

## Ep #26: How to Make More Money



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With Your Host

**Lindsey Mango**

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Hi girl, welcome to *Soul CEO*; a podcast for women who know they're destined for more. I'm Lindsey Mango and I'm going to show you that you can have it all and teach you how to get it by becoming the CEO of your soul, life, and business. Let's get started.

Hello, how are you guys? So we welcomed my sister's baby and my niece to the world last week or early on in this week. I'm recording this ahead of time, but I just know that that's what's going to happen, so I like to share myself with you guys, not just my knowledge and my coaching, but I like to share me. Like, I want you guys to get to know me through this podcast and hopefully you follow me on social media because you can definitely get to know me there.

But yes, we welcomed baby Demi into the world and I'm just so excited. I love being an aunt. It's the most amazing thing ever. I am again, saying this from before this is happening but I just know that it's going to be true. This is how I set my intention for things, right? You guys are getting to experience it in real time. This is how I manifest stuff. I just decide and I show up and decide it's going to be a certain way and then it is, and it's amazing.

But anyway, I'm so excited to talk about today's topic because I think it's going to change the way that you look at your business, your job, your life, et cetera. Again, this is going to be one that applies very much to business, but you can also take it and apply it to your life as well. So let's get started.

I want to ask you guys, where do you think money comes from? What does money come from in your business, in your job, in your life? So a lot of times - answer that in your head - and hopefully I'm going to prove it wrong or maybe you already know the answer and we're just going to take it one step further. But money, we think typically comes from time or from providing something. Like, giving something, giving our time, giving our energy, whatever it is.

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And while I could see why all of that would be true and can be true, if you think about it, money comes from value. I'm going to say that again. Money is created from value. Now, how we know this to be true, that if you look at the CEO of your company if you work at a job versus you, maybe you work the same amount of hours, maybe they work a little bit more, who knows? Depending on what type of CEO they are, but let's just say you work the same amount of hours. Do you get paid the same as the CEO?

Probably not, right? Because the value that they're providing to the company is greater than maybe the value you're providing. It doesn't mean anything about you, just means it shows that the value that they are offering is different than the one you're offering and they get paid much differently. The money that they create as a result of that is much different.

Now, the same thing is true in business. So wherever you guys are in business, the amount of money you've created has been a result of the value you've created or the benefit you've created, right? And how we know this is you look at super successful business owners, a lot of them - some of them work a lot of time, maybe they haven't figured that out yet and I'm going to do another podcast about doing things with ease and it not having to be hard work, but we're just talking about value today.

So but how we know that is that there are tons of super successful people who make tons of money and are super successful and make tons of impact and they don't work a lot. They don't spend a lot of time but what they do do is they add a lot of value. They add a massive amount of value, right? Which is why they create money.

Now, this is such a powerful thing to see because a lot of times people think clients are what make them money or their product is what makes them money or their time is what makes them money. But if you really look at it, it's the value of that product, that time, or that service that you're providing.

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So why this is so amazing and so important to understand is that if you want to create and attract more money, your work is to just create more value in the world. Like, think about it. Let's just say you're a personal trainer. If your value was that every single person that came to you got major transformation and got their dream body, what would people be willing to pay for that, right? Or how many people would be willing to pay for that?

And the same thing with coaching. If you want to elevate the amount of money that you're creating, it's about creating more value. So this is something that I come back to over and over and over again in my life and in my business because the reality is that you guys are here, you're wanting to grow, you're probably wanting to grow your income at your job or grow your income in your business or whatever it is, maybe even start making income in your business, and a lot of times we focus on the wrong things. We focus on getting the clients and getting the money from the clients and getting the raise from the boss.

But focusing on value gives you the power, right? It gives you the opportunity to increase your value and to take your power back to increase it and to create it and to provide it in every single way that you possibly can. Now, why this is so powerful is because it comes back to the thing that I teach in a lot of my programs, which is to create an impact plan.

