

**Ep #37: Myth #1-
You Need a Certification to be a Coach**



Full Episode Transcript

With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

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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, before we jump into today's episode, I want to make sure that you know today is day three of my three-day training, How to Make Money from Anywhere Doing What You Love.

Even if you missed the first two days, you have to be in there today. You can still show up live. It's still going to be so valuable and then you can go back and watch the replay from day one and two. Go to lindseymangocoaching.com/3daylive. Join us in the Facebook community and I will see you on the inside.

The other thing I want to make sure you guys know about is tonight, a 72-hour fast action bonus is opening up when you enroll in *Anything but Average*. So when you enroll in *Anything but Average* over the next 72 hours, from today, this is Wednesday when this episode goes live, you will get my free IG growth mini book that teaches you everything that I've used to build an over a million dollar business using Instagram, using a free platform.

So if you feel confused on how to brand yourself, how to market yourself, how to grow your following, how to attract clients by using your Instagram in your coaching business, you have got to join in the next 72 hours to get access to that bonus. Go to lindseymangocoaching.com/anythingbutaverage.

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The thing that I will offer you guys is that the moment you say yes to Anything but Average is the moment you're giving yourself everything that you need to get past all the fear, all the doubt, all the drama you have about actually starting your coaching business. All the confusion you have about how to actually do it, how to become a coach, how to sign clients, how to do all of it.

It's literally everything you need to go from not being a coach and wanting to start a coaching business to signing your very first clients. Plus, you get access to coaching with me. So any question you have as you're implementing the process, any fear, any doubt, any failure that you can't get past, you can come in the community where you're also supported by over 100 other women who are doing the process as well and get coaching from me.

It's not a problem if you have fear and doubt and drama about starting your coaching business, about wanting to have your coaching business, about signing clients, about all of it. But when you listen to that, when you make a decision on joining the program based on those fears and doubts and you don't join, you're not giving yourself the exact tools and process you need to create your coaching business.

So whether you are like, how do I start? How do I even do this? How do I become a coach? How do I get clients? All of that, this program is going to answer all of those questions and take you from point A to point B, from not having a coaching business or maybe calling yourself a coach but not really having clients yet, to signing your very first clients.

I literally have women in there who have wanted to start coaching businesses for like, two years, talked themselves out of it, and are finally - they started because they have this process and they have access to this

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coaching. They are signing their first clients. I have women who literally started their coaching business and now have eight clients and have made their first \$15,000.

You guys have to be in there. This is going to teach you everything you need to know. And when you join in the next 72 hours, you will get access to that IG mini book. So again, go to lindseymangocoaching.com/anythingbutaverage and just know, we can have your coaching business started and you signing clients before 2021. You don't have to wait until the new year. It can start happening right now. I'll see you guys on the inside.

Alright, so at the end of last week's episode, I shared with you guys over the next four weeks, I'm going to talk about the four biggest myths about creating a coaching business and go over what the truth is. The reason why I wanted to cover this is because I see the same things popping up over and over and over again for women who want to create a coaching business, but they believe these myths.

And because they believe these myths, that keeps them from starting. So we are going to cover one myth a week. I will go over the truth and talk about how to get past it so that you can start 2021 having everything you need to create the coaching business you want.

So today, the first myth about creating a coaching business that people believe is that you have to have a certification. I'm going to say that again. The first myth about creating a coaching business is that you have to have a certification.

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The truth is that you do not. I do not have a certification. Many of my most successful clients do not have certifications. A certification is not required for you to become a coach. I'm going to let that sink in for a second for those of you who've been telling yourself that or thinking that and searching for all the ways of how to become a coach.

The beautiful thing - it's like a double-edged sword about the coaching industry is that the bar for entry is very low. We don't have to pass any sort of test; we don't have to have a certification. Literally anyone can call themselves a coach.

But the bar for success is high because think about that. You could literally decide right now in this moment that you are a coach, but you have fear, you have doubt, what do you have to offer people? All of that. And that's really what has to be worked through in order to be a coach and show up powerfully, start your business and start helping people.

The certification essentially has nothing to do with that. The reason why a lot of us get certifications is because we think that the certification will make us feel confident to call ourselves a coach. And we've been trained by society that that's what you do.

You go to college, you get a degree, and then you have a piece of paper, then you can go out and get a job because of that piece of paper. That is not how the coaching industry works. I have many clients who have certifications who are super successful, and some who have certifications who are not.

I have many clients who do not have a certification who are super successful, and clients who do not have a certification who are not

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successful. The level of your success as a coach has nothing to do with whether you have a certification or not.

So what does it have to do with? It has to do with your confidence and your ability to help people and get them results. Confidence in your ability to help people get results does not come from a certification.

I want you guys to think about how when you went to college, maybe you didn't, but let's just say you go to college, you study something, and then you get out. How many of you actually felt like you knew what the hell you were doing at your job when you got a job in your industry or field?

Yeah, none of us. Because the confidence in your ability has nothing to do with how much knowledge you have or whether you have a piece of paper that tells you that you're a coach or you're an accountant or you're this or you're that. Now I know, some of these certain degrees or certain industries have tests that you have to take to prove that you have a certain level of knowledge in order to serve that job. Like a lawyer, a doctor, an accountant, all of that.

