



## Interview with Laura Fenamore

Host: Bart Baggett

Date of Interview August 7, 2012

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Interview Series

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## Bart Baggett Interview with Laura Fenamore

Bart: Good evening, this is Bart Baggett, I am your host and this is 100 Coaching Tips. I promise you that tonight you'll get so many coaching tips, your hand will be tired of good useful notes to expand your practice. Whether you're a coach, whether you're a life coach, health coach, weight loss coach, whether you're a public speaker, an author, or an expert in any field, what we found over the last couple weeks is we're all sharing powerful information that transforms lives.

And our speakers so far in the 100 Coaching Tips series has really over-delivered. We've had tips on what questions to give more clients, how to expand your revenue stream, how to use online social media. We've talked about how we got our first client to how we got a full practice, to group coaching, so many amazing things. And tonight's guest is of no exception. She is incredible. I have a personal relationship with her and I met her at one of her marketing conferences and I've been very impressed over the years watching her expand in what I consider a very, very crowded niche. And we're going to talk about both her market, meaning what she does behind the curtain, as well as her techniques and strategies to actually get people to transform.

So you're really in for a double treat here because we have the side where if you're coaches and you're wanting people to transform, we're going to talk about that. We're also going to pull back the curtain and talk a little about the business behind it, because many of you, if you're very new at the coaching business and you'll get some strategies. Those that are veterans can also learn \*\*\*\*\*

Let me give you a brief bio of Laura. She is known around the world as a personal development and body image mastery, that is her niche, body image, body self-esteem. She's a successful entrepreneur, she's a professional co-active life coach. She's a consultant, she's worked with the likes of Jack Canfield, who of course created *Chicken Soup for the Soul*, and people like Marianne Williamson. So she's very well recognized in her particular field.

As a founder of One Pinky, which is healthy weight loss through body image, she has created, and I'll let her elaborate in it, in my opinion, something profoundly different in not only the body image and the weight community, but in the coaching community. She actually created a community of women that are supportive and that are kind to each other and that basically help people get their fitness goals.

So let me, without further ado, welcome Laura to 100 Coaching Tips. Hi, Laura, how are you today?

Laura Fenamore: I am fantastic and thrilled to be here, Bart. Thank you for that beautiful introduction!

Bart: Well, I felt like I left something out because I know you've written books and I know you've got CD's and I know there's all this other media hoopla I could've said, but I thought I would just tell them how much I respect you.

Laura Fenamore: Oh, thank you. And likewise. It's a deep respect for the work that you're doing in the world.

Bart: Now as I'm looking at your press page, you know, if you were speaking to a non-audience of coaches, you can talk about, you know, *Seven Tools to Obtain a Healthy Body*, *How to Help Our Daughters Make Peace in the Dressing Room*, *Lose Weight Permanently*, *Negative Body Image*—so you have really carved out yourself a niche, as well as an expert, in body image. Can you tell me how you got started in this particular niche and why this seems to just resonate with your message?

Laura Fenamore: Absolutely. And since we are, everyone listening to this call, are in a body, I'm just going to ask to start off by just, everybody just taking five deep breaths. And no matter what time of night or day it is for you, let's just all settle into our wonderful bodies, by just taking five deep cleansing breaths. [Deep breaths.]

And while breathing is something that we all do every day to be alive and it's involuntary, we kind of forget part of what this work is about, it's about remembering to remember that we are in a body and it's a pretty important thing. It's the vehicle that gets us through this life!

So I would love to begin by sharing how I did get into this work and my story didn't start off as a pretty one, but, you know, it actually has manifested into a pretty amazing life for myself.

So when people meet me, they have a hard time believing that I had a dramatic and traumatic start. Because I appear normal size and healthy and whole, and I am, and my outside and my inside match now, and it wasn't always that way for me. I was born into a home where child abuse was the norm, and I'm the youngest of eight kids, and my father, who had been abused himself, knew nothing but verbal and physical abuse. And that's how he functioned through rage and violence and those were his only coping skills.

So I came to understand much later in life that my father had undiagnosed mental illness and, you know, maybe had he been treated, it wouldn't have gotten as bad as it did. But my way of coping with a toxic, fearful environment was through food. I ate myself into an obesity clinic by fourth grade and back in the early '70's, obesity was considered very taboo, it's not like it is today, unfortunately, it's very common. But I really took to the food and I took to anything I could get my hands on to numb the pain. You know, I started drinking alcoholically in 7th grade and smoked two packs of cigarettes a day and I became bulimic in high school, and this all went on until age 24, when I was so depressed and unhappy that I felt like suicide was my only option.

Fortunately though, I was given a moment of clarity that hit me like a brick. And I had been, you know, in a tremendous amount of pain not only living with my father and in my family of origin, but then I went to foster care because we were taken out because of the abuse. And, you know, I see it very clearly now, but there were lots of like people along the path that were kind of lifting me up, and I had a moment of clarity where I chose life instead of, you know, despair and darkness.

And once I reclaimed my power and had that mental shift, the first thing I did to radically change my life was I released 100 pounds and I got clean and sober. And that was huge.

But unfortunately, after I got thin, I thought my life, my problems would go away and they were still there, Bart. It wasn't all like, I thought that rose petals were going to fall from the sky and everything would be okay. And I just, I had a lot of inner work to do to deal with the abuse of my childhood. And that is what I continue to do and, you know, the story is \*\*\*\* but I want to just say that today, I am extremely blessed to have a life that is way beyond my wildest dreams. I have students that I absolutely love and support and have a business that is just, it's just amazing. And I get to work with women every day who are sick and tired of hating their bodies and are ready to have a new conversation about who they are in the world. And it's just absolutely phenomenal. Because of the healing work that I had done.

