed.

So I just decided, you know what? I'm going to start changing around—maybe how I'm eating is the problem, which is hilarious, because anyone looking in from the outside would go, "Duh, you think so?"

Bart: Wow, really, yeah, wow, really? Shocking.

Carey Peters: Yeah, I don't know, why would that be?

So I ended up changing my diet around and getting obsessed with nutrition and started reading books like crazy and seeing, a friend of mine had sent me a link to a nutrition school and I just, to me, made what was a completely radical decision and decided to go back to school to be certified as a holistic health coach. I wasn't particularly interested in the sort of traditional nutrition, food pyramid, 1200 calorie diet, that didn't interest me, I was more interested in behavior around food, obviously because I had some interesting behavior when it came to food. And also sugar addiction and emotional eating.

Carey Peters: So I went back to school to become trained and certified to coach people around that and oddly, I remember having a gut feeling at the time, that that was going to change my acting career.

And fast forward to, you know, six years later and I'm on a web series on Yahoo, *Reluctantly Healthy*, with a health coaching client of mine named Judy Greer, who is an actress and her \*\*\*\* on health coaching, she was my client and then we shared the work that I did with her, got like, I don't know, over a million and a half views, it's amazing. It's like, oh! I guess this is how I'm supposed to be on TV or on the screen. I never realized.

Bart: So you took care of your body first and then you found the calling. Now, you went and got certified. I guess there's places to get certified as health coaches. You now with your company, Holistic MBA, you help train health coaches in sort of some of the marketing strategies.

Carey Peters: Right.

Bart: How did you go from struggling actress/ -- you know, I'm going to be a health coach, hundred bucks an hour to, you know, having a million-dollar company? I mean, how did that leap happen?

Carey Peters: Well, this is an interesting story, but, you know, at the time I graduated from school, I was living in Chicago and I decided, I was going to move to Los Angeles, and, you know, fulfill my TV dreams, and health coaching would be my day job. Well, I had absolutely no idea, as you can tell from my background, how to run a business, no clue. And I got clients and I did okay, I never, I mean, I just really had a hard time figuring out how to make it all work. It seemed like there were so many pieces, I felt uncomfortable with selling, like I didn't understand about a niche, I didn't—there were so many business components I didn't get.

And I just got so frustrated at one point and said, "Well, where's the website for people like me who are trying to build a business?" And as far as I could tell, there wasn't one, so I built one. Didn't know what I was doing. And then after I had built it, there was a point in time where I just remember I was like, I think I'm done being a broke actor. Like I think I'm done being a broke coach, I think I'm done. And I made a decision, and this was like a light-switch flipping where I was, I just decided that I was going to become a master marketer and a master coach. And whether I was coaching people around health or I was coaching them around business or money or marketing or whatever, I was going to be a master at both those skills.

And I figured that if I could do that, then I was essentially recession-proofing myself and any business that I ever started.

Now, what I never anticipated was that journey leading me to create Holistic MBA, which has grown into just this incredible company. I didn't know that at the time, but that decision to become a master coach and a master marketer was really a turning point and that's how I ended up coaching more around business, more around marketing, more around money, and then actually teaching other holistic health practitioners coaching skills. Because I think one of the things in holistic health, no matter what your modality, whether you're a coach or an acupuncturist or a Reiki healer, or whatever, you're helping change habits, and that's hard. It's hard for people to do.

And so the coaching skills are what keeps people motivated to flow through and I have to say, it's been such an amazing—probably the biggest surprise of my life, this whole career, and the most delightful surprise \*\*\*\*

Bart: Well, now you have the freedom to do both.

Carey Peters: Yeah.

Bart: So you're not doing 80 hours a week as a teacher, you're actually still acting and following your dream and you're using it to kind of balance your life out, is that correct?

Carey Peters: Yeah. I'll find that if I'm working too much in my business and I'm not doing any performing, then I get a little twitchy. Conversely, if I was, like, we've had this conversation, if I was performing all the time, I wouldn't be fulfilled either.

So for me, I do, I don't know, one to two, maybe three performance projects, and I, personally I really like theater and musicals in particular, so I do those, maybe one to three per year, and I completely am fulfilled by that, I love it.

Bart: That's amazing. Now, you decided when you went into the kind of the teaching mode—well, why don't we get to your partner in a second, because you actually, you know, got a partnership and you guys built something bigger than just teaching. But you went from this like struggling actor to coach, and were you charging 80 bucks an hour, or were you charging 50 bucks an hour? I mean, what did it look like when you were just starting, compared to what it looked like after you

made this shift of being, "I'm going to be a marketer. I'm going to learn what it takes." What was your hourly rate and how did your income increase?

Carey Peters: That's a great question. When I first started my nutrition school, sort of trained me, kind of looked around at what other people were charging and sort of charged the same. And basically what they were doing was charging anywhere from 75 to 125 bucks an hour. The way I was trained was two hour sessions a month, so you would be charging, you know, whatever—let's say, think I was charging around \$75, because even that seemed exorbitant to me at the time. So I think it was around 150 bucks a month that I would quote people for a six-month period of time.

I was trained in a sort of six-month program and truthfully, I didn't like it. It was too long for me, but I didn't kind of know any other way to do it.

Bart: Right.

Carey Peters: So, yeah, so that's what I did. And then when I had gone into learning more about marketing, a lot of my fellow health coaches had asked me to coach them to build their business and I was like, "I don't do that." Or figure that one out—

Bart: I want to help you lose weight, I don't help build—that's funny.

