

Ep #229: Behind the Scenes of My Business Decisions



Full Episode Transcript

With Your Host

Maisie Hill

Ep #229: Behind the Scenes of My Business Decisions

This is episode 229. I'm very excited. I am spilling the tea on some of the business decisions I have made in the last year, the changes I'm making, and the why and the how behind it all. If you've ever wondered what goes on behind the scenes in my business, how I make decisions, this episode is for you. So buckle up, it's going to be a good one.

If you want to do things differently but need some help making it happen, then tune in for your weekly dose of coaching from me, Maisie Hill, Master Life Coach and author of *Period Power*. Welcome to *The Maisie Hill Experience*.

Welcome back to the podcast. Before we dive into today's very juicy episode, I've got a few big announcements for you. First up, mark your calendar for June 5th at 6 PM UK time. I am teaching a live webinar called Stop Overthinking and Start Doing. This is where I will teach you my five-step process to get unstuck and start moving towards your goals, but just also doing all the things that you hold yourself back from doing. So you don't want to miss it. Head to maisiehill.com/events to sign up. And if you're already on my email list, all you need to do is just click the link on one of our invitation emails so that we know you're coming. That's all you have to do.

There is going to be a replay available for a short time, so if the time itself, June 5th at 6 PM is tricky for you, but you know that you struggle with overthinking and not taking action, then make sure you sign up and just watch the replay.

June 5th is also when the doors to the membership are opening. At last, it is happening. The wait is over. I know so many of you have been itching to join, and honestly, your emails and messages have spurred me on in dark times. I will be honest, when I have felt, oh my gosh, I wasn't expecting to feel so emotional and start crying so soon. I haven't even got into the episode of why this matters so much. I haven't even got into that part yet. Okay.

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Your emails and messages have meant a lot to me, asking me when you can join, how much the podcast has helped you. I've had so many messages from former members talking about how everything that they learn and got coached on in the membership is still serving them, and wanting to rejoin. And your timing with those messages has been uncanny because as I'll be explaining in this episode, the last year or so has been... it's involved a lot of internal work for me. And I have really gone deep with stuff to do with the membership and making decisions. And there have been moments in that where it has felt so big. And those messages that you've sent me have just been reminders of why it's important that I do this. So thank you so much. Okay.

So June 5th is when the doors to the membership are opening. We have been working hard behind the scenes on a huge upgrade. I'm going to be sharing all the details involved in that in this episode, but I'm really excited for the existing members. I can't wait to reveal it all and I can't wait to welcome those of you who are going to be joining us in.

And then on June 21st, it's the Summer Solstice, and we are kicking off the summer series in the membership with the Rewire Your Inner Voice workshop. This is all about transforming your relationship with your inner critic, practising self-love, and creating the kind of self-talk that supports you and fuels you instead of making you feel like crap and holding you back. So I can't wait. The next few weeks are very exciting. And it's just so good to be at this point where I can talk about it all.

So let's get into today's episode because I am taking you behind the scenes of the biggest business decisions I've made in the last five years, probably since I first decided to create the membership, and showing you what it actually looks like to run a business and make decisions from your inner compass rather than industry standards and even ignoring standard business practices. So I will talk about why I haven't opened the membership for almost 18 months, how I knew that was the right call, what I did instead, and how I've rebuilt everything from the ground up so that I can serve at a whole new level.

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This isn't just about business decisions. I just really wanted to give you some real-life examples from my own life of what it looks like to grow into a new identity, to take bold action without any external evidence that it will work out. Okay? I coach my clients on this kind of thing all the time, and I just want to emphasise that there's no stage of life where this stops happening. Okay? That you don't suddenly succeed in life or succeed in business, and then you stop going through this process. It's always going to be happening. This is why I'm so adamant at teaching you the skills in order to go through this process.

So today I'm going to talk about what this has looked like in practice for me, the quiet tension but also kind of releasing, the redeciding, the risks, and I'll be sharing exactly what's inside the newly rebuilt version of the membership, including why I'm changing the name. So let's get into it.

Okay. In January 2024, last year, I launched the membership for what I knew at the time would be the last time for a while. I was thinking we'd probably close the doors for like five, six months. So I didn't know it was going to end up being just under 18 months. And originally, it started out as simply updating the name and adding new branding because originally, I had put all the effort into creating the membership site, investing in that for the members because I really wanted to prioritise our clients' experience.