Bart: You came to this work from a real organic place of your own personal pain.

Laura Fenamore: Yeah.

Bart: Which I think a lot of coaches and a lot of therapists come from some story where they go, "Man, now that I've sort of solved this problem for myself, I want to help other people."

What so impressed me, and by the way, I didn't know that about you, and because I met you, I kind of made the false assumption you were always thin. And just because you're so healthy now. So I compliment on that you're just so congruent with who you are, it didn't even occur to me that you had all that pain and torment. So congratulations on your personal growth.

What's impressed me is that you took this pain and not only turned it into something positive, but you're in a market, you're in a niche helping women with their body that is just cluttered with fad diets and weight loss and Weight Watchers.

Laura Fenamore: That's right.

Bart: And, you know, \*\*\*\* that were dangerous diets, drugs, you know, pharmaceutical companies that are pushing these dangerous drugs. But you seem to have carved out a very, not just lucrative, but value-based, like you're contributing tremendously and the customers and your students are contributing back to each other. I mean, how did you go from like, "I'm going to be a weight loss coach," to building a community which you call One Pinky, if I'm correct on the terminology there.

Laura Fenamore: Absolutely. And if you go to One Pinky, there is my before and after picture, so people can actually see physically in person what I did look like before.

But yeah, it is a huge market and I really do believe the power of intention and one of the things that I say to my students all the time is clarity is power and I really, like, in order to be successful as coaches, we have to—we all have our own unique thumbprint. So no matter how similar our stories are, I mean, I know some of the people on this wonderful coaching series have, like Rhonda for example, have stories of her own weight loss, we have our own individual thumbprints and how we deliver to the world is unique.

And so everybody that's listening, all of you coaches out there, you have a unique story and a unique way of delivering value. And I just got that the clearer that I was about what I could deliver, instead of comparing myself to other coaches who have, you know, similar weight release stories or similar ways of doing body image, or whatever, like I know I'm not the only one out there. But I also know that I'm the only one that, you know, can deliver it the way that I can and not coming from a pompous, arrogant place, but just coming from, there is enough room out there in the world to support people. Because there's plenty of people that need support. Wouldn't you agree, Bart?

Bart: Yeah, I do agree. And one of the tones I've heard from the coaches we've had on the call and of course, we hand selected these coaches, they didn't apply, we, you know,

we went and picked people that we knew were, had thriving practices. We knew people that had a little bit of secret sauce that maybe not everybody knew, something you wouldn't hear it in a coaching conference.

But one of the elements that I hear is very much of an abundance mentality. They're not afraid to share it. They're not afraid to say, "Look, here's the question I've asked," and it, you know, "It took me from 2 to 22 clients," you know, "Here's the technique which made my book a bestseller." Like, they've been very transparent as if, you know what? The 100 people on this phone call are not going to compete with them and knock them off the block, because there's an abundance mentality.

Laura Fenamore: Absolutely.

Bart: But you also, and I say competition, you've carved out some words and terminology that makes you sort of stand out among your own small niche. I actually didn't know there was other people that do what you do, like body image consultants. I knew there's trainers, I know there's, you know, weight loss gurus, I know there's health trainers. So how did you, you know, shift this terminology so that A) you focused on just women, which I think is genius, because you can speak a certain language, a certain compassion. But also, you know, body image versus weight loss. Tell me how that, beside your background, like how you said, "Okay, this is a good decision, strategically, this is who I'm going to be."

Laura Fenamore: Yeah. Because as a culture, we are addicted to dieting, and yet we also see day in and day out on like the *Today Show*, for example, there is a lot of conversation about unhealthy body image and how, you know, models are just torn up about, you know, like never being thin enough and not being good enough. And every day somebody's talking about a different diet, but people are also really getting that if people have unhealthy body image, then they're never, no diet is ever going to be sustainable. And that unhealthy body image is, you know, a symptom of the problem. It's a huge symptom that doesn't get discussed in most of the rooms of, for example, I don't want to put anything down, but corporate diets are not sustainable for the majority of people that go on them.

Bart: When you say corporate diets, you mean the big companies that are selling the foods and the plans?

Laura Fenamore: I'm talking about Weight Watchers and Jenny Craig and the big, the big bosses.

Bart: Yeah.

Laura Fenamore: And 99% of my clients, my students, have come from those corporate diets, that they get it. Like “Nothing’s ever worked for me, I really need to find something that is going to work.” And the thing that really set you apart is when, you know, I say in my video on my opening page, the issues are in our tissues, and if we don’t heal them and we don’t deal with them, they’re just going to continue to fester.

And my experience is that people really are craving deeper answers. They are craving, you know, beyond a simple piece of paper that tells them what to eat, because, you know, what happens when you’re at a social event and people are trying to throw food in your mouth, it’s like, how do you deal with that and still hold your ground? Like, you know, it’s not to say that food is the enemy, it’s just to say that we have to come up with structures so that we can take care of ourselves, still feel nurtured, still enjoy ourselves, but not do things that we’re going to feel ashamed about and regret, you know, with food and with negative self-talk.

Bart: So people, especially your clients, they may stumble across your website, they may come to you because they’re having weight challenges and because they’re unhappy. But they stick with you because you’re delivering something way beyond a diet and an exercise plan. You’re delivering them some transformation. Would that be a fair summary of sort of the transition of why they go, “Wow, I resonate with Laura, I resonate with One Pinky, I want to be a lifelong client and part of this community.”