Carey Peters: I don't know, I mean, I built this website that's a resource for all of us and they're like, "Yeah, I want you to help me build my website." I was like, "Uh." So I started out, I was like, "Well, I guess I'll charge \$75 an hour to coach around that," because I really didn't feel, I went and got some more certifications and more certifications, I needed to feel like I had a solid sort of base. And when I did feel I had that, I moved to a package model where instead of charging per session, I created different kinds of packages. And I generally created, would it be helpful to share the four different kinds of packages I created?

Bart: Oh, very much so, because we're looking for models.

Carey Peters: Yeah.

Bart: Since everyone on the phone call either has a coaching practice or they're thinking about starting one, you know, in addition to their speaking or books, it'd be nice to know some other model than a per-hour basis, we'd love to hear it.

Carey Peters: Yeah. Okay, cool. So, the four different kinds of packages I learned and created and had found have worked for me, and also for hundreds of \*\*\*\* clients who are holistic health \*\*\*\*

So the first one is called the jump start. And a jump start is a short program, something short in duration, anywhere from three days to like four weeks. Basically, a jump start is something that's at a lower price point, say \$97 to 297, and particularly in health and wellness, people want a fast result. Now, for those of us in health and wellness, and Bart, you know this as well, is that, you know, you don't change overnight. However, people want and invest in \*\*\*\* particularly in health and wellness. So a jump start is really nice because a lot of our clients will do a cleanse or a detox as a jump start and it's nice because it helps people get immediate results, and they get hungry for more, they're like, "Oh, wow, I got this much of a result in this short of a time? Well, what's that? Let's do more." So that's a jump start.

And then the next kind of package that we go to is something that we call a 90-day intensive. And a 90-day intensive is great because again, just in the, that title alone, 90 days, not that long, still short, it's like long enough for your client to get a result and short enough for them to not feel like it's going to take forever and lose their sort of momentum or "will power."

And also for you as a practitioner or as a coach, it's really nice because, you know, there's some clients, I don't know if you've had this experience, Bart, where you start working with people and you're like, "and I don't want to spend six months with you."

Bart: Yeah, absolutely.

Carey Peters: 90 days is plenty.

Bart: I think everyone's had the application process and trying to refine so you don't end up with a two-year contract with someone that's just not a good fit for you.

Carey Peters: Totally. Well, so the 90-day intensive is something that would come after a jump start, if you're like walking a client through a path of what they do first and then what they do next. And it basically, you know, you can cover a lot in 90 days in health and wellness, but it's still, it's not so much that clients are overwhelmed and they can't be in action.

And the pricing on that kind of package just depends on the next kind of package that we create and teach, which is a high end, sort of platinum, luxury-style package. And that can be anywhere from 90 days to 6 months. Again, in health and wellness, I've seen people roll out like year-long platinum luxury programs and they don't sell because people don't want to wait a year to get a result. You don't want to wait a year to lose 10 pounds.

Bart: So making it 90 days, that's the best option for the kind of the second package, right?

Carey Peters: Well, the second package, the 90-day intensive, I'm actually going to the third package, which is a platinum, like luxury-style program. And the length of time is going to depend, it can be a 90-day length, like a 90-day intensive; however, it's going to be a much higher end kind of experience. And I'll give you an example in a moment. Well, actually I'll give you an example now.

Let's say in your 90-day intensive, if you're in health and wellness, let's say that you have a session on exercise, you have a session on how to shop at the grocery store, you have a session on how to cook light and super easy meals, and you have a session on, I don't know, a bonus session on what clothes are best for your body type, let's say. I'm just making this up.

If you were to elevate that to a luxury experience, because the truth is, 20% of your list, or the people that you come in contact with, want, and for whatever reason, need, high end experience. They don't get a breakthrough unless they put the money down. And it sounds so crazy, and you can say, "That can't possibly be true," and yet I've seen it over and over and over again. Where there's just a certain percent of the population, 20%, generally of your list, that needs that luxury experience to get the breakthrough that they want.

Bart: Surprisingly, you know, one of our guests was saying there's actually some clinical psychological research on it where the more people pay, because he does a \$29,000 a year coaching program with executives. He said, "The more they pay, the more invested they are, and then they start to search for value in what you're saying and they actually do more work."

Carey Peters: Right.

Bart: So I think it's actually proven that your experience is true.

Carey Peters: Yeah. And you know, it's funny, I heard a story and one of my mentors said, you know, he was at a conference where a guy was offering a \$10,000 mentoring program and a \$100,000 mentoring program. And he asked the guy, he said, "Well, what's the difference between the 10,000 and the 100,000?" And the guy looked at him and he said, "Some people need to pay \$100,000 to get their breakthrough."

Bart: That's pretty odd.

Carey Peters: This is what it is. Do you know what I mean? It's like, oh, all right. You know? And it seems nuts, sometimes, to the practitioners, but like you said, there's scientific research and it's just some people need that.

So what you would do is pay here like a 90-day intensive type fee, is like a basic, sort of core program that you can offer to all your clients. But to turn it into a luxury sort of high-end experience at a higher price point, like \$5, 6, 7, 8, 9, 10, 20,000 experience, you start elevating the sessions to like, instead of saying, "Here's a kind of exercise you would do," you actually bring in, like here in LA, if a client were coming to visit me, I would take them to my celebrity trainer and say like, "Hey, she trained \*\*\*\* Rooney Mara, she trained \*\*\*\* like you're going to work out with her for, you know, the duration of this program." So that would be the experience. Instead of getting her a list of stuff to get at the grocery store, I'd take her myself.

Bart: You'd do "done for you," you'd give a, ask a consultant to go shopping with her.

Carey Peters: That's right.

Bart: You'd actually kind of, "done for you," or "done with you," in this case where you're actually taking the same information but adding a luxury—oh, that's a great word, luxury—you're adding that touch of attention, personal attention.

