

Ep #79: How to Build Belief



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With Your Host

Lindsey Mango

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Ep #79: How to Build Belief

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? Welcome back to another week. I recorded all of these episodes when I was sick so you're going to get nasal-y Lindsey for a few weeks. Prepare yourself.

It's so funny when I talk, I feel like you can't really hear it but then when - I really don't listen to my episodes that often, but sometimes I do and I'm like, damn, that's good, then I'm like wow, I had a cold when I was recording that.

Anyway, that's beside the point. I'm super pumped because this episode comes out the week after my parents come to visit me and my fiancé in California. They have not been to our beautiful new amazing home and they actually haven't been to Manhattan Beach where we live so I'm just excited for them to be here and I already know I'm setting the intention right now that we will have the most amazing time, and that when this episode goes live, I will probably feel grateful to have my house to myself again.

I love my parents, they're amazing, but I think you guys can all relate when you have anyone, even if you love them, in your home for a week, sometimes it's nice to have your house back to normal and your routine back to normal.

Anyway, I am super pumped to talk about today's episode because this is something that is an integral part of what I teach as a coach and what I coach my clients on consistently. In fact, what I'm going to teach you today is a glimpse into one of the steps that I teach in The Coach Business Academy in my client attraction model.

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So really quick, I have this program called The Coach Business Academy and I have a four-step process that's called the client attraction model. And the second step is all about believing belief. And this process is really cool because I actually guarantee that you will sign a minimum of five clients by walking through this exact process, and I'm giving you guys a snippet of it today.

Now here's the thing. Some of you might be thinking like, what does building belief even mean? Why is this even important? And so I just want to challenge you that if this is your first brush with coaching or your first taste of it, to just kind of stick with me. If you're a little lost, go back to some of the previous episodes, but just challenge yourself to just see this and learn this and be open to hearing this.

And for those of you who have been listening to me, coaching with me, doing all the things with me, this is going to blow your mind. So here is why learning how to build belief is so freaking important. I want you guys to think about one thing that you really, really want. What is your next goal in life, in business, in whatever it is that you're working towards?

I want you to take a second. Really think about it. Just find something specific. Now, I want to ask you, if you believed with 100%, 1000% certainty that this goal was going to happen beyond a shadow of doubt, one, how do you feel? Holy crap, so amazing, right? But two, what would you be doing differently?

Now, here's the thing. Whatever answer you came up with, this is good because here's what I want to show you. This is telling us that if you're not showing up that way, that you don't fully believe. And if you don't fully believe, then you're not going to create the result.

Now, I don't mean to be like, oh my gosh, this is dramatic and this is terrible. The thing about creating results over and over and over again and

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continuing to explode into new levels of your growth and create new results is a process of building belief over and over and over again.

So I want you guys to think of belief like a muscle. Whatever you have in your life right now, you of course believe that it's happening, it's possible. You have it. And for that next phase, for that next goal, for that next thing, your process is about building belief in that, and then allowing that belief to drive all of your actions.

This is why belief is important because belief comes from your mind and your thoughts create your feelings, which create your actions, which create your results. So results come from your belief. Now, yes, you cannot just sit on the couch and believe. The thing is when you do believe, you're going to be inspired to take action, and from that 100% belief, that's what creates results.

What a lot of people do is they think I don't believe, I don't believe people are following, watching, listening, I don't believe that people are going to buy, and then they take action from that line of thinking and it creates a lack of results because our results always confirm our level of thinking.

And so then we see and we go see, people aren't listening, people aren't following, people aren't buying, and we keep doing it and it creates a cycle. So have you guys ever felt like you just keep recreating the same cycle? You're like, where are the people? Where are the clients? The result that I want isn't happening. It just keeps happening over and over again.

And this is the vicious cycle that you create. So I'm all about getting to what's important. I can tell you guys go reach out to people, go talk to people, go offer your services. Yes, that's all important, but if you do not have the belief to back it, you are not going to create the results.

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So how do you actually build belief? Again, I want you guys to see this as a muscle. If you went into the gym and it was your first day, you wouldn't go in and be like, trying to squat 200 pounds. That might be too much. So your work might be about learning how to lift or squat 20 pounds first.

So sometimes what we also do is we set these really huge goals, which I'm all about that, but what's really important is to identify like, where is your level of belief. So whatever goal you guys set from the beginning of this podcast, I want you to ask yourself if you split it in half, do you believe that that's possible?

Maybe you already have it. But where does your level of belief, like 1000% certain that it's going to happen, where does it kind of start to teeter? Where do you have a thought where you're like, I'm not sure if I totally believe that that's happening like, tomorrow, right now. That is what I want you to start doing your belief work on.

Not this huge giant goal because again, we're not going to try to lift 200 pounds every day in the gym. You're not going to grow your muscle because you're not even going to be able to lift it. You need to start with smaller things to practice building belief.