So a lot of times - and trust me, girls, ladies, whoever's listening, I am goal oriented. I love to set goals, I think it's very powerful, I'm very motivated by setting goals, but sometimes I can get a little too focused on the goal and forget about all the other things. And so this is what really helps me stay in that energy of why I really do what I do, which is to serve more people and make a massive impact.

And so what I help a lot of my clients do in my programs and just in general is create - like I said, what I call an impact plan because impact is created by value, right? Or you could call it a value plan.

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So here's the thing: if you want to increase your income and the money that you're creating in your business and in your job, your work is to create more value. So then that creates the question for yourself of how can I create more value, how can I create more value for my clients, how can I create more value for my network, how can I create more value for people just by interacting with me and engaging with me? Or how can I create more value in my company?

Now, if you were to spend some real solid time thinking about that, I bet you could come up with so many ways that you could add more value. And so many different avenues. So when I'm helping people increase their income and increase their impact, I talk about what type of impact are you wanting to create and what does that look like? What type of value are you bringing to the table?

Now, that could also mean like, learning more and taking more action in your life and business but that also means creating more avenues to create more value. So for me, I know I have tons of value to offer, and in order to create a million dollars in my business, my work is to add one million dollars of value to my network, to the people that are watching, to the people that are listening here, to my clients, lives, to my Instagram stories, right? Like, all the things. That is my focus. How can I create that much value?

So I come up with as many options as humanly possible for me to create value. And I think about every single thing that I do and ask myself how I could create that much value. So for all of you guys, what I want you to think about is whatever your goal is in your business or in your life, the question that will shift everything is how can I create that amount of value?

So for me, my goal is to create a million dollars in my business, we're on our way there, super exciting, fun, and requires lots of growth and I love it, and the question I ask myself is how can I add one million dollars of value to the world? When I ask myself that and journal in that, I come up with so

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many ways. Through podcasts, through my posts, through the amazing clients that I'm leveraging as they're creating their businesses and impacting more and more and more people.

So that's what I want you guys to ask yourself today is whatever your goal is in your business, goals are amazing to have and money is amazing and great and serves such an awesome purpose in the world and adds to much to our lives if used properly, but you guys also want to make an impact and the way you do that is by adding value.

So whatever your goal is, what or how can you create that much value in the world? And I truly deeply believe that if you focus with every post, with every interaction, with every action you took at your job or in your business and you went in with that intention that you're going to create \$10,000 worth of value, that that is what you will end up creating. And that's what's so beautiful is that you have the power to create that and you have the opportunity to create that much value in the world and that will come back to you tenfold in money.

The money is just an after effect of you creating that much value in the world. So if you want to increase your income, you want to increase the money you're making in your business, don't focus on the number of clients, don't focus on getting the promotion. Like, while yes, you can focus on those things, focus on the value you're bringing to the table. The promotion, the clients, the masses of people will come when you offer that much value.

So what is your impact plan and what is your value plan? Focus on that and the rest will come. So I love you guys, I hope you got something amazing from this. If you guys want to take this work deeper, I created a Six-Figure Mindset free training just for you. And it's everything that I've used to get to six-figures, to get to consistent \$20,000 months, \$30,000 months, and to create my first \$60,000 month in business. This is the mindset that I used to get there.

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So if you want to take it deeper and you want to do that work, make sure you go to [lindseymangocoaching.com/6figuremindset](https://lindseymangocoaching.com/6figuremindset). Or go to the show notes below and click the link. I'm so excited to do this work with you and please share on your Instagram story if you are going through the training and what transformations you're getting from it. I'll talk to you guys soon. Hope you have a beautiful week.

Thank you so much for joining me for today's episode of *Soul CEO*. If you want to go even deeper into how to create a vision of the life you really want, how to become the woman in that vision and how to deal with the roadblocks we all face along the way, head over to [lindseymangocoaching.com/high-vibe-formula](https://lindseymangocoaching.com/high-vibe-formula) to get your free training of my High-Vibe Formula.