Carey Peters: Yeah. Personal attention and a luxurious experience. And I remember when I first heard about this I was like, "Oh, my God, that's crazy, like how would you pay for that? How do people get it?" And so I'll share a quick rule of thumb on how you can budget a program like this. Is that you would want to make sure that you're—the cool thing about a high-level program is it actually is extremely lucrative. You generally will only be having an expense, the expense is about 20% of your total, the total investment in the program. So say your high-end program is \$10,000, then 10% or 20% of that is \$2,000, right? I'm terrible at math.

Bart: Well, that's cost of goods sold, that's incredibly reasonable. We were talking about high-end retreats and Lisa was saying, "You know, we can charge \$10,000, but \$8,400 goes to the travel agent, the airplanes, and the hotels." And that's a high-end experience, so your model's a heck of a lot more profitable.

Carey Peters: Oh, totally, I would never do it that way. You never want your expenses to go over 20%. There are times in Holistic MBA for one of our, our only high-end program, we do stretch that budget a bit because the experience that we want our clients to have, it is a little more expensive, so it takes us more to a 30% expense level, but it's worth it. Because the experience is so amazing. But I would not go above 30% unless you absolutely have to. Then you start getting to a point where you go, like, this, \$8,400, \*\*\*\* "Like why am I doing this work?" \*\*\*\* the other thing that is really great about the high end program is it forces you to look at what you really believe to be true about your value as a coach.

And if there's any area in which you doubt your value as a coach, it's going to come up real fast when you go to offer one of these high-end programs. You know, in that way, it's transformative for the coach, because what does it mean to be a high-level coach? How can you show up differently when a client is investing in themselves? They're investing in themselves through you, but you're being paid, say \$1,000 an hour. Well, you're going to coach a lot more powerfully and not hold back with your client on what you believe their next step for a breakthrough is. It can transform you as a coach \*\*\*\*

Bart: So let me recap what you said, because I missed the price point. So the starter kit, or the, what would you call it? The beginner level?

Carey Peters: The jump start.

Bart: The jump start, about \$297. Small price point, people feel comfortable building a relationship with you, they have an introductory session, something that they can see a result. And in the health industry, you want them to see a specific physical result.

Carey Peters: Yes.

Bart: The next step, you called it, it wasn't the platinum, it was the premium, what was the term used?

Carey Peters: It's the 90-day intensive.

Bart: 90-day. And what price point do you recommend your clients do that, your coaches?

Carey Peters: Yes. So, it's going to depend on what you would price your high-end offer at, because the three prices sort of have to make a little sense with each other. But I would say it could be anywhere from \$997 to, you know, I would say with our clients, we see it from \$997 to \$4,997. It could be anywhere in that range.

Bart: So \$1,000-5,000 is that 90-day.

Carey Peters: Um-hm. And then for the \*\*\*\* experience, again, the amount of time, it could be any time from 90 days to 6 months, and some people price that anywhere from 3,997 all the way up to 10,000.

Bart: And with 10,000, you are giving them experience that they can't buy anywhere else, they've chosen you.

Carey Peters: That's absolutely right.

Bart: And a result in a particular outcome that they just haven't been able to achieve on their own. So it's a great investment for them.

Carey Peters: That's correct. It is a great investment and the thing that we think about when creating these three different kind of packages that we've discussed, and I'll share the fourth one in a moment, is that each one, you're trying to create a unique experience. It's not just the high end and luxury, like the platinum levels, but, you know, like a jump start, the 90-day intensive, there's going to be a specific result, there's going to be a specific experience that the client has with you, and the idea is to make it different than what they can get anywhere else. And that doesn't always mean like fancy bells and whistles, I mean, probably a lot of coaches who are listening on the line, especially in health and wellness, probably have a lot of different modalities that they're skilled at, or they would go to someone like you, sort of, say like I would love for my client to have a handwriting analysis, I would love for my client to have an astrological chart reading, or I would love, you know, there's a \*\*\*\* of cool bonuses that you can have in your program. When you're pricing them correctly, and again, staying within that 20% expense budget, there's really cool stuff that you can include in—the jump start, not as much, but the 90-day incentive

for sure, and then the platinum high level, for sure, for sure, you can have a lot of fun stuff in there.

Bart: I'm going to get to the fourth level. Let me welcome a lot of people who have come on to the call kind of late. My name is Bart Baggett here at 100 Coaching Tips. This is interviewing some experts on the coaching-to-coaching industry. And tonight's guest is Carey Peters. You can learn more about Carey at [100CoachingTips.com/Carey](http://100CoachingTips.com/Carey), that's C-a-r-e-y.

And she's spilling her guts, giving her business model, nothing to sell, but you can opt in to her email list, as well as get a little special package on niche marketing. Carey will talk about that at the end of the program, but I wanted people to know that you've built a special page for us, all that good stuff, so they can kind of be part of the community. If you're in the wellness community, I can't think of a better expert to be your mentor and your guide than Carey Peters.

Carey Peters: Well, thanks. That's so nice, I'm blushing.

Bart: You said you had four packages. So we talked about—and it's so nice, you know, some coaches want to come on here and just talk about their books, and, you know, how they change their clients. But I love kind of pulling the curtains back and finding out how you structure things because that's what we're doing, we're creating a business model, and we're helping people. So what's above like a \$10,000 package? You've got my mouth watering.

Carey Peters: Well, you can, first of all, that high-level, platinum package can go, I mean, it can go up to \$100,000, there's on like, limit, it's whatever is, you know, right for you, wherever you're going with your packages. So this first package is actually not necessarily higher in price, but it's a different kind of experience. And it's called a VIP day, where it is a single day, and by day I mean, it's really like four to six hours, because anything more than that and your client's head's going to explode. Trust me, I've tried it. And it's just too much.