So during that time, I just left my public-facing website as it has been for many years. I built it myself because I was like, well, whatever, it doesn't actually matter that much? But then I had new branding done. My public-facing website was redone, majorly updated. It was stunning and just really representative of who I am now. So remember the episode I did recently about self-concept? My public site finally matched my self-concept, but the membership suddenly didn't because of that upgrade. And it also didn't match the self-concept of the membership itself as an entity that's separate from me. And it no longer matched the vision of what I'm inviting you to step into as a member.

Now, please listen to me when I say that if you are relatively new to having your own business, maybe you're just starting it up, maybe you're a

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practitioner, a doula, a coach, this kind of stuff doesn't matter as much as you might think. I had an okay, but really not great, public-facing website for a long time, and it wasn't a problem. Okay? I just focused on the membership site and the materials for it first. I focused on doing great coaching and actually getting clients and helping them. That is what matters the most, not the colours on your website. Please hear me when I say that.

But once the public-facing site was updated and looked so unbelievably good, of course, I wanted the membership to look and feel just as good. So it started as a branding update, and for a while, I've also wanted to change the format of the Inner Odyssey. That's the foundational course inside the membership. So in my mind, it was just doing that. But I am learning that anytime I say something with the word "just" in it, that's a sign that it won't just be that, which is exactly what happened.

Because it quickly became clear this was about way more than updating content and making things look visually coherent with my public-facing website. I pulled all the way back and redecided everything. And on some level, I think at the start of last year, I already knew that was happening. I might not have named it as that or recognised it, but I think subconsciously I was aware that something was shifting in me.

And it was, something was unfolding and reorganising within me, and it needed space to do that. So I stopped, I paused the launches, and behind the scenes, I pulled everything apart. So the members' experience has remained the same during that time, but behind the scenes, I have been knee-deep in Google Docs for a lot of this time. And when I wasn't in a Google Doc, I was walking around, driving around, showering, etc., thinking about the membership, thinking about it every time I drove to the yard, just mulling everything over.

And doing this kind of work doesn't feel great, okay? It doesn't feel energising or shiny or exciting. It feels like decay, necessary decay. In the same way that's important with the seasons of the year, when the leaves fall and they start to decompose and turn into compost, that's going to

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support the foundation for the next cycle. That's what was going on for me all of last year and into this year to some degree.

So I knew that was the phase that I was in, and I was good with that because I know that phase. I know how to be in that phase. It occurred to me as I was preparing this episode, I was thinking, God, imagine if that had been going on inside me and I didn't have the awareness that's what was happening or the understanding of it or the skills to be in it and to treat myself with kindness throughout it all. It would have been so much harder. It was challenging enough without not having skills and an awareness through it.

But what no one talks about in business or in life is this in-between phase, the goo phase, when you have outgrown something but you haven't built what comes next yet, when you are composting inside. That's where I was.

So this is one of the most important skills that I teach inside the membership. I'm adamant about it. How to stay with yourself in that goo phase instead of trying to rush out of it in order to avoid discomfort. Because I can tell you, you're only going to end up with more discomfort and kind of learn lessons the harder way.

So I didn't skip it or try and rush through it. I let it all compost in me. I gave it the time it needed. Even when it didn't look strategic or sensible from the outside, because this is the same work I coach my clients on. Staying with what's real for you even when it's uncomfortable, especially then. Okay? The reason I can coach my clients on this phase so well is because I practice what I preach. And when they want to scramble out of it and life be all delightful, which I see happening, I get it. And I can meet you in that place because that place isn't a problem to me. I know it doesn't feel good. I know it can absolutely suck, but that doesn't mean that it's a problem.

And that's why this new version of the membership exists, because I was willing to pause. I mean, I hesitate to even call it pausing because it actually wasn't pausing because there was so much going on inside of me. How was that pausing? And being in the goo didn't mean everything

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stopped. Okay? Life still happened. This kind of stuff doesn't happen when it's convenient. I was coaching clients, I was creating podcasts, I was still making dinner. People still had questions, needed things from me. But inside, I was dissolving and restructuring. And I needed to give that process the space that it required.

So looking back, I'm really proud of that. As I'm saying this, I don't think I've ever, no, I definitely haven't. I haven't gone through this process for such a substantial amount of time. I've gone through this many times in my life, but for a year or more? No, not that long. But this version of the membership could only be born from me doing that.