Laura Fenamore: Yeah, and one of the things I would love to offer coaches that are listening out there, is I know that when I first got into coaching, I was just like, “I’ll take anybody, I’ll take anything, I mean, just give me a client and I’ll be happy.” And it was coming from, some sort of like the opposite of that abundance mentality, but that kind of desperation mentality. And what I kept finding was I was hitting a wall. And finally it was like, “Okay, first of all, I know what my life’s assignment is, I’ve known that since I was 24, I’m 49, I mean, I’ve known that this is my life’s work, I’m very fortunate to have known that.” And there may be people that are listening that, “I don’t know yet.”

And I really believe, Bart, that deep down inside that we all do know and we just get confused because we have lots of things that we like and lots of things that we know we’re good at. But if there’s anything that I can offer people, it’s to get really clear and choose one thing. You may end up doing 20 things down the road, but start with one and get good at one, wouldn’t you agree?

Bart: I do. But let's drill that down to someone who has a skill set, they've chosen a niche, they say, "I'm a wellness coach, or I'm a life coach or I'm a business coach."

Laura Fenamore: Yeah.

Bart: Some people are wellness, which would cover all kinds of areas of fitness. When you say get one thing, is it the one thing that resonates meaning, if they had 10 clients a day with this challenge, they would still feel energized at the end of the day? Or if they feel like that, man, all the people coming with weight loss, they feel tired, or other people coming with molestation issues, they feel exhausted. Like, describe what you mean by like, the process to discover what that one thing is and is that the niche that they should pursue for the next year? And turn away clients? Or just really make it clear that's what they're looking for?

Laura Fenamore: Yeah. I think that it's choosing the niche that really speaks to them. And I want to give you an example. Like I just recently took a class where there were lots of people in health and wellness and, you know, nutrition coaches and they do all kinds of things. And I would notice that when coaches were asking questions, it's like, they would be saying things like, "I'm good at this, I'm good at this, I'm good at this, I'm good at this. And what do you think I should do?"

And it's sort of like, I do know the thing that is going to wake you up in the morning where you feel really excited. I mean, it seems so ridiculously simplistic, but I was just actually coaching one of the women in this class, who's a friend of mine, and she was like, "This is what I really want to do, and this is what I think I should do. And, like, what do you think?" And it's like, "Well, what I really think is that you're really going to succeed in what you really want to do, not what you think you should do." So incredibly simplistic.

Bart: Yeah, I love that kind of thing, "should all over themselves," that's a pretty common, people want, people should. And what was her reasoning behind that, because she felt there's more money here? This makes more sense?

Laura Fenamore: Absolutely. It was all about money, it was all about money.

Bart: This is what they tell me to do, blah, blah, blah.

Laura Fenamore: Absolutely. And she had this complete, like, she was feeling so depleted and like I said, that brick wall that I kept going up against, too, like, "I want to



be everything to everybody,” in the beginning, “I’ll just take any client in the world,” it’s like, un-uh, I kept hitting a wall and it wasn’t really, didn’t feel good hitting that wall.

And she said to me last Saturday, “Laura, I finally woke up. I know that I may end up, you know, depleting my credit card a little bit longer, but I am not going to wake up dreading what I’m doing any more.” And I’m like, “Honey, I’m telling you, in the long run, you will be supported. There’s no question that to actually, you know, drain yourself emotionally because you’re afraid that you’re not going to be well compensated is just, it’s so counterproductive.” And when fear runs us then, you know, usually we end up falling on the ground and getting stepped on.

Bart: Now, you found your market, you specialize in women, you created a system, and I don’t know if you have a coaching program for coaches, but you create a system that kind of differs you from the yo-yo and the fad diets. What is it that you take a client through—and I know this isn’t like a seminar on how to coach people on body image, but if you could give us like the kind of cliff notes version, is it an eight-week plan? Is it a 20-week plan? Do they have to join the website? Kind of give us like the business model that you said, “This is going to be the best scenario for my client.” And maybe we could learn some things to apply to our own businesses.

Laura Fenamore: Absolutely. You know, I still do have students that I work with one-on-one and I started working with people one on one, but then it was like, the demand was there and I wanted to lead groups, so I lead groups on the phone, all over the world, for 12 weeks. I run classes 3 times a year, and I have just, we meet on the phone and the women are working through my workbook, which is a 400-page workbook called Body Imagery Master, and that is where we get down and dirty and talk about what is really holding people back from loving what they see when they look in the mirror. And we deal with issues around taking full responsibility of our lives and that just seems like, “Oh, what does that have to do with body image and weight release?”

Bart: That’s the biggest chunk of information and self-help right there, period. That’s huge.

So my question is, you couldn’t have written that book and shifted your model to group coaching if you didn’t have years of experience one on one, is that fair to say?

Laura Fenamore: Absolutely. Yeah.

Bart: So if someone’s brand new and they’re like, “Hey, this is great, I want to do group coaching for people around the world,” there’s a gradient there that people should realize.

You can't write a 400-page book without having dozens, if not hundreds of clients, so you really know what their struggles are. I mean, you really were the authority before you decided to branch out into group coaching, correct?

Laura Fenamore: Yes. Absolutely. And I still love both. The great news is, is that I don't do anything I don't love anymore, and I love both. I love having individual clients still and I love leading big groups and I love doing workshops and, yeah, I have to say I love everything I do.