But the idea is that you have a luxury day, so it is a significant investment for the day, and again, I've had clients charge anywhere from 997 to, you know, I don't think any of my clients have charged more than 3,997 for the day, but, you know, that's not to say that you can't.

But what you basically would do is, you're helping again, you want the VIP day to be centered around a specific result, so let's say, for example, you've got a client, a

really common challenge that clients have in health coaching is going gluten free, because that's becoming such an important step for a lot of people to take for a lot of different health conditions, and maybe they're totally terrified. So for a VIP day, it would be like, gluten free, like one-day bootcamp or gluten-free one-day intensive, or something like that you title it. You know, of course, it would need to match your branding. But you could start the day by going to their house and cleaning out their entire pantry. And then you could take them to the grocery store and bring back all this sort of pantry and refrigerator and freezer essentials that they need. And maybe for their pantry, to do something like really nice and special, you get, you know, glass jars with beautiful labels that you can put different grains in, or different beans in, you know, whatever, and you organize it beautifully for them. Maybe you bring them, you know, a gift for their kitchen. I know a lot of people in health coaching are big fans of the Vitamix and big fans of smoothies and juices, and so maybe that's a gift that people get on the VIP day. Of course, it depends on your budget, again, you're looking for 20% of the total cost of that day.

And then maybe you make a meal for your client with all the new ingredients that you showed them. And perhaps a bonus for that day might be a little guide for how to ask for gluten-free items at restaurants.

So that would be a day experience. Like for someone who's really busy or someone who's got a family and maybe the family, the kids happen to be at camp, the husband's out of town, and the \*\*\*\* wife is like, "All right, let's do this thing quick while I have some time to myself." You know? Some people may want that one day kind of experience and you make a luxury and lovely and wonderful for them.

And then generally, the idea is that after people have experienced something like a VIP day or they're in any package with you, you're always inviting them to the next step. What's the next problem they need solved? What's the next package that they go into? So what you're ultimately trying to do as you structure the business model is create what we call a cash flow cascade, so people may start with you by doing a VIP day, and when you're asking them for what's next for you, they may say, "Well, I need such and such, and such and such," and you say, "Great, I have something that's perfect for that. Let me tell you about the 90-day intensive." And maybe they love that so much and then \*\*\*\* I'm going to take like a month break, and you say, "Great." And then they want to come back and do the jump start with you, kind of get back up in wagon, and then they move into your platinum program.

So the idea is that your clients stay with you a long time. My business partner, Stacy Morgenstern, is also a health coach and in her health coaching practice, her

clients would stay with her for up to two years. Because she just kept inviting them from one experience to the next. You know, and when I first heard this, I was like, "But wait, wait. Once my client knows all the health information I give them, aren't they done?" Like it made sense to me, like, "Well, why would I repeat to them information about greens or information about drinking water or information about exercise?" Like why would I? And the truth is, is that information is important in health coaching, and it only gets clients so far. What ends up taking clients to the next level is your coaching skills and helping clients stay motivated to follow through. Because the truth is, I know a lot about health and wellness, and there's plenty that I still don't do. I have a health coach. Because I don't, I need that help staying motivated. And also my body changes with circumstances in my life change, so you want to position yourself as really a life-time resource for your client. Because once they solve one problem, you've given them a solution for one problem, it's actually going to create another problem that they need another solution for.

Let me give you an example of that. Let's say someone does a 90-day intensive with you and they come to you because they want to lose 30 pounds. And you do a 90-day intensive and let's say they lose 20 and they're super excited. And all of a sudden, yeah, they still need to lose 10 pounds, but they're not so concerned about that, because they know they can do it. But what's really weird is that they're all of a sudden getting a bunch of attention from men that they never gotten before. And maybe the client is super uncomfortable getting that attention and has no coping strategy for that, so she starts to binge eat again, or starts to eat, you know, ice cream every night, because you're thinking, "Oh, my God, like I don't know how to handle sexual energy coming at me from that and without the protection of that 20 pounds, I feel a little lost." So she starts to put it back on again. So you solved one problem in the 90-day intensive, gave her a solution, but now she has a new problem.

So if I were her coach I would say, "So this is a new experience that you're having in your life around your relationships, how is this showing up at work? How is it showing up where all of a sudden you realized, 'Oh, I don't have the skills to manage walking through the world 30 pounds lighter. I don't know how to deal with my feelings.' And what would it be like if you could? And I'd invite you, I think the next step for you, based on what we've done is this." And I would offer the platinum level program that I know is really going to change that client's life, so that she can walk through the world being slender and comfortable in her skin and able to manage her emotions and manage other people's energy and have what she wants in life.

I feel like I'm talking a lot, Bart, is this helpful?

Bart: No, no, I think it's really helpful. I mean, not everybody's in the wellness industry, but I think we all eat and we all go to the scale and we all turn older, and so this is all relevant on a personal level.

Then professionally, you have these packages, let's say that you have this conversation, you work with people in person sometimes, but I imagine a lot of it is phone coaching, is that correct?

Carey Peters: Yes.

Bart: And so how is it that, at what point do you have this conversation, like, "Hey, congratulations, you lost 20 pounds," and she confides in you this emotional issue, is it because you've had this 90-day program or the 60-day fast start, how is it that, is it an hour or 30 minutes, once a week—I'm just wondering how you set up your schedule with something like health, which is something that obviously you can't do in one day, it's a 4 week, 6 week, 12 week sort of process.

Carey Peters: Right.

Bart: How do you set up that so they get the best results and you maintain communication with them?

