

Ep #36: Where Anything but Average is Headed



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With Your Host

Lindsey Mango

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Hey guys, welcome to the *Anything but Average Podcast*, where I will teach you how to create a coaching business one step at a time. I'm Lindsey Mango, a life coach passionate about helping you create the life of your wildest dreams by creating a coaching business. Let's get started.

Hello and welcome back to another week and another episode of *Anything but Average*. Guys, how was your Thanksgiving? I hope it was so amazing, whether you spent it alone and did a Zoom Thanksgiving, or you spent it with family.

I literally cannot believe that we are five weeks away from the end of the year. What? Like this morning, I was sitting down and I was preparing, because I want to have all the podcasts prepared for the end of the year as we go into January. And I was counting out how many episodes I needed to record I was like, "What? Five weeks? That is insane."

2020 has been a doozie for a lot of people and has been very interesting. But I literally cannot believe that it is almost over.

So, I'm super-excited because, for those of you who've been following me for a really long time on social media – if you don't, follow me now, go to @lindseymango_. And for those of you who have even been tuning into the podcast consistently and who know the intro by heart, you probably noticed today there is a different intro.

And you've probably noticed that there's been a shift in what I'm talking about on social media and what my podcast episodes are talking about. And so, today's episode is going to be devoted to talking about the direction that Lindsey Mango Coaching and *Anything but Average* is going.

Because so many of you guys have been following me for so long and following this work for so long. And I didn't want to just blindsides you and

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make changes without really talking about it with you guys. Because not only is this podcast about teaching and adding value and helping you transform and create your *Anything but Average* life.

I kind of think of this podcast as a behind the scenes look, like- our little intimate conversations and touch points where you get to not only learn but also learn from the evolution of me and my business and what I'm creating and all of that.

And I also want to make sure it's super-clear so you guys know whether *Anything but Average* and my program and our work together is a fit for you and what you want and whether it's not. So, you can maybe go find another podcast or go continue to do this work elsewhere if it's not aligning with where you're going.

So, with all of that said, let's jump in. So, a couple of weeks ago, I guess it was probably a month ago now, I was really reflecting on what I'm creating in the world, who I want to help, what I want to help you guys with.

And I was actually talking to one of my friends about how I believe coaching is the best industry in the world. I was thinking about how – I feel like if you do this work, if you implement this work, if you see change, if you're really into personal growth, you can't not want to help other people.

This work is so transformative that I feel like you just can't not want to coach others. I think that's a double negative, but you guys get the point. So, I was talking about this and one of my friends was like, "Is that your truth? Is that what you believe?"

And I was like, "100%." And she was like, "That's so fascinating. Why isn't that what you're helping people do?" And if you've evolved with me, you've seen me, I talk about coaching all the time, how amazing it is. I help people

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find their purpose. I've had programs called the Coach Business Academy and focused on coaching.

But I changed directions a little bit at the beginning of this year because I feel like one of the things I stand for is really creating a life where you have it all. And so, I really went all in on focusing on that.

But here's what I've realized. I was kind of choosing between one or the other. I was choosing between coaching businesses or having it all. And it took me going through this entire journey of, like, doing one and then doing the other and helping so many people start their coaching businesses and get into coaching and really create the life that they wanted through having a coaching business to recognize that it's one and the same, that what I do for people, what I do for you guys is both.

My mission is to help you create a life where you have everything that you want and that goes hand in hand with having a coaching business.

Here's what I realized when I looked back on my journey. I would not have the life I have today if I didn't have a coaching business. Something would still be missing. Even if I was applying this work and I was growing and I was evolving and I had a thriving relationship and health and all of that, I know something would be missing in my soul.

And I know you guys know that too. All of you guys. One of the sentences I hear from you the most and the sentence I used to say over and over and over again is, "I'm meant for so much more than this."

And that more was yes, of course, about changing my life and evolving and growing. But a huge part of that more was having a business, doing something meaningful that was changing people's lives and would provide

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the freedom that I really wanted for my life. And a coaching business is the best way to do that.

And so, today, I wanted to share that with you guys because I want you to know that that's what *Anything but Average* is really about. It is about creating a coaching business. Because creating a coaching business pushes you to grow in every area of your own personal life and creating a coaching business is the best way to create the freedom and fulfillment that you are looking for.

When you say, "I'm meant for more," that's what you're saying. You're saying, "I'm meant to do something meaningful. I'm meant to contribute to the world in a bigger way. I have a story to tell. I have people that I want to impact. I want freedom. I want an entirely – I want to live the life that I daydream about."

And when you create a coaching business, that is the fast-track to getting all of that. So, that's what *Anything but Average* really stands for. That is the direction that this podcast and my program and the work that I'm doing in the world, that's the direction we're headed. We are on the highway in that direction, going 70 miles an hour. That's what I'm helping women do every single day.

And the process is still the same. And I just want to share that with you guys, from behind the scenes, that it too me going all in on helping people evolve their lives and then also doing coaching businesses, helping women create coaching businesses to see that they're really one and the same and to see how that process needed to unfold for you guys to create the results that you want.

So, creating a coaching business is going to give you both. It's going to give you the life that you really want. It's going to give you the freedom you

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want. It's going to give you the fulfillment you want. It's also going to require that you grow in every way possible in your personal life. That's how you become a great coach. That's how you help other people.

So, the process is the same. Change your life, find your unique purpose in the coaching industry, launch your business, and go out and change other people's lives. That's how you create a coaching business and that's what's going to give you everything that you're searching for.

So, guys, we're finishing out 2020 on that. And we are sprinting into 2021. Lindsey Mango Coaching Company is focused on helping as many women as humanly possible create coaching businesses. Get started. Become a coach, feel confident in what they're doing. And going out and helping other people change their lives.

Because when you do that, you're going to get everything that you want. You are going to have the freedom, the fulfillment, and have the amazing life that you are craving. That's where we're going.

So, if you want to jump on that train, now is the time to get on. Right now, we are ending the year with over 100 women in Anything but Average who are creating a coaching business, changing their lives, going out and helping other people change their lives too. And if you want to get on that train, I highly recommend jumping on now. So, if you want to join us, go to lindseymangocoaching.com/anythingbutaverage.

Also, starting Monday, I'm doing a three-day free training called How to Make Money from Anywhere Doing What You Love. I usually do just only hour trainings, but to finish out the year, I wanted to give you guys a value-packed three-day training that sets you up for success to make money from anywhere doing what you love before we go into 2021.

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So, go to lindseymangocoaching.com/3daylive. Enroll for the training and join the group. It will be three days of teaching you how to make money doing what you love from anywhere. It's simple. You're going to know exactly what you need to do.

So, if you've been feeling like you're meant for more, if you know you want to start some sort of coaching business impacting people's lives, if you want to make money from anywhere doing what you love, you have to be in this training.

Again, go to lindseymangocoaching.com/3daylive. I will see you guys on the inside and I will see you for the next five weeks, four weeks of 2020.

Just a quick note, over the next four weeks, I am going to be doing one episode a week on the myths about creating a coaching business. So, a lot of us believe myths that aren't true, that hold us back from deciding to start our coaching businesses, that keep us from launching and creating our coaching businesses, and that's what I'm going to be talking about over the next four weeks. You guys don't want to miss it. I will see you next week. Have a wonderful week. Bye.

If you're ready to take this work deeper and create your own coaching business, join us in Anything but Average where I will walk you through the step by step process to become a coach, start your coaching business, and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.