Bart: And you've got three a year, let's talk a little bit about internet, because a lot of people aren't super internet savvy, but you're not doing, you know, pre-taped interviews, you know, the same seminar. You're actually doing a 12-week coaching session 3 times a year. So for you, you've got the 12-week work cycle and then you got like the 12 weeks off, is that kind of how you designed your life?

Laura Fenamore: Yeah, absolutely. That's why I just do it three times a year and then the other quarter I replenish and refresh.

Bart: One day a week, three times a week, what's the frequency for—

Laura Fenamore: Once a week for 12 weeks, we're together for 3 months, and it is women all around the world and I've had women, you know, be on the phone, this last class that ended a couple of months ago, I had a woman in the Netherlands and in Israel and they were on the phone in the middle of the night. I mean, that's how committed they were to being on live. But other classes, I've had women in Germany and in Australia and Ireland, where they like checked in once or twice and said hello, but they just listen to the calls.

But these women are totally committed and that's actually what brings me to an important point, is that there is a pre-screen process that I either do or have one of my assistants do, either through a live call or through just a written screening. Because I want success stories, Bart. I really care about people being committed to my program. And I, you know, there's a lot of people that sign up for things that just, want to just throw it away, and I think that probably a lot of wonderful coaches that you're interviewing and that are listening, I mean, we do this because we want results. In our own lives, when we sign up for things and also for our clients.

So these women are like rock stars. I mean, really committed to each other, because that's part of the program is that not only do they have the online community, but they all get Pinkie Power Partners and they all get partners that are assigned to them randomly

and some of the women in my groups just like become life-long friends and are still committed to each other, you know, five years later.

Bart: That's interesting, they get assigned for 12 weeks or every week somebody new?

Laura Fenamore: No. For the 12 weeks they get a Pinkie Power Partner.

Bart: So if you had a flake in, and someone partners up with a person who doesn't show up—

Laura Fenamore: Absolutely.

Bart: You've really made a mistake as far as a business owner.

Laura Fenamore: Yeah, you know what? It's always worked out. It's never not worked out, because either two flaky people, if there is a situation where, will get matched up, really, it does happen that we are organically, or one of the people that is flaked out on will go into a group of threes or fours and it just works out. I mean, it has never not worked out. It's amazing how that works.

Bart: Silly, technical question, but when you built this community, is this something that's, you know, \$100,000 or is it a plugin for a Joomla app or a Wordpress app? How is it that you get people connected? Is it simply email and telephone or is there some special technology for a coach to build a sort of a community?

Laura Fenamore: Well, it's an online community on Joomla.

Bart: Joomla, okay.

Laura Fenamore: So it's not, you know, like anything that complicated. And the phone, I mean, the community that we talk on the phone is just a phone line.

Bart: Sure. And I think that scares people, like, "Oh, my God, how do I build this community?" And, you know, for under 50 bucks a month, you can go to a phone bridge, they have free ones, and then, you know, Joomla's a free application, essentially, but you need to hire somebody to program it. I've never used it personally, but I've heard great things about it. But it's so nice to kind of get behind the scenes, because people think it's so complicated to build these big things. And I guess it is if you're going to build one as pretty as some mature sites that have been around ten years. I

mean, your site, of course, is gorgeous, but you've probably revised it every year for the last ten years, am I correct?

Laura Fenamore: Well, yeah, I have switched it up a bit and I'm about to do another little facelift on it. But my actual site is in Wordpress and my community, online community is in Joomla. And let me tell you, people, I am like not techno-girl, but there are lots of techno people out there that are, you know, that you can know, like, and trust, and know what they're doing, and that's just the way it's worked.

So I feel very blessed.

Bart: If you just joined us, and there are some new people who came on the line, you're listening to 100 Coaching Tips, where we interview smart coaches sharing good strategies to help your clients and your business. Laura Fenamore, Fenamore—sorry, I mispronounced that—you are the owner of OnePinkie.com, healthy weight through healthy body image.

Now, did you start out with a book or online community? How did you sort of brand yourself as an expert in body image? I see a CD on the home page, you've got an opt-in so you can get on your email list. I assume you've got a lot of newsletters that are kind of pre-written, ready to sort of build a relationship with new subscribers. What's the sort of starting point for you becoming a body image expert?

Laura Fenamore: Well, I was very, very blessed to know that my life's work was this at a very young age. At 24, I knew that this was my life's work. I knew I needed to heal my relationship with my body, with food, and with the scale so that I can help other people do it. And okay, not everybody, like, has that specific luck or path, but I knew. And I mean, I can go back and look at my journals in my late 20s and my 30s and just say, you know, like, "I know this is what I'm supposed to do but I can't do it until I'm really, really grounded in my own ways." And so I knew when that was, I was working with Jack, Jack Canfield, and, you know, in my late 30s or mid 30s and I was like, "This is what I'm going to do," and he's like, "Go do it."

And so when I started, I started off as a coach and my brand was LauraFenamore.com and I knew that wasn't what it was going to be. Then I said, "Well, I want to actually, I'm taking people on a journey to balance," so I named my company Journey To Balance and was moving towards my specific niche of body image and weight release, but I started off kind of as a generalist, knowing that this is what my passion and work was going to be.