Carey Peters: Yeah. Well, this is an excellent question and my answer is, it depends a bit on the modalities that you use. If you're strictly a coach, it can be a little more cut and dried, although there's still some creativity that you can use there, depending on the kind of coaching that you do.

If you have other modalities that you use, if you're a massage therapist, if you have acupuncture in your sessions, if you do Reiki healing, whatever it is that you're doing in your sessions, you are going to want to build the delivery structure of the program around what you're delivering for the client. But for the purposes of this, let's just assume that you're pretty straight-up coaching, because that'll make it simple, and there's a couple different structures, let's just look at the 90-day intensive, for example, that you can use for that. You can do a 30-minute session every week, you can do a 45-minute or hour session every other week, so there's 6 total sessions. If you're doing that, you can do an email check in or a quick phone check in on the off week, or no check in. There's different ways that you can set up the structure.

Now some people, depending on the type of coaching that you do, you may want to alternate doing a 30-minute session and a power session. For example, if you do like deeper, neurolinguistic programming, belief change work, there are processes that you may need to do that will take an hour to an hour and a half. But you don't necessarily want to do those kinds of processes on every single call in a 90-day intensive. You may want to pace it out for your clients so they have time to integrate the changes.

Bart: Right.

Carey Peters: In that case, you may want to set up your 90-day intensive so that your first session, maybe it's a little longer, like 45 minutes, so you can set up, you know, do whatever intake you need to do, set up goals, get their first action steps going, etc. And then maybe your next session, you can do that longer process work and belief change work and I would schedule that pretty soon after, because if you do NLP and belief change, and I still recommend it for health and wellness, that it's, you want that right away, because people start to see the major changes.

And then after that, then you could have a 30-minute session. So you get to create the structure and the delivery structure the way it works best for the kind of coaching that you do.

As far as when you would offer someone the next program, or the next invitation, the way we teach it, and there are a couple ways to do it, but the simplest way to explain it on this call is, we teach something and probably everyone who is a coach has something like \*\*\*\* which is the circle of life, or a life inventory, or the wheel of life, you've seen that, Bart, right? Where there's like a wheel and there's different areas of your life that spikes from it?

Bart: Different quadrants like love, money, relationships, spirituality.

Carey Peters: Exactly. And so around the second to last session with a client in the 90-day intensive with a client is when we do this exercise with a client. First of all, I'd go through with a client and remind them of all the things that they have accomplished and achieved and asked them to share with me what they feel, that they've achieved.

What's so funny in health and wellness, the top coaching clients, is that they easily forget what their problems were before they started working with you. Like I've had clients who were like, "Oh, yeah, I did have migraines, didn't I?" "Oh, yeah, my

stomach hurt all the time, oh, right.” Like as soon as they’re feeling better, they sort of forget what’s happened. So I always track—

Bart: Oh, that’s so true.

Carey Peters: Yeah.

Bart: A friend of mine does an NLP hypnotherapy, said the guy literally told them he was a liar, he never had a fear of whatever it is he came in there for. Like he never had anxiety, he totally forgot about it. And he didn’t even know why he was there. And that’s so odd, I mean, congratulations to the therapist, but—so you’re saying it’s very important in the sales process to confirm the relationship, get that testimonial, not just on writing or for a camera, but for themselves. What did you change?

Carey Peters: Yeah.

Bart: Do you do it in writing or do you have a, is there a verbal confirmation of what’s changed?

Carey Peters: Well, here’s what I do. In the actual session, every session that I do with a client, I start by asking them what’s going well.

Bart: What’s going on with the \*\*\*\*

Carey Peters: I do that for two reasons. Yeah. Well, one, because people are always oriented to focus, like to go to a, you know, you go to a doctor and you tell them what’s wrong, you don’t tell them what’s going well. So that’s kind of how people are trained to do it. But we want to turn that on its head and focus on what’s going well for them, because chances are, I’ve had clients come to a \*\*\*\* and say, “Oh, nothing.” I go \*\*\*\* it was a horrible week. But a half hour later, I have like a mile-long list of things that were amazing. They’re always like, “Oh, yeah, I quit drinking \*\*\*\* or I quit eating sugar,” oh, yeah, I quit—but they weren’t acknowledging that for themselves.

So as a coach, it’s important, I think, to start the session and in fact, when I take notes during a session, I have a special, if you handwrite, like make a column of, you know, positive changes and list those. If you’re typing, I make sure that I have that at the top of my notes on a Word document. Because then you can go back to every session and read to this, on the second-to-last session, you can go back through all your notes and say, and just read the list of positive changes. And I’ve had clients

just absolutely bawl their eyes out when I read everything that they've done to them.

And then you can say to them, "And now, now that we've done this, we started here, now we get to go on a journey together. And we get to see what's possible for you, because some of these things you didn't think were possible and now you see they are, so what else might be possible for you?"

Bart: You couldn't have that conversation first because they may not even perceive that they could exercise, run a marathon, get a boat, whatever, but now they've seen the transition.

Carey Peters: Yeah.

Bart: They trust you, they've seen all these changes.

Carey Peters: Right.

Bart: Now they may have new dreams or re-access dreams they never had before.

Carey Peters: Right.

Bart: And now you've proven your value basically.

Carey Peters: That's exactly right. And you've also proven to them that on a certain level that they didn't think they could before, that they can trust themselves—

Bart: Repeat that, they can what?

Carey Peters: That they can trust themselves.

Bart: Trust themselves. Yeah, there's a little blink in some of the phone line, if you guys are hearing that, I'm also hearing that.

So they can trust themselves. So now when they say they can do something, they have more integrity and they believe they can actually write a goal down and get it.

Carey Peters: Right.

Bart: Because six weeks before they didn't, because they had failed so many times before.