But when it comes to the coaching industry, the people who will help the most people, the people who will sign the most clients, the people who will create the most successful coaching businesses have confidence in their ability to get results. You will not get that from a certification.

And if you're looking for your confidence in a certification, you will still be looking for confidence after you get a certification. So here's the thing; I want to be clear for those of you who are listening and have a certification, there's nothing wrong with it. I don't want you to think that.

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But what I'm saying and what I want you guys to hear is that you don't have to have that in order to be wildly successful. In fact, if you're only looking for a certification because you don't feel confident enough to call yourself a coach, you are just perpetuating the same cycle.

You guys, you've heard my podcast before. Changing your circumstance doesn't change how you feel. And if you lack confidence in your ability to call yourself a coach, whether you have that piece of paper or not is not going to build that confidence for you.

So what I teach my clients in *Anything but Average* is how to go directly to the source, which is how to create confidence, how to develop the skills and the tools as a coach, how to build confidence that you can help people right now, how to change your own life, which is the first step of the process, how to get results in your own life in real time so that you can master the skills in your ability to help people.

That's how I became a coach. I think of it like this. You can read a book about swimming, but if you never jump in the pool to actually swim, you're just going to be sitting on the side of the pool telling other people what to do but not actually experiencing it and understanding all the little ins and outs of where they're going to get stuck and how to actually get them results because you're not implementing it in your own life if you're just leaning on a certification to do that.

So what I teach you is how to jump in the pool, how I'm going to get in there with you, we're going to learn how to swim, you're going to learn all the tools and techniques and skills you need, how to change your mindset, how to get results in your own life. Even if it has to do with your business, if you're lacking belief in your ability to get results in your business, that is something that you need to develop, that you need to be coached on, that

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you need to use tools to change how you're thinking to create different results.

When you do that, you will have 100 times the amount of confidence that you need. When you create results in your own life, when you get in the pool and you learn how to swim and you actually develop the skillset and get the result that you want, you are going to be able to coach other people so much more powerfully.

You are going to believe in your ability to coach people so much more powerfully. That doesn't come from reading a book or having a paper that tells you you're a coach. That comes from jumping in the pool, learning the tools, implementing them, getting results, changing your own life, and then going out and helping other people.

This is what I truly believe has made me such a successful coach. I hired a life coach to change my own life first, which is the first step of this process. And when I started to see results, I was mind-blown. I couldn't believe that implementing these tools after just three months, and it's not even going to take you that long inside the program, but after three months, I was like, I just couldn't believe the results I had created and I knew that other people needed this work.

I knew I could help them because I literally used the tools, got results, and I knew exactly what they were going to need to do in order to get results. That came from jumping in the pool and swimming. That came from implementing coaching tools in my own life.

So I want you guys to hear this. You do not need a certification to be a coach. You need to get results to be a coach. You need to get coaching

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and work through your own drama, your own fears, your own doubts to be a coach. That's how you have confidence as a coach, that's how you become a great coach.

The best coaches in the industry, the most successful ones are the one who implement this work every single day, coach themselves, and are living, breathing examples of this work.

I think about it like this. Michael Jordan doesn't have to go get a certification to coach basketball, right? He gets to coach basketball because he has insane results and everyone knows that he can teach them because he believes that because he has the results to prove it, so that does all the talking for them.

If Michael Jordan was a crappy basketball player but he had a piece of paper that said he was a coach, think about how people would feel differently about that. That's what I'm going to teach you in *Anything but Average*. How to change your life first, how to use coaching tools to get results so that you become the best coach with the highest level of confidence and you don't need a piece of paper to do that. That's the first step.

And the first lesson of becoming a great coach and creating a coaching business is the lesson right now in this moment when you think about joining *Anything but Average*, when you have all the fear, all the doubt, all the drama about it, when your husband doesn't agree with you, when your friends think it's silly, when your family thinks you're investing in a cult, that's what my family thought, that's your greatest lesson.

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Not reading about feeling the fear and doing it anyway in a book. Actually doing it. And when you do that, you are in integrity. You are a shining example. If you can't get past that, if you're not willing to do the scary thing, if you're not willing to have doubt and fear and invest in yourself anyway, there is no way in hell you are going to be able to help somebody else do the same thing.

Because you're basically saying I'm not willing to do that work but I'm going to try and help you do that work. That is out of integrity. Being in integrity and being a byproduct of your work is going to be what makes you the best coach, what gives you the confidence to coach others, and what certifies yourself.

You don't need someone to tell you you're a coach. You need to learn exactly how to certify yourself and call yourself a coach and be confident in it and be a living breathing example of this work. That's what I'm going to teach you in Anything but Average.

So literally, whether you are listening to this and you have no coaching experience and you're just drawn to this and sometimes you imagine what it would be like to do what I do and help people, join the program. I'm going to teach you how.

If you're a coach and you have a certification and you're listening to this and you're realizing that you're not being a byproduct of your work, get in the program. If you lack confidence in your ability to help people get results or you're like, I'm a mess, how am I going to help other people, get in the program.

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I'm going to teach you how to work through all of that and then go out and help other people do the same. Alright, I love you guys. Go to lindseymangocoaching.com/anythingbutaverage to join us and do this work. You do not need a certification. You need the confidence to call yourself a coach. This will give you that. Alright, I love you guys, I will talk to you next 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.