So when I went from one on one to creating this group, you know, my Body Image Mastery Level 1, and Body Image Master Level 2, I was like, “Okay, now I want to come out with my true niche, but I’m not going to call it Journey To Balance, and I need to come up with a clever, something that will stick out.” And I came up with Body Image Revolution—this is a true story—and I am the opposite of war, I’m about peace and love and I was going to name my community BodyImageRevolution.com. Not only is it a long URL, when I found my graphic designer in New York, she’s like, “You can’t name your company Body Image Resolution, are you kidding me?” And I was like, “What do you mean? That is my, I mean, that is the most brilliant thing, that’s what I’m about, I want to create a revolution in this world, I want people to change their body images.” And she’s like, “First of all, it’s way too long, second of all, it’s the opposite of what you’re about,” all that stuff she said to me, she’s like, “You got to come up with something that is really going to stand out and people are going to remember.”

So I was talking to one of my students who said, “You know, you always tell the one pinkie story,” and I have to give her credit where credit is due. One of my students, Ginger, said, “You always tell that one pinkie story, why don’t you name your community One Pinkie, so it stands out and makes people smile and people kind of want to know what it’s about.” So anyway, that’s how that came to be.

Bart: You kind of skipped the book then, you didn’t start out with a book and didn’t try to get a bestselling book, you went just right for the community and you really targeted, you know, women as a coach and a mentor, a speaker, is that about right?

Laura Fenamore: Yes. Absolutely. And I consider my classes and workbooks, which is level 1 and level 2, my books, but my memoir, my book, *Weightless*, will be coming out in the next year. But I do have a book that is coming out this year, which is, I have a story in an anthology that is coming out, and I feel very excited about.

Bart: Well, nice, and I didn’t know the answer to that question, by the way, if you guys were thinking I was just setting her up to say, “Buy my book next year.”

A lot of people start out with books, a lot of people think a book is such an overwhelming status symbol, they may get to it ten years from now. But we’ve spoken to people who started with a book, I was 22, you know, it was my first book, and so I was an author way before I was a coach or a speaker, and some people start backwards, they start as a speaker or they start as a coach. There’s really multiple paths to doing that.

I think each time you add a little bit of content, whether it’s a book or a CD or DVD or video, you’re just creating a new point of entry for people to learn about you. But I don’t

think you have to, and what you're proving right now, you don't have to have a book finished to build a community and to make six figures, to help people around the world, and to have kind of the freedom that you've created from helping a lot of women improve their body.

Laura Fenamore: Yeah. I mean, there's a lot of people that are in this wonderful series that I either know or have met or—and one of the people that we sat down and had lunch, we've had lunch many times, but Marcia Wieder once, “Laura, you don't have to have a book to be big.” And it was just like, “Thank you, Marcia! Thank you for that.” It's like a book can help, but it's not the end-all/be-all.

Bart: Yeah, she's great, she's actually coming up in a couple weeks, if you haven't met Marcia, she's quite fabulous.

Laura Fenamore: She's fantastic, everyone, you got to listen.

Bart: Yeah, you have to listen. And these series are free, so this is your first listening to this. We've been interviewing some amazing coaches, like Laura, you just seem to like pulling people back and saying, “You know, this is what it takes,” you know, help people, you don't have to struggle, you don't have to, yeah, to be a generalist. There's so many ways that you can find the people that you want to help and that kind of succeed in making you happy and them happy, I think it's been a very, very successful series so far.

You have, I'm reading some of your questions, is there a particular tool that anyone in the weight industry, or any clients, I mean, even business clients, if the guy's struggling with weight or the girl's struggling with weight, is there one tool that you could sort of give us as something that you find is a common thread to help them release the unhealthy weight?

Laura Fenamore: Well, what I was talking about, about being about love and peace, not about war, is that so many people are at war with their bodies, and it really is kind of challenging, Bart, to change things when you're at war. Especially with this wonderful vehicle that gets us through this life. And so to batter and beat ourselves up every day for how we look or how we, you know, what we weigh and then expect to somehow magically go on a diet and like lose weight and sustain it or to get plastic surgery and feel like a million bucks all of a sudden? It doesn't deal with that self-hatred. And I'm, you know, I'm not anti plastic surgery in any way, shape, or form, I believe that people, if they're at peace, then great. Do whatever you need to do. But most people make themselves wrong for what they look like when they see in a mirror. And it just doesn't really serve.

Bart: So it's helping them manage their self-talk and manage their right and wrong-ness.

Laura Fenamore: Yeah.

Bart: Would be one of your kind of secret tools.

Laura Fenamore: Absolutely. Absolutely. And really, really learning how to deal with that gremlin and that inner voice. That wound that is, really takes over. And, you know, it doesn't serve us as coaches to try to walk in and transform people's lives when we're feeling really bad about ourselves. So I think that it's really important that we check in about that.

Bart: You talk about it in the bullet points that you and I talked about before the phone call, you got certain coaching techniques that really get your clients to take massive action and really stick to the plan. Some coaches can't get them to show up on time, you know, the check bounces, they really struggle. Is it the model of the community or is it something else that's helping you connect with your client so that they are invested in the program and they want to succeed, because that's got to make you happy when they succeed, obviously that's the emotional payoff you get in addition to the freedom and the money.

Laura Fenamore: Yeah. Absolutely. That prescreening that I talked about? Whether it's, you know, voice to voice over the phone or through Skype or through some kind of writing, I can read people's energy through their writing. So I feel really strongly about a prescreening. And I can tell, Bart, I can tell whether or not somebody is going, like they're really ready. And what I do is, there's a piece called *Unwillingness*, and I read this to people and I can tell by the way that they react to it which way things are going to go. And I am not afraid to say, you know, "I really don't think that you're ready for what I'm, you know, really ready for this work right now." And 9 times out of 10, people will say, "Yeah, you're right," I mean, I just had that happen yesterday. And I used to freak out about it, but it's like, if somebody's not ready, I don't want to waste their time and money and I don't want them to waste my time and money. And that doesn't mean that I'm heartless, I'm extremely compassionate. I want to support people and help people.