Carey Peters: Right. So now that you're in the second-to-last session, you've shown them all the things that they were able to do and you're saying, "Now, I'm inviting you to take a journey and see, with me, and see what else might be next for you." And we call it the life inventory, but it's similar to the wheel of life or the circle of life or, I can't imagine that there's a coach's school in the world that doesn't have something like this, where you basically get to go through all the areas of your life and look at, what are the things that you really want to accomplish before you die? That sounds kind of morbid, but what do you want?

Bart: That's about \*\*\*\*

Carey Peters: You know? If you really only have two years, what's important to you in these areas and how can we—and now, now, because we've taken care of these things, we get to turn our focus to making all these other things happen. And that's the perfect opportunity then, either in that second-to-last session, or the last session, to make the invitation to go to the next steps.

Bart: We have a couple of questions. Are you wrapped up with that thought before I move on to this question?

Carey Peters: Yeah.

Bart: Because what's you're saying is so golden, like if you are taking notes—and by the way, if you don't take notes, we transcribe all these interviews, and so if you want to get the transcription of this and all 24, just go to the button that says, "Download 24 interviews." Yeah, there's a fee, but every word is transcribed, so you don't have to take meticulous notes.

Here's your question. Pam McCall, she was on last night's call and she wrote a wonderful testimonial, by the way, so Pam, thank you for that. She says, "It's great to hear all the levels you can ask, but ask her for someone with no clients, brand new, it's hard to say I'm worth so much money if I haven't had years behind me." That's her limiting belief. How is it that you get somebody with no clients, that's brand new, at a price point that they're comfortable with?

Carey Peters: Well, that is a great question. Because I had a very similar experience when I first started training and people were throwing out these big

numbers, I was like, "You've got to be kidding me," I was ready to throw up. It was like, there's just no way I can go out and charge \$10,000, and I couldn't.

And the truth is, that's okay. You don't have to come out of the gate, starting this career as a coach and charge \$10,000, and if you don't, you're a failure.

However, I will say, she said—can you repeat that last thing she said? That charge a price that you're comfortable with?

Bart: Yeah, she said, "It's hard to say I'm worth so much money since I don't have years behind me." That's her internal dialogue.

Carey Peters: Yeah, right. Here's the thing, is that you weren't—first of all, you're going to be uncomfortable no matter what you charge. Because if you don't have any clients and you've never had someone pay you in this way for your expertise, it's going to be uncomfortable. Because it's new. And you feel sort of like you're flying without a net beneath you, you're going, "Oh, my God, what am I doing?"

So there's a, to expect to be comfortable is not an expectation that you can meet. So if you're waiting to get to a place where you don't feel fear or where you feel like totally comfortable, like forget it, that's not going to happen, and I don't want you to even have that expectation. You are going to gulp when you enroll your first paying client into your program. Period.

So what you have to do is, first of all, understand and make friends with feeling uncomfortable. It's going to be a fairly familiar feeling for you if you're building your business, and actually, it's an indication that you're going in the right direction.

Secondly, is you can think about the kind of price that you would want to quote. Let's say, for example, you're brand new, and you're doing a 90-day intensive. And you would love to charge \$2,000 for that. You love to charge \$1,997, but you can't really even conceive of doing that. So what I would suggest is, cut that in half and charge half of that. And leave your positioning price at \$1,997 and let people know that for the first, say 5, 10 clients that you're working with, you're getting an incredible deal. And that you get the opportunity to be paid to build your confidence. Because what will end up happening, and this is my experience and the experience of many of our clients, is that when you offer the program and you just start working with clients and they're paying you, you realize, "Oh, I could have charged double for this. Oh, I could've charged double for this." But you don't realize it until you're doing it.

So my feeling is, don't let those big numbers fear you or stop you, pick the amount that you think would be awesome, cut it in half, and then enroll clients in the program and start working with them immediately, because that's the way that you get the confidence to get to the higher fees. And the testimonials, frankly, that will support it.

Bart: That's such a brilliant suggestion. Let me tell you what I just literally did this week. As you know, Carey, one of my businesses is Handwriting University, where I teach people psychological profiling through handwriting. It's one of my many businesses, but I'm just releasing what they call an advanced course and it's such a high level that people have to be certified. So only a few people could even order it, yet, you know, it came out of all these seminars.

And I was pricing it, and I was like, "What is the price point on this?" And I realized that about \$2,000 is the most expensive graphology course in the world. Like it just doesn't get any higher than that. But I knew that my list probably couldn't do that. So what I did, and this is exactly what you—I wish I had coached with you, you'd have just saved me a month of time figuring out how to do this—is I quoted it at \$2,013 course, most expensive handwriting quote ever written, the next four months, taking 20 people in the pilot program, and it's 899. So it's half price. Less than half price. Pilot program. And it really is! Because this is the first time we've ever taken them through it. I'll get feedback, I'll get testimonials, they'll find typos. You know, they'll say this video, you know, was—it'll be my learning, they're learning, they get a course that's retailed at 2 grand, and they get personal attention, which is exactly the model you just outlined to her and I had to figure it out myself. Where were you last week when I was brainstorming with myself?

Carey Peters: I don't know, but obviously you arrived at exactly the right solution.

Bart: But the pilot program, I would call that, "Hey, I'm new, I just got my coaching certificate, this is a pilot program, the first six months, all my, you know, all my prices are 50%." That's a great suggestion.

Carey Peters: Yeah.

Bart: And then they really are giving value. Because you're going to be good. And really, even if you're not as good as Carey, you're not as good as me, you're still valuable to them. I think that's the piece people don't get. Is what they have is

nothing and even if you're not as good as you will be in 20 years, you're still creating tremendous value in their lives, even if you're not perfect.