But during that time, I pulled the whole thing apart, examined every single piece, and asked myself, if I were building this from scratch all over again, knowing what I know now, what would I do? What would I create?

And then that question took me even further out into, well, what's the purpose of this space? Who is it for? What are we actually doing? What results are we creating? And how do we do that better?

I think right back at the beginning of this process, or when I knew I was going to be doing this, so probably in 2023, I'm guessing, we surveyed the members. We got great feedback, stuff that people loved about the membership, but tweaks that they would love to improve their experience. And I'll be honest, some of them when I read them, I was like, oh, I don't think it's going to be possible to do this and this and this. But I'm so proud to say that we have managed it.

But before I could get into the rebuilding, I had to decompose and go on my own journey into the depths. And I want you to hear this not just as my story, but if you are in the messy middle right now, where what worked before doesn't fit you anymore, but the next version isn't there yet, that hasn't been revealed to you. This is your reminder that nothing has gone wrong. Nothing has gone wrong. You're just in the goo, and the goo is fertile. So you don't need to rush your way out of it. It pays to be in the goo.

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You also don't need to love it, okay? I'm not saying you need to love being there, but you do need to respect it. So can you respect it?

I often get asked questions about how I create so much. And part of how I create so much is because I also have seasons of falling apart and being in the goo. You can't skip those parts. If you want the next version of you to emerge, there are parts in you that have to die off and be shed first.

But transformation isn't convenient, okay? It's not going to show up when you have a clear calendar and everything else is calm. The school runs don't stop. People still have requests, and you're there turning to mulch inside. But I committed to that phase because I'd rather be uncomfortable but coherent than feel good in some way, but it also feels completely wrong because it's incoherent.

And important for you to know, I felt very at sea during this process. I felt that I was so far away from the shore, and I often felt removed from the day-to-day of my business and my life. And it wasn't a problem for me because I'm okay at being far from shore and having that going on. But I almost made it a problem because I judged it as indulgent. Code for you're not doing enough.

So I coached myself the same way I coach my clients. I asked myself questions like, well, who cares if it's indulgent? Don't I get to do indulgent things? And is it even indulgent? Or is it just me deeply caring about my work, my clients, and my business?

There is a risk in pausing a revenue stream. I had to deal with that as well. A lot of people have been shocked and even concerned about my decision to do this. Not everyone, but quite a lot of people. But to me, it felt more costly to open the doors and launch whilst I was in the midst of this. I just wanted to focus on serving our existing clients and taking care of the process unfolding in me.

Because doing that meant that I could look at the entire membership journey from sign up through to ongoing transformation when someone's

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been with us for years. I thought about the whole point of it, and I knew exactly what needed to shift. So this is how you build something that lasts. You go underground and you do the work required for the work that you are here to do. But it needs to be that balance of that internal deep reflection and then the external action.

Now, the membership has always been called The Flow Collective. That name was obviously deeply connected to my earlier work on the menstrual cycle and also just life in general. It made sense at the time. But I have never loved it. It has always been a placeholder name for me. Because I didn't want to delay helping people just because I didn't have the perfect name yet. Which is again, what I see a lot of people doing, so don't do that. You can launch with a name, knowing at some point another name might be revealed. Those of you who get hung up on naming things, please take note. I had a placeholder name for over five years and it was still wildly successful.

But the work evolved and I evolved, the members have evolved, and it became clear that the name really needed to go. And as I was writing my third book, *Powerful*, I was like, oh, I think this is the membership name. It just came through for me. So now it's called Powerful because that's what this work is really about.

Powerful to me is all about self-trust, coherence, capacity, internal guidance, rather than external pressure, and doing things and going for it all whilst being who you are. If you've read my book *Powerful*, you understand from the first page what my take on powerful is. It's also about what becomes possible when you stop outsourcing your sense of direction and you start backing yourself.

So the rebuild started with the Inner Odyssey. That's the foundational course inside the membership. As the saying goes, it's all killer, no filler. This is the heart of the work. And the original was really good. It has literally changed thousands of people's lives and given them skills for life.

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But I've taught more since I created it. I've covered concepts here on the podcast, I've taught workshops, things have come up on coaching calls, and all these kind of bits and pieces that ended up in other places really deserve to be part of the core journey when you are joining as a member. So I wanted to bring it all together as one body of work. So I have rebuilt it.