But, you know, when somebody has a diet mentality and really just wants a weight loss plan, that's not me.

Bart: Like, I want to look good for my wedding, Laura, fix me. That's not you.

Laura Fenamore: Exactly. Exactly, you got it. That's not—

Bart: I love this topic and I'm going to stay on it a little longer because I have so much experience with the application process and those of you who don't know me, my first books and I continue to be a handwriting expert, so I, like Laura, look at handling applications and the level of insight is just far beyond what most people have because I've got, you know, 20 years of training. And we used to, and we still do, have a very high-end, \$12,000 forensic sort of a program, which is really a school/coaching program. But we turn away probably more than half the applications. And the primary mechanism is the interview and the handwriting. And because we know how technical it is, we know the kind of discipline. I remember one time, this woman that was going to pay \$12,000 cash, like here's a check, and I think she even mailed the check in with the application, which is a little tough to turn away 12 grand, when you have the application, but we had to.

Laura Fenamore: Yes.

Bart: Because her dad was the one paying for it, her dad is the one that made the phone call, her dad is the one that had all the conversations about getting her an education for a career, and it was such a bad fit because her dad might've been a great student, but she was terrible.

And so I love the idea of an application process and I've used it in certain products very, very effectively and certain products, I'm just reevaluating because I think that the burden of a bad client, or a bad student, whatever you want to name them, is very, very time consuming. And everyone on the phone call that's had a problem child, you could've probably fixed that with better screening.

Now, do you have any other tips on how to reject them nicely or to say no or just make sure that it's a, it's a hoop to get accepted and I think they respect it more.

Laura Fenamore: They do. They do. I mean, honestly, I used to, you know, like, again, desperation makes you hit a wall. And if you come off as like, I'm desperate to get you, people are going to feel that and who wants to be desperate about anything? None of us do. Especially when we're trying, you know, to attract this really powerful business. But when people, if you're just honest and just authentic with people and say, "Listen, I don't want you to waste my time and I don't want to waste your time and I'm really looking for somebody that's ready and willing." And like I said, just yesterday I had this happen. This woman's like, she had a fix-me mentality, and when I said, "You know, that's not me, it's not that I can't support you and help you," but she said, "I really don't think I am



ready,” and I said, “I get it and I know that if you are, you know where I am and I know where you \*\*\*\* ” that’s that.

And I just felt intuitively like she will come back at some point, but it’s okay, no matter what, she’s going to find her path. But I really want people that are ready.

Bart: You still there, Laura?

Laura Fenamore: Yeah. I’m here.

Bart: Okay. You faded out just for a second there. I love the idea of having an application process.

Here’s the challenge, though, and I think Rhonda Britten was talking about it when she only had three clients. You know, she was kind of like, “I want more clients,” and one of her kind of secret questions was, you know, what are your challenges? And she was trying to find out, you know, if she could help them and what her skill set was.

Do you walk them through kind of an interview process or does one of your staff say, “Let’s get on the phone for 20 minutes and see if this is a good fit for you?” Is that something that you do now, because most of your business is primarily kind of a group coaching. Your price point is around 600 bucks, is that about right? For this elite program?

Laura Fenamore: Right this moment, yes.

Bart: But it may go up, it may go down?

Laura Fenamore: Well, it is going up. It’s going up in the next work, in September.

Bart: Okay, great. So anyway, but you’re selling a product that’s between 600 and a grand, 600 and 1,000, and I think that is worth a 20-minute conversation. How long do you have to talk to them or one of your staff chats with them to see if it’s a good fit? Or if they do just say, “Great, I want to buy, here’s my credit card online?” Do they still have to jump to that hoop of like an application? Are you accepted? How do you manage the application promise or the screening process when you’re primarily running an online business or online acceptance process?

Laura Fenamore: Well, it’s interesting. One of the other darling people that’s on this wonderful seminar that you’re teaching is Morgana. And Morgana actually, Morgana

Rae, really helped me with the form years ago, that she gets people to prescreen. And they prescreen through something written and then I can tell. And if somebody writes in or calls in and says that they're interested and I send them that form and they don't fill it out? Well, that's just a prescreening right there. You know, like if somebody doesn't even have the willingness to do that, then chances are they're not going to be, they're not going to go to the next step and they're not going to take that massive action. That's like number one.

And then once they fill out the form, then we decide whether or not we, depending on what we feel like is the right fit, they're a group or one-on-one, is when we'll have a conversation with them, and it's usually up to a half hour.

Bart: So there might be an enrollment button on your site, but that's not an acceptance, that's like a reservation. And then there's other steps that move them toward the starting date, which is a firm deadline, because obviously you can't start them in the middle of a 12-week program.

Laura Fenamore: No.

Bart: So you've got a hard deadline, you've got an ending, you've got like this reservation, and then of course you've got the application process. I love that, I think that's great. And I guess if you're selling anything above 97 or 297, you might need a conversation. I know that in one of my businesses, the average starting point is 997, and that almost always requires a previous relationship or a conversation. But anything under 300 bucks, they'll order and they'll feel safe and secure on a, you know, money back guarantee and you never have to chat with them.

When you were changing price points, do you feel that that's correct? Buying online versus coaching? Or are you almost always doing conversations because a lot of it is coaching?