Carey Peters: Yeah. I'm so glad you said that, because when I think back to, I think that's exactly how I felt when I graduated from my nutrition school. But the truth is, when I look back, even at the skill level I was at five years ago, I look at my clients' results, and it gives me chills. Because they really, their lives were changed as a result of our work. And even though I was not as good a coach as I am today, I was still, I new enough. And the only reason I am a good coach, I am today, is because I worked with those people, and actually went out and did it.

So I think it's really easy to doubt our skill and really think that we don't know that much, but the truth is, if you're on this journey, you are far enough ahead of your client to help them take the next step, and that's really all you're there to do.

Bart: You are so full of them, you've got—I just want to spend 16 hours with you, Carey, and I know that the people do, too, because we've had, not one person has hung up, by the way. We've had more and more callers come on this call and everybody's hanging on.

Carey has to leave at the top of the hour, by the way, because she is performing, and so we can't keep her too much over.

There's a couple of questions that they raised their hand, I'm going to ask you, we can't get to you today, but maybe Carey will come back on Season 2 and share more.

Carey, I wanted to get, about the, I wanted to talk about the money issue, as far as people's issues with money, we're not going to get to them. And I always want to talk about narrowing your niche.

Carey Peters: Yeah.

Bart: And so what you've told me, is they can get this whole report of this video or something about choosing a niche, which we can't have time to go in now.

Carey Peters: Yeah.

Bart: But if you go to [100CoachingTips.com/Carey](http://100CoachingTips.com/Carey), C-a-r-e-y, again, this is a free gift from Carey, so please, go there, lock it in and opt in to her list, because you're

going to get more of this type of information, and I supposed that with the Holistic MBA, you're not going to help them find the niche, but you're going to take them, in fact, by the hand, and train them to be successful. Tell me more about what you're giving away today.

Carey Peters: Yeah, great, thank you. And I'm good to go to 5 after, if you, if we need to do that, I just want to let you know, that's absolutely fine.

And then here's the thing. People, you know, the thing about a niche is that you, if you've faced any kind of challenge in your life and anyone here is—almost everyone who comes into holistic health and wellness, you mentioned earlier in the call, is in it because you faced a challenge around health, around your body, around your body image, something. And \*\*\*\* challenges, and you're \*\*\*\* they are the solution for other people who are facing the same or similar ones.

So the starter kit that we're sharing with you to help you narrow your niche, the niche starter kit, is to really about discovering your unique awesomeness. Like what is awesome about you and your story that you have to offer people. You know, we're sharing like why holistic entrepreneurs really find it so hard to narrow down, how narrowing down will help you attract a steady flow of high-paying clients. We have four simple questions that help you narrow your niche. We have examples of specific holistic niches that make clients want to hire you on the spot. And then we also have something that we call the money maker or breaker test to see, do you have a lucrative niche or not? And that's everything that's in that starter kit.

Bart: And that's free, so just go [100CoachingTips.com/Carey](http://100CoachingTips.com/Carey) and it clicks over to your page. Thank you for that. And that's probably a, the niche has been something we've talked about quite a bit on the different speakers, because it seems like when we first get certified as a coach or wellness coach, it's either, "I'm just a coach, a life coach," which is very difficult to sell, and people have a hard time figuring out what they should, you know, be. Maybe they have diabetes, so a diabetes coach. But there's so many more efficient ways to narrow down that niche. And what you mentioned was very interesting, it's not what you want to sell—this is a lesson I learned the hard way, when I published my first book when I was 23—you know what? You got to go where the market is. You know, get in front of the traffic, you know, don't go just because you got a great story that people find interesting. Go where the money's already being spent.

On the other side of that coin, if you go into general weight loss, you're competing with the biggest companies in the world. So how do you help them kind of narrow

down that specialty, where they're unique in their space, but they're also not competing with the Jenny Craigs of the world?

Carey Peters: Right. Yeah, it's applying your unique story to a niche that is already lucrative. How do you create that? How does your paradigm on weight loss stand out from everyone else's?

Bart: So since you offered, I'm going to take you up on hanging out five more minutes, okay?

Carey Peters: Sure, yeah.

Bart: We're going to take a live phone call and cross my fingers that it's, that this is a wonderful question they can answer and articulate in 30 seconds. And I have un-muted you – New York City, you're live with Bart and Carey, how are you?

See, we try to make this interactive, and they've muted us, very, very sad. I don't know what they were going to say. That's what happens with live radio. You know, I used to host a live radio show and it took me about 13 weeks to figure out how to make the phones ring at the \*\*\*\* station. And then they call and then actually, you know, no one's on there.

All right, Escondido, California, can you hear me?

Maybe they don't know I'm talking. Everybody talk at the same time. We'll see who talks. Because I've un-muted everybody there.

Carey Peters: Ooh, I hear noise now.

Bart: That's right, I'm not sure if they accidentally hit the \*2 button or they did not.

Carey Peters: That's okay, if for whatever reason we can't get a live caller, I'm happy to circle back to that money issue that you raised right before we—

Bart: Yeah. That seems to be the big breakthrough that people need to get over, and it's not just spending money, because you can spend unlimited money. Tell me what you think is the biggest challenge and how you address it in like your two-day, you know, conferences.

Carey Peters: We have to understand, you know, I'm speaking directly to people in health and wellness here. The truth is, if you're in, if you're health coaching, you know you're working with your clients and getting to know their body, and developing a relationship with their body and a relationship with food that's different than the one they have now.