Rather than a module being one long webinar, they are shorter, tighter lessons, so you can find what you need, you can rewatch the things that help you and refer to them, but also really apply everything that I'm teaching you. We've got beautiful new visuals, but more importantly, it's clear and it's practical and it's built for results.

And I can say with great conviction that the lessons aren't just good, they are robust. Because here is the part that I did not expect. I did not see this coming at all. As I was planning and recording these lessons, I was subliminally coaching myself the whole time. And oh my gosh, it has worked.

Since I have been doing this year, I have shifted in so many ways, and many of you have commented on the shift in the podcast this year and what I've been teaching and coaching on inside the membership. And it's because I've been coaching myself without realizing, without writing things down. I've literally just been focused on how do I want to teach things, but I've been taking that in at the same time.

So if this content is moving me, someone who already lives and breathes this stuff, I know what it will do for you. And this is also the power of going back to learning foundational things. Paul always jokes about how I'm a Jedi level coach because I just coach at a very advanced level. But going back to the foundations of what I teach changed me. This redesign really made me reckon with what kind of coach I am and the kind of experience that I want to offer.

So I've done a fair bit of musing on that, and the answer landed with full clarity, and that is that I do my best work at depth. I want to go deep with people, and I want you to come with me. I'm not interested in spending my

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time and energy at the surface. That is not my natural habitat. And that truth landed hard at a horse workshop in Arizona that I did last year where I had two experiences that just took it to a whole other level and sealed the deal for me.

The first was during a visualization. I saw myself treading water in really choppy waves and getting splashed with water in the face, which is a sensory experience that I hate, which made this even more poignant. So I was at the surface, trying to stay afloat, expending a lot of energy to keep my head above the water. I should point out, no hallucinogenics were involved in this. This was just me and my mind on a journey that was facilitated by someone else. But when I stopped fighting, I sank down into the water all the way to the ocean floor, and I realized that I could breathe underwater. And that's the metaphor that changed everything for me. Okay, to stop trying to keep my head above water in order to be at the surface and just to get down to the depths where I'm most comfortable. That's where the real work happens.

So that really anchored something inside me, but then it was really hammered home by what happened next. So after that visualization, we did some work with the horses. And I had a very cool experience with one of them. And afterwards, as we were reflecting, I was talking about the deep work that she was doing with me, this horse. And the instructor said, "You know, she doesn't do that kind of work with everyone. She knows who is up for doing the deep work, and she really has no interest in doing some of the stuff that the other horses love to do, but is kind of more basic."

And she said this, and then we just all paused and looked at each other because we realized what she'd said and how that was so perfectly related to what had come up for me in the visualization before the work with the horse. Because I was kind of judging myself. I've been struggling with this idea because it's just in my nature. I want to help everyone. That's just my go-to place. But of course, if I'm saying I want to go deep with people, that's not going to be suited to everyone. Not everyone is as ready for that.

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So I was kind of judging myself a bit for that. But here was a horse who loves to do deep work with the people who are ready to do that. But I've been judging myself for the exact thing that I respected in this horse. So that was the moment that I fully claimed it, that I'm not for everyone. I've gone through this realization and the consequence of it multiple times in my professional career already. So I just want to say that just because you learn it once doesn't mean you're done for life. Okay? We all keep needing the lessons again and again and again.

But I am for the people ready to go deep. That's what my work is built for. Now, deep doesn't mean heavy or solemn. Okay, some of the deepest coaching I do involves laughter or swear words or a shared look. Okay? It's not about intensity or it being really serious. It's just about honesty and getting in that groove and going like being in that flow together and meeting you in that place and coaching you. And that doesn't mean that you have to have it all figured out, okay? But you have to be willing, willing to feel your feelings, willing to be wrong about things, willing to be honest with yourself, ready to take responsibility, ready to stop looking for the perfect moment and just say, "All right, let's go. I'm going to do this."

So my work isn't for the passive observer or someone who wants to just endlessly explore why they are a certain way. Maybe you're best suited to therapy if that's just where you're at right now. And again, there's nothing wrong with this. It's just getting clear about what my work is, who I am, and who my work is best suited to. Because I love exploring things and having awareness and understanding. That is useful. Those of you in the membership know that we are all about that. But we have to balance that out with actually doing things and taking steps forwards.