Laura Fenamore: A lot of it is coaching, from my experience. You know, I feel like I can navigate a lot from that preliminary writing or what I asked them to do, but then I know where, I think that they would fit best if there is some, just a preliminary coaching session, too.

Although I'm saying all of this and everything's changing in the fall, like I'm not actually going to be doing anything, I'm not even going to be doing free consults, either me or my staff, where everything is going to be paid for and then we're going to ask for one-on-one

students, I'm only taking a certain amount and I'm asking for a 12-week commitment or nothing.

Bart: I don't know if you heard, Laura, my first interview was Rand Stagen, and I want you to hear it because he only works with CEOs of certain types of companies. And his minimum price point is about \$20,000 a year, and he wants a 2-year commitment. And although that's not typical of the people that are on the phone call, even students, he spent 10 years really crafting his corporate structure and his corporate deliverables to a very, what he calls a laser-targeted CEO or CFO. And it's such a great conversation, I'd love you to hear it because it just takes this conversation, he says, "You know, I just say no a lot. I've learned the art of saying, 'This is not a good fit for me.'"

Laura Fenamore: Yeah.

Bart: And he has all these referrals from people in these Fortune 100 companies that he won't do business with because they're too big.

Laura Fenamore: Yeah.

Bart: Or they don't fit his criteria. But they want to do business with him, but they can't. And it ended up being a huge, unique selling proposition and he said, "It was really hard to say no at first," but now that he's so clear on what he has, you know, he gets referrals all the time.

Laura Fenamore: Yeah.

Bart: From the people that are good fits, and everybody now knows his criteria. When you're just starting out, they may not know your criteria.

Laura Fenamore: Yeah. There's that clarity is power, right, like blaring, that's a great story, Bart.

Bart: Yeah, we've had some, I've learned so much from these coaches, if you haven't listened to the whole series or you've missed a few—

Laura Fenamore: I got to do it.

Bart: There's some really cool stuff, there's little nuggets of gold.

I wish I would've known you were going to talk about the handwriting, I would have planned some special offer for my handwriting books—but that's not about me at all.

Seriously, if you have applications, like literally, I don't know why, I guess people just don't know that there's some accuracy there, because they've not met me in person, like you've met me and other people that are really skilled. But I even hire off Craigslist for employees and we just, the first step we make them do is fax us something, just to see if they can run a fax machine and just to see if they follow directions. The handwriting's irrelevant at that point. And then when we get the fax, then we're like, "Okay, they can jump through the hoop," and that'll knock out about half the applications off Craigslist, by the way. If you just make them do some work before you talk to them.

Laura Fenamore: Oh, man, my last coach, he's hiring. He makes people practically, you know, like create websites and he's like, "Hey, at this point, I don't care. If they want a job, they'll create the mini website," and I'm just like, "Is that ethical?" It's like, "Yes, course it is, if people want the job, they'll do it and it really goes to show that, you know, they really care. That's all I want to see."

Bart: Well, it depends on the price of the value, you know, in the advertising business, if you've ever watched the TV show, *Madmen*, they spend six months preparing an ad campaign and it literally, the two losers get no compensation for it.

Laura Fenamore: Yeah.

Bart: It's almost like the website, 99 Designs.

Laura Fenamore: Exactly, I was going to say, it's like 99 Designs.

Bart: But it's on a scale of epic proportions when you're pitching to Jaguar or Mercedes Benz.

Laura Fenamore: Yeah.

Bart: So, no, it's absolutely okay to make them work and do tests and train them. But that's a great tip. You want to explain what 99 Designs is, if people don't know about that? That's a nice little freebie tip.

Laura Fenamore: Oh, it's fantastic. You pay a very minimal amount of money, like \$275 or 300, and you ask people to craft you a logo or design or something that you're looking for, and the more specific you get, the more, you know, more targeted your

designs are going to be. But people from all around the world bid. And they don't know if they're going to, you know, win the money, and not everybody is compensated. There are some people that choose, like don't choose anything and don't, like, well, they just pay the amount that they're supposed to, but they don't even choose any of the designs.

Bart: The designers don't bill it, the designers do the work for free and if they win, then they get the 300 bucks.

Laura Fenamore: Right.

Bart: If they don't win, they get zero. Which makes you, as a buyer, for a logo or a website or book cover or anything, just, it's amazing, you get some really amazing work. And what I've noticed when I've used, and there's other companies similar, is there's people that think so far outside the box, I couldn't have suggested that, and it's refreshing.

Laura Fenamore: Yeah.

Bart: And I'm like, wow, we have five interesting designers with different angles, never would have thought of that logo. So if you're struggling with graphic design, that may be a good resource for you.

Laura Fenamore: And there's all kinds of crowd, what's it called? Bart, I'm having a blank—

Bart: Crowd sourcing?

Laura Fenamore: Yes! There's all kinds of crowd sourcing sites where you can actually go and bid out a logo, I mean, a tagline or something, if you're struggling with a tagline, you know, sites that will do that.

And then of course there's Fiverr, I don't know if anyone's talked about Fiverr, but Fiverr.com is another brilliant site. It's F-i-v-e-r-r.com and you can basically get people around the world to do anything for you for five bucks, it's crazy.

Bart: Yeah, and if they go there, you think it's a goofy site, like "I don't want to do it," you have to type in certain words. Like I had trouble getting Google analytics goals set up, which is incredibly complicated, by the way, even though it should be simple, and everyone, Google analytics is a pretty simple program that's free, and yeah, for 5 bucks the guy went in there and fixed it all up and, you know, he got it all working properly and

they do SEO and they can do copywriting, they can do a lot of interesting things. But you're not going to hire some guy to write their name on their forehead, which is what, you know, the home page ads show up.