And the simple way to translate this is to say that likely, if you're in health and wellness, you've done that work for yourself. Now, the next relationship that needs attention is your relationship with money. And most people don't even think about the fact that they have a relationship with money. They just sort of feel like it's this thing out there that they have no control over, it might show up, it might not, but the truth is, we have a very specific relationship with it. And the truth is that money, if you don't pay attention to it, money will get your attention. And probably not in a way you like.

So what it requires is the willingness, and for a lot of people this is the most challenging part of their work with us at Holistic MBA, is, because it's raw. You know? I mean, it's just around money there's a lot of shame, there's a lot of guilt, there's a lot of fear. But if you're willing to take the step, or should I say and, if you're willing to take the step into creating a relationship with money, that equals the kind of relationship that you've been working on around food and your health and your body image, then you're going to do very well in your business.

If you don't make that decision, you're going to find yourself very frustrated with the amount of income that you make. You're going to have clients who just want to pick your brain or not pay you at all or disappear or default on payments or, you know, are always asking you for a discount. This kind of experience is not what you want to have. It's like if you, you know, were eating Twinkies every day. That's like, you know, for food, that's junk food in your body, you'd be experiencing sort of the junk food equivalent in your relationship with money. And that's likely not what you want to experience.

Bart: Now, if someone were to coach with you on the platinum program and they say, "Okay, now I'm having issues in my coaching business with money." Do you take them through a certain process? Like, I've got books that come to mind, like *Rich Dad Poor Dad* or Michael Gerber, some things that are more, you know, business strategies. Is there a curriculum you put someone through, or any of your favorite resources that you might address them with them or are they all from your personal experiences?

Carey Peters: No, there's very specific resources I use around money. We have a particular money toolkit, that we share with people, practical tools that start changing your relationship with money. And also, we use archetypes, universal archetypes, that you take an assessment and discover what is your money archetype. And basically when you do that, you see like what is the spiritual money path of your archetype? Because money is part of your spiritual journey, period. The fact that we, one of the hugest problems, we believe, is that making money and being of service do not, are not equal. That for some reason, if you make money, that means you're not helping people, and that couldn't be further from the truth. The more money you make, it's just a barometer that you are on your spiritual path, you're helping the most people possible.

So when you discover your archetype, you find out, well, what is your spiritual path? You also discover what are the shadow side behaviors of this archetype, and likely, every time I've taken clients through this, they read it and they start laughing, like, "Yep, I do that. Yep, I do that. Yep, I do that." And then we look at practical action steps for your specific archetype, how do you start turning that around? Because affirmations are awesome and to me, I'm a practical girl and when it comes to me, it requires practical action. And that's the system that we use.

Bart: Nice. And if you've been a fan or been in any of these affirmations, I encourage you guys to listen to my interview with my friend, John Assaraf, on August 29th, because he taught me a system that really goes way beyond affirmations, in what he's done. I think his work is quite extraordinary.

Are you friends with John? Have you met him personally, Carey?

Carey Peters: I haven't.

Bart: You will love him, I have to introduce you two, he is really an amazing guy and he also has that same system where he uses a certain system to change belief systems and affirmations is something he doesn't believe in, but he made a twist on it that's really interesting.

I kept you your five minutes, so I asked you for that. This has been Bart Baggett and Carey Peters, [100CoachingTips.com/Carey](http://100CoachingTips.com/Carey), if you haven't taken the time to write that URL down, or click on that link, I want you to get on her newsletter list, take her up on that niche marketing offer, and then over the next coming months, if she's got any seminars or any kind of teleseminars, you should go attend. Even if you're not in the health and wellness, or people that aren't in the health and wellness

weight loss niche, do you think they'd still benefit from the niche free program you're giving?

Carey Peters: Oh, absolutely. Because whether you're a, especially if you've graduated from school as a life coach, you must, must, must have a niche. So in either around relationships, money, I think absolutely it applies. A lot of the examples will be around health and wellness, however, it's totally applicable for anyone else.

Bart: Nice. And to remind you, today's Wednesday. Tomorrow, Thursday, a big part of the conversation is about your MoneyDNA with my friend, Melanie Benson Stick, so we'll be talking a little about the \*\*\*\*\* of money specifically, and how it applies to your coaching business. So Carey, you're obviously invited to come and listen in on that.

There's been some amazing coaches, I got to tell you, if I was just starting out, and I'm biased now, because I've got to hear every conversation, but if you missed any of these conversations, I would say every expert has said one or two things, which if they would just apply, would add another 5, 10 grand to their year. Like there's so much information. If you like this conversation, go to the "download all 24 interviews," we can get you a transcript of Carey's in about 48 hours, as well as all the other speakers and transcripts.

Carey, do you have anything final to say, because you've been so generous with your time and so transparent and authentic with your business. And I just want to say thank you.

Carey Peters: Well, the final thing that I would say is thank you to you. It's just an absolute honor that you asked me and Holistic MBA to participate. And this is so much fun, I feel like I wish I could stay on for 16 hours and we just keep talking, but it's great, and I so appreciate bringing all this information out for coaches, because the world needs us. I mean, we have what we can do is life changing, and there's no better time to be getting this work out there in a big way.

Bart: Well said. Carey Peters, thank you very much.

Carey Peters: Thank you.

Bart: Her website is [100CoachingTips.com/Carey](http://100CoachingTips.com/Carey), Holistic MBA. And I will hope you will join us for Season 2, and everybody else, please join us next time, check out the

replay. If you haven't logged in and become a free member, log in, 100CoachingTips.com. Lots of free resources and bonuses, as soon as you log in, including one of my mp3s.

So, Carey, have a great night, thank you everybody, we will talk to you guys tomorrow.

Carey Peters: Thank you!

Bart: Bye-bye, Carey. Thank you so much.

Carey Peters: Thank you everyone! Bye.