

Closing the Gap - Live Coaching Meeting Summary August 26, 2026

Meeting Purpose

Coaching on making choices without needing certainty.

Key Takeaways

Action Creates Clarity: Certainty follows action, it doesn't precede it. Making a decision and taking action provides the feedback needed to gain clarity.

External Validation is a Power Leak: Seeking approval from others gives away personal responsibility and power. Self-trust is built by making decisions and owning the outcomes.

Price the Transformation, Not the Tangible: The true value of an offer is the experience and transformation it provides, not just the physical components. This reframes pricing from a cost-plus model to a value-based one.

Indecision Has a Cost: The fear of making a "wrong" decision leads to inaction, which costs time, energy, and income. The solution is to take "messy, aligned action" and view decisions as "reps" that build skill.

Topics

The Certainty Trap: Seeking External Validation

The core issue identified was a pattern of seeking external validation before acting.

Ria's Pattern:

Sought approval from her partner, Ryan, for her terrarium workshop idea.

Insight: This was a power leak, giving away responsibility for her own thoroughness and self-trust.

Sheree's Pattern:

Paralyzed by indecision on her business structure, fearing a "wrong" choice.

Root Cause: Childhood programming that linked being "wrong" to a loss of worth.

Cost of Inaction: Time, energy, peace, and income.

The Solution: Action Over Certainty

The coaching reframed the decision-making process:

Decision: Make a choice.

Action: Take a step based on that choice.

Evidence: Gather feedback from the action.

Clarity: Use evidence to gain certainty and inform the next decision.

Ria's Example (Terrarium Workshop):

Problem: Her initial venue inquiry was tentative, seeking permission.

Solution: A direct, decisive follow-up message secured the venue.

Pricing Mindset Shift:

Old: Debated lowering the price from \$175 to \$155 due to a smaller vessel.

New: Realized the value is the experience (intention, grounding), not just the physical terrarium. The price was held at \$175.

Sheree's Example (Podcast):

Problem: Overthinking and self-doubt prevented progress.

Solution: Took "messy, aligned action" by completing a podcast workshop.

Result: Completed the intro and outro, proving that action creates clarity.

Next Steps**Ria:**

Create a repeatable process for her workshops, including a welcome "creed" and a post-ticket checklist.

Due: Before next week.

Sheree:

Map out her simple, clear business structure/funnel on paper.

Due: By Sunday afternoon.

Both:

Practice making decisions without needing a guarantee.

Ask clarifying questions: "What can't I know until I move?" and "Can I handle what happens?"