Laura Fenamore: Right.

Bart: But it's one of those unique propositions. We also got a transcriber actually. Not for five bucks, but she was on five bucks and we're like, "Hey, you know what? Do you do transcription?" She's like, "Well, of course, I do." And you know, we got a great value for people that are, you know, kind of independent producers and some of them are in America, some are around the world, but if you are kind of a solo-preneur, if you're working at home, that is a great resource to find some good people there. But, you know, don't expect miracles for \$5, don't get me wrong. I mean, you're not going to get someone to build an entire website for 5 bucks. But you might find pieces of the puzzle to kind of put it together for sure.

Laura Fenamore: Absolutely.

Bart: So let me, we got about 10 minutes left, or actually probably 8 minutes left, you have, we built a page for Laura, [100CoachingTips.com/Laura](http://100CoachingTips.com/Laura), and you got no big product to sell or anything, but what you did offer is kind of a consultation.

Laura Fenamore: I did.

Bart: To really help them become a wellness coach and a fitness coach. So let me give you the page and you can kind of tell us what might be a good fit for them. [100CoachingTips.com/Laura](http://100CoachingTips.com/Laura), and then you click right through there. And you're going to explain to them what in this one-hour meeting?

Laura Fenamore: It's actually 75 minutes, I'm offering 75 minutes to talk to anyone who is either a coach or interested in this topic of health and wellness. And I do talk about, you know, go into a lot more depth about proven secrets to break the shackles of how you see and feel about your body. And it's actually two-fold, Bart. If there's somebody out there that's a coach that's listening to this and is really struggling with their body image and weight release, I really highly recommend, this is a \$300 value that I'm offering for \$97. But let's just make believe you're, you know, you're really okay with your body image but you are noticing that you're attracting clients that are really struggling with this issue. Which there's a lot of people out there that struggle with this issue, men and women.

I am going to talk to you about how you can work with this person. I will offer you a lot more in-depth tools about how you can support and hold this person through this issue.

So again, it's sort of two-fold. If you yourself, as a coach, are struggling with this, and/or if you have clients that you notice are really like, you know, they want to attract the dream job, they want to attract the dream person, they want to attract this, they want to attract that, but they just cannot get beyond what they see when they look in the mirror. Then we should talk, really talk.

Bart: And that is really generous because I know your time is very valuable and it's 97 bucks, if you guys want to do that. Just mention 100 Coaching Tips.

Let me read a couple bullet points. Tested and proven diet and lifestyle changes, step-by-step instructions on how to transform a relationship with food, positive self-talk, release scarcity thinking. So you're going to go through a lot of some of these specific tools that are probably part of that, you know, big workbook.

Laura Fenamore: Right.

Bart: But what I love is that you're a wellness and health coach helping other coaches kind of navigate this market and probably you can have a branding conversation, enrollment conversation, whatever it is that they are looking to break in. Because I got to tell you, there's not many markets that are as abundant as, you know, the health and wellness, and the weight loss and the body image. I think it's just, you know, there's probably hundreds of people within a two-mile radius that could use your help, if that's something that turns you on, wouldn't you agree?

Laura Fenamore: Yeah, absolutely. Absolutely. Yeah, it's funny, it's music to my ears when I hear you say that because it is true that when I first got into this business, like even though I knew it was my life's calling, that was all like, you know, the metaphysical part, I know this is where I'm supposed to be, but I also have to make a business out of this and make money and how am I going to navigate myself through the Jenny Craigs and the Weight Watchers that spend millions every year on marketing and have celebrity, you know, people that are endorsing them. And it's easy. It's really easy.

What it is, is a mental shift inside, you know, yourself or myself, that there are plenty of people that need this and whatever it is that you're offering. And if we come to it with fearlessness, then we will reach them. But if we get completely bogged down with "I'm competing against, you know, and I can't make it," then, again, fear attracts more fear and abundance attracts abundance. So, don't you agree, Bart?

Bart: I do agree, and very well said. I wish I could talk to you another couple of hours, but we're out of time. This replay will be up for 24 hours, if you definitely want to listen to it or take some notes or tell someone about Laura's interview today. And then also check your emails because this week we have another interview coming up and then all of August, we've got some amazing people, including a couple of your friends, Morgana Rae, and Marcia Wieder, John Assaraf, Rhonda Britten's going to come back for our conversation about coaching, so a lot of really talented and top notch, dare I say, celebrity coaches, that are going to be real transparent, just like you did, Laura, and share with us.

If you want to chat with Laura, please, I mean, get that offer for 97 bucks, that's really nice. [100CoachingTips.com/Laura](http://100CoachingTips.com/Laura), all the contact information is right there. Laura, if I was focusing on wellness and weight loss, I can't imagine why I wouldn't want you as my coach and mentor because you've already pioneered this in a way that I think is very admirable.

Laura Fenamore: Thank you, Bart. I'm very honored and blessed, thank you so much.

Bart: So everybody, thanks for being on 100 Coaching Tips. I will see you next week, check all your emails. Again, I thank Laura Fenamore, [100CoachingTips.com/Laura](http://100CoachingTips.com/Laura). You've been an amazing guest and hope everybody has a wonderful night. Good night, Laura.

Laura Fenamore: Good night, thank you.

Bart: Bye-bye.

Laura Fenamore: Bye.