So the membership and my work generally is for people who want to explore and understand things, but who are also ready to live inside their decisions and those realizations that they have. I've coached people through identity crises, career changes, loss, burnout, big ambitions, complicated families, creative blocks, heartbreak, rage, perfectionism, reinvention, you name it.

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And what all of my clients have in common is that they are willing to be coached. They are ready for root level transformation. Even if they didn't know how to go about it, they were up for being guided through it. And I can see this in someone's journey in the membership, but also with each person that I coach on a call. So that's who Powerful the membership is built for. And that is the energy that I'm protecting inside of it.

Because we don't do that kind of toxic positivity or endlessly rehashing the same story without making any changes. This is a process, and that means being committed to it and showing up. Please don't think when I say that, that means you have to have perfect attendance and come to every single call. That is not what I'm saying at all. It just means showing up with honesty and willingness to do the work with your desire to live your life differently and the decision not to be confused or stuck. And that includes giving you the structure and time to actually go all in on yourself.

So let's talk about commitment. Up until now, the membership has been month to month. We've always had the option of you can sign up on an annual membership, but there's the month-to-month membership as well. So no strings attached, you just sign up and you can leave whenever you fancy. And that's been fine, right? That's how it's been for, what are we at now? Five and a half years of the membership, something like that. But that no longer feels supportive of the kind of work that we do.

So this came up as I was designing another way to work with me that I'm going to be announcing soon, because with that way to work with me, I knew exactly how long I wanted people to work with me for. It was so clear. And it just felt like, oh yes, if I'm going to do this kind of work with people and it's going to be like this many people, we're going to need this amount of time. And it was just like, yes, solid in me.

But then when I looked at the membership, I realized I didn't have that same feeling in me. I was just suddenly like, "Oh, yeah, there's a lack of that solid feeling." So I coached myself on it, and I also asked the membership what it wanted as an entity on its own.

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So not the actual members, the membership itself. What does the membership need in order to do what it's here to do? And that's why I'm inviting you to say yes to six months, to give yourself time and space to do this work.

So that's how the membership is going to be. When you sign up, it's a six-month commitment. And then after that, it's rolling monthly and you leave when you fancy. Because if I were coaching you on your biggest goals that you already know like for sure this is what you wanted to achieve, I wouldn't say to you, "Oh, we'll try it for a month and see how it goes." That wouldn't be setting you up for success. It would be setting you up to fail.

So you get six months. That's how this works because you can't build momentum when you're constantly deciding if you're going to stay. Just like how I coach my clients through commitment in relationships, you have to decide ahead of time and be all in. And whatever you decide, you don't make it work by constantly wondering if it will. You make it work by deciding to be in it and giving yourself the space to be in it.

I did consider three months, but I sat with that decision for a couple of days and it just, I didn't have that feeling inside me that was the right decision. It felt rushed. Like, yeah, three months is better than one, but it still feels like trying to squeeze a deep conversation with a friend into a quick coffee. You know, six months gives you a real runway. I will say that this might stretch to a year-long minimum commitment in the future, but we're going to start with six. Because here's what happens in six months.

You go through the Inner Odyssey, you build your foundation. This is where you learn the tools that change how you think, how you feel, and how you take action. This is where I teach you on how to coach yourself, how to expand your emotional capacity, and how to work with your hormones and stress responses. It's literally everything you should have been taught in school but weren't. And I made it from the point of view of, and this might sound morbid, if I died, this is what I want my son Nelson to have as instruction for his life. Like, that's where I went with this.

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But you're not just learning this theoretically. It's not learning for the sake of learning. You will be applying it as you learn it and you'll see the impact of that very quickly. You'll also come to our weekly coaching calls, you'll submit coaching request at Ask a Coach where you can get unlimited written personal coaching. You start taking action on the areas that matter most to you, integrating the tools so that they actually change your day-to-day life. I love watching this unfold in people.

And then we go deeper with power classes and community challenges where we work on specific topics together, like decisions, the inner critic and self-love, boundaries, and people pleasing. I have actually designed this as a year-long arc of growth that we're going to be working on together in the membership. And for those of you who are ready to commit to a year, there is a bonus, you get two months free. So it's one decision, 12 months, and everything changes in that time.

I am so excited to get to this point where I've done all this inner work and now I get to show it all to you, to reveal it all, and we get to do the outer work where I get to teach you and coach you and get really into it. So I have a vision of what I'm going to be teaching and guiding you through for really the next two years.