So whatever that goal is, if that is where your belief starts to teeter, perfect. If you realize that you want to have \$100,000 months in your business but you don't believe yet that you could have \$60,000 months or whatever, make that your own, then start there.

So whatever that number is, whatever that goal is, I want you to think about that. Now, here's the first question I want you to ask yourself. What is keeping you from believing this is happening? So first thing is what do you want to believe in? Then what is keeping you from believing this is happening?

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Now, when you guys write these things, you can write circumstances, you can write thoughts, you can write facts, whatever it is. It can be I'm afraid of what will happen, I don't have a big enough audience, people aren't watching me, people aren't listening, I don't believe the man of my dreams is out there, whatever it is that you guys are using for this.

Just write down everything that comes up for you. Why don't you believe that this is happening? Write everything. Don't question it. Just let it be there. Next thing, how can you prove this wrong? So if you could look out in the world, is there anybody out there who's doing it differently, who's gotten results while having a small audience or whatever it is? Or how could you see that this is wrong in some way, shape, or form?

Now again, this might be challenging because you really might believe these thoughts and circumstances are in your way. So I just want you to expand your mind and show up like you're an investigator and your only job is to prove these thoughts, these beliefs, these things wrong.

So go through every single one. Next piece, if you believed that this result was happening at a level of 100% or 1000%, what would you be thinking? I want you to take yourself there. What would you be thinking? If this was as good as done, if it already happened, identify everything that comes up for you.

Then I want you to go through each of these thoughts, each of these things, and I want you to identify which ones could already be true. So maybe for example, your thought is oh my gosh, people are watching me. How could you see that this is already true? There's probably evidence of this.

So I want you to go through each of these things and identify how could they already be true? Which ones already feel very true? This should shift

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the way you feel in this moment right now. You're like, wow, people are already watching me. I'm one step closer. People are buying right now.

Then I want you to identify which of these things you don't believe. So maybe you're like, oh my gosh, hundreds of people are buying from me and when you read that, you're like, I don't believe that, that's not happening.

So identify which ones you don't believe and then ask yourself what could I believe that helps me get there? Here's what I mean. These are called bridge thoughts. So let's just say the thought is oh my gosh, hundreds of people are buying. And you're like, I don't believe that at all. And let's just say right now your line of thinking is nobody is buying.

A bridge thought would be identifying something in between. So what could you believe that's in between those two thoughts? Maybe, well, some people are buying. Maybe you have evidence that they have. Or people are watching and there are people out there who want to buy. Or 10 people have bought. Or 50 people have bought.

Your job right now is to find an in between thought or belief that is going to help you bridge that gap. It's like lifting that 20 pound weight. Then your work is to take these thoughts and these beliefs, the ones that are already true, and the ones that are bridging the gap to where you want to go and ask yourself what actions would I take from here?

And then you seal the deal and continue to build the belief by taking those actions. This is how you build belief. And you continuously do this until it aligns with creating the result. And again, I always go back to this question, and this is why when people ask me what website did you have and tell me about your funnels and all the things, while that stuff can be valuable, it really doesn't matter if you don't believe.

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So my question always first is well, if you believed the result was coming, what would you do? How would you see it? Would you have a website? Would you have a funnel? Would you do it this way? Depending on their answer is where I'm going to coach them next.

So always ask yourself that question. If I believed with 100% certainty, would I be doing it this way? Would I be worrying about this thing? Would I be thinking about this thing? If the answer is no, you have to come back to this work.

Now, if you guys allow this, this is going to blow your mind. This is going to change everything for you, and this is one of the pivotal steps that you need to attract and sign clients over and over and over again. And if you want to take this work deeper and take it and put it into actionable items, which is also a part of my attraction model process, you have got to join The Coach Business Academy.

This is where I'm going to teach you how to attract and sign coaching clients. Again, there's a guarantee that you will sign five. A minimum of five if you walk through this process. Because I want to help you change the world with your work. I want to help you step into the coaching business you're meant to have.

If you want more details, if you are ready, if you are in, go to lindseymangocoaching.com/coachacademy. I love you guys and I cannot wait to hear your feedback from this episode. I will talk to you next week. Bye.

Thank you for tuning into today's episode of *Soul CEO*. If you are ready to take this work deeper and you want to bring your dream business or a reality, I wanted to make sure that you knew that Mango Magic Business Academy was available to you. Head to lindseymangocoaching.com/mangomagic.

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Or if you don't have a business and you are ready to bring your dream life to a reality and know you are meant for more, my Mango Magic Life School is also available. Go to lindseymangocoaching.com/mangomagiclifeschool for all the details. These programs are both life and business changing and you get access and coaching with me to walk through the modules and ask questions and get support to make your dream life or your dream business, or both a reality. I love you. I can't wait to see you in there.