

Ep #38: Myth #2 - You Need to Have Business-y Things to Start Your Coaching Business



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With Your Host

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[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.

Welcome back to another week and another episode of *Anything but Average*. So, I was looking ahead at when this podcast episode is going to come out and it's actually the day I'm supposed to be flying home from Aspen back to Louisville.

So, I'm just hoping and praying and sending all the good vibes that we will actually be able to go. I already have all my skiing gear and we have our hotel booked and I'm so excited.

But I have to say, with COVID, I'm not really sure if that's going to happen or not. So, we shall see. Send me good vibes. But I also know this isn't the biggest problem in the world.

I will tell you guys really quick, before we jump into the second myth about creating a coaching business that how I approach something like this, it's possible that our trio could get cancelled, is I look at it from the standpoint of it's going to be a win-win situation.

So, it's going to be a win if we go. It's going to be the most amazing time ever no matter what. Or it's going to be a win if we don't go. Of course, I'll be disappointed, but I'm like, I'll take the time that I have scheduled off to just really enjoy and slow down and all of that and I'll make it my own mini vacation at home. That just really helps me from not being stressed about something like this when it's supposed to be fun. So, we'll see how it goes.

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Check back in with me in a couple of weeks and see how I'm feeling about it.

Anyway, so today is the second myth that people believe that keeps them from creating coaching businesses. And that myth is that you need to have all the business-y things in order to have a coaching business.

What I mean by that is you need a website. Maybe you're like, "Maybe I need a podcast too. I need branding photos. I need..." I don't even know if people use business cards anymore but, like, "I need business cards. I need someone to plan out all my branding and all of the things."

And here's what I want to tell you. No. Just no. You do not need all those things in order to create a coaching business. You just need a super-valuable offer, an ideal client, understanding who your ideal client is and who you're going to be offering it to. And the confidence to tell everybody you interact with, on social media, whatever platform you're using to promote your business, about it.

These are the three steps that I teach in the launch your business module of *Anything but Average*. That is literally all you need. But here's what happens. A lot of us don't have those three things and we lack confidence or we don't know what we want to offer or we don't know who we want to offer it to. And so, instead of focusing on that and fixing that and changing that and creating those three things, we instead start focusing on, "Oh, I probably need a website to get started. I probably need branding photos."

Because what that does is it takes us away from the problems and the drama that hits closest to home. Think about it, the reason why you think you need all this business-y stuff is because you think it's going to make

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you look like a legit business owner and that people will be like, “Oh, she’s got something valuable to offer.”

But do you know what makes you look like a legit business owner? You signing clients, you creating value, you offering your valuable offer and starting to get clients results. That’s how you look like a legit business owner.

Do you know how you create confidence in the fact that you are a business owner? You have those three things. You have a valuable offer. You understand who you’re offering it to. And you have the confidence to tell people about it. That is literally all you need.

And the reason why I wanted to cover this is because I see so many people invest lots of money, lots of time, lots of stuff, lots of problem-solving into these things when they are not what you need to get started.

When I first started my business, I didn’t have a website. I replaced my corporate salary before I ever even had a website. And that’s because I believed so deeply in what I had to offer people that I didn’t need to wait for a website. I was like, “People need this now.” And I started adding value on social media. That’s all I had.

I had no website, no podcast, no business cards, none of it. All I had was that valuable offer, the confidence to tell people about it, and understood who I was offering it to.

And when you have that, you don’t need a website. You don’t need branding photos. I didn’t have, like, fancy photos. I would set up my phone on a timer. I would take selfies. I’d ask a friend to take a quick photo of me.

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Think about it like this, you guys – and this is kind of an extreme example, but if you found the cure to cancer and it could literally start curing people today, would you waste a single moment putting any of these other things in place? No.

You'd start telling everyone and every... I don't know where I was going with that... but everyone you knew about it because you're like, "People need this now."

Now, I'm not saying that websites aren't valuable or having my podcast isn't valuable. But what I'm saying is I implement this stuff into my business when I'm already in a place of believing that I'm going to continue to sign clients, that I want to create more value in the world.

I don't add anything into my business from a place of believing I don't look like a legit business owner and people aren't going to take me seriously and that I need a website in order to sign clients. When you do that, you are continuing to perpetuate the negative belief systems that are keeping you from signing clients and helping people and from starting your coaching business.

Which is that you have to look legit or you have to look a certain way or that people will buy what you're offering because you have that website or that you have that podcast. No. That's not what makes people want to buy and work with you.

What makes them want to work with you is that they believe you can help them. And do you know how you show that to them? You show that to them by you believing you can help them, by you showing up and adding value to their life, by you making offers and giving them the opportunity to jump

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on a consult call with you, to experience what it's like to work with you. That's all that you need.

So, I want you guys to really reflect on am I waiting to start my business for all of these fancy things, and why? What's the real reason? And I will tell you, the real reason will come back to one of the things I've said on this episode today; that you don't believe you look legit, that you don't believe that you can sign clients without it, that you don't believe that people will want to hire you if you don't have all these things.

I had people pay me thousands of dollars without a website. People will believe about you and your business what you believe about you and your business. So, if you're going to invest your money anywhere first, invest in getting coaching for yourself, invest in your own brain, invest in a program that teaches you how to have confidence that you can help people, how to have your offer, to identify who you're offering it to, how to build the confidence to offer it to them. When you have that, now if you want to build a website, you can build that off of a rock-solid foundation of those three things.

But if you don't have that foundation – I've seen so many people invest so much time, invest so much money in having a website and having photos and all these things and they're still not signing clients because they don't have that rock solid foundation of – I'm going to say the three things again – a super-valuable offer that people actually want, understanding who their ideal client is, and the confidence to tell anyone and everyone about it.

Then, when you have that, add a podcast. Add a website. Add anything. I imagine it's almost like anything you do that you add on like that is only going to magnify what you already think and believe right now. So, if you don't believe you can help people, if you don't believe you have a valuable

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offer or you haven't even created an offer yet, if you don't know who you're offering it to, if you don't have the confidence to tell people about it and you add a website on it, it's going to magnify that even bigger.

You're going to have even more doubt. You're going to have even more fear. It's going to double it instead of hide it. You do not want to hide your doubt and your fear and your drama about your ability to