But there isn't a set syllabus that I'm going to be adhering to. This isn't school. I'm not here to run things by the calendar. If you followed my work for a while, you already know that I don't run things based on the first of the month or what everyone else is doing. I've never done that with the menstrual cycle or seasonal living, so I'm not going to start that now. It's not going to be a prescriptive calendar.

I have a clear vision of where I want to take you this year, and I'm leaving space for what I can't predict. Because I will always reserve the right to respond to what the community needs and the vision that I have. So I have a plan, but I'm going to teach based on what's needed in the group and what emerges in the work that I can't see coming until we are in it. So this is coaching in partnership with reality rather than being attached to a plan. Because this membership is about learning how to lead yourself. That

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means having a clear goal, but also working with what comes up along the way. So, of course, I will model that to you.

And I used to say this to my acupuncture clients all the time. Always start with a treatment plan in mind, but I'll always adjust based on how your body responds, what happens in your life, and what you actually need. Coaching is no different. It's about responsiveness, and that's what I'm building into the structure here.

Now, with all these great plans, I wanted to make sure that we have a home that's worthy of it all. So we are moving to a platform called Circle. It has a beautiful, intuitive interface. We can house the courses, the coaching call replays, and the community all in one place. And with a dedicated app, you can access it via the web or your phone through the app. So no more juggling platforms, no more Facebook. This is built to match the depth and the ease, the practicality of the work.

I have also made a major change to content access. In the past, we have dripped content out over time in order to reduce overwhelm. Because every single membership expert will tell you that one of the biggest issues people have when they join a membership is the overwhelming amount of content. But I am going to experiment with giving you everything the moment you join.

Now, I know that sounds bonkers for me to do. So let me explain. Firstly, it's not like we're bombarding you with lots of unnecessary stuff. But most importantly, none of those memberships out there teach people how to interact with the content or how to manage their minds. But I do. Coaching you on how to use the membership is already built in. The orientation course is going to guide you. And if you do end up feeling overwhelmed, that is your first coaching opportunity. Because how you do one thing is how you do everything. So if overwhelm is showing up, it's showing up elsewhere. So I'd rather we just address it directly and coach you. Makes more sense, doesn't it?

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And the thing is, even when we have restricted the content, people have still said that they're overwhelmed. So I don't think there's a right way of doing things here, but if we get feedback that this isn't working, then we will adjust it. But I'm willing to test this out just as I encourage my clients to do when I'm coaching them on things in their lives with making changes. You have to test things out to get the data and then you work from there.

There's also another big experiment happening. I have been told by multiple people over the years, business coaches, leadership consultants, and plenty of other people whose opinion I value, as in not the bro marketers. I've been told by all these people that I should be charging more for the membership. And I get it, right? It's valuable, it's impactful. These are tools that you'll use for the rest of your life. They are worth paying for. And I could charge more. But I wanted to try something else. Sliding scale pricing, not based on tiers of access or value. Everyone gets the same membership experience, the same tools, the same support. The only difference is your financial reality.

So here are the numbers. When you join, you pay upfront for six months. That will be £300 if money is tight, £600 if you're doing fine but not flush, and £900 if you have financial ease and you want to support others. And then after that, it becomes a monthly payment of £50, £100, or £150. This isn't pay what you want. This is pay what reflects your finances. And if you are a current member who wants to change the amount that you pay, you can do that. This isn't just going to be rolled out to people who are joining us. If you are an existing member and you want to change the amount, we will absolutely help you in doing that.

These pricing tiers are based on the green bottle model. This is a way of honoring different financial realities without compromising access or quality. So I'm going to break down the different amounts to you. So the lowest amount, which is £300 for the first six months and then £50 a month. This is for those of you who are under financial pressure if meeting basic needs like housing, healthcare, transport, etc. feels stressful or inconsistent.

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The middle amount, £600 for six months and then £100 a month, is for you if you can meet your needs, but it's a bit of a stretch. Maybe you've got some disposable income, but planning is required. A holiday is possible, but not every year. This rate gives you access to coaching that might otherwise be out of reach without putting you under financial strain.

And then the highest amount, £900 for six months and then £150 a month. That's for you if you can comfortably meet your needs and still have expendable income. So you can take time off, you can replace your broken washing machine without panic, you can afford holidays, maybe even have some savings set aside. Paying this rate means you're investing in yourself and also helping to make this work accessible to others.

You don't need to apply for this, you don't need to explain yourself. You just choose the rate that's right for you. So this is about trust and community and recognizing that people have different financial realities.

Full disclosure, I can't promise this pricing structure will stay forever because the membership still has to be financially sustainable. But I've wanted to try this for a long time. And the only way to know if it's going to work is to experiment and get behind it and really go for it and get that data. If it turns out that it doesn't work, I'll revisit the decision. In the coming months, there may be a point where the coherent thing to do is increase the price because the value of the membership continues to grow and it will certainly do that over the next 12 to 18 months.

So although my plan is to keep the sliding scale, those amounts may well be going up. I just like to be honest with you about things. That's why I would recommend if you want to join the membership that you do it now and sign up at those prices. Because if you sign up at that amount, that's the amount that you will stay at. Okay? We still have members who pay £15 a month from when they first joined the membership when it first opened. So my wish, my plan, my goal is to make the sliding scale work. But as I said, the price of the membership may go up.

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When you choose the 12-month option, you are going to get two months free as well. So it's the best value and a fantastic way to go all in on your future. This is identity level change. It's not hacks, productivity hacks, it's not surface tweaks. We're talking about tools that are usually reserved for CEOs and elite performers. This is the place where your future self stops feeling far away and starts showing up in your day-to-day. And all you have to do is say yes.

So here's what will happen in the first six months and more importantly, what it will change for you. You will join, we'll celebrate you joining, we'll enjoy hanging out with you. You will go through the short orientation course, which is really, it's a course in and of itself. Like the coaching that is in that is worth paying for even before you get into the actual content.

Then you're going to go through the Inner Odyssey course. I'm going to teach you so many great things that are instantly applicable and going to change your life. You are going to think differently, feel differently, respond differently. But this isn't just about learning, this is about doing. You will use what you learn, you'll apply these tools to your life. You will get unlimited written coaching on whatever's coming up for you, as well as all of our coaching calls.

So you can get coached on the tricky decision that you're stuck on, the friendship that's weighing on you and that you're experiencing some conflict with. You will get coached on your insecurities and how they hold you back. You will get coached on the goals that you are kind of avoiding because they scare you more than you'd like to admit. You'll come to our coaching calls or listen back to them later on the private podcast. You'll see yourself in other people's experiences and also be seen in yours. You'll come to our self-coaching workshops and sharpen the skill of changing your own life with self-coaching.

I am so used to having this skill that I have to remember that other people are out there living their lives without the ability to coach themselves. I don't know how they're doing it. Seriously. I'm like, "Oh my gosh, I'm so glad that

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I have this skill. Like, what would I be doing without it?" I don't even want to think about it.

And if you're black, brown, or BIPOC, you'll have two additional calls a month with the most amazing coach, Mars Lord. That means you get coaching on any topic that you want without the white gaze. These calls are not accessible to any white members. It's a section of the membership portal that is exclusively for our BIPOC members. And we get amazing feedback about this, and Mars is an incredible coach.

And you get to do all of this in community, by showing up however you want to. You don't have to be loud and posting all the time in the community in order to feel the benefit of being in community. But I guarantee that you will feel the power of being surrounded by people who are serious about change and inspiring, but also very human. This is a space where you get to be human.

So you'll stop spinning in overthinking. You will finally say and do the things that you have been meaning to say and do, but have been too scared to. You'll make a decision and not look back. And you will feel proud of yourself consistently. So this is identity level change from the inside out. And we have a full year of coaching ahead, specific topics, power classes, challenges. We will move together. I'm going through this with you as well. We are doing it as a collective. And you'll have the structure and space and support to respond to what life throws your way along the way.

So this is your six-month runway. But if you already know that you are in it for the long haul, there's a reason I created the one-year option and you'll get two months free. All you have to do is say yes. The doors are opening on June 5th. Make sure you are signed up to get my emails so that you get the invitation to sign up.

I can't wait to welcome you. Can't wait for you to get stuck in and use this amazing stuff that I've been making because it has been a labor of love and there's been so much going on inside me in order to create this. And what has come out of it is so strong and solid and practical, but also profound.

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So I can't wait to just let you all loose on it. Okay, folks. That's it for today. I'll catch you next week

Hey, if you love listening to this podcast then come and check out my membership, Powerful, where you get my best resources and all the coaching you need to transform your inner and outer life. Sign up to the waitlist at maisiehill.com/powerful, and I'll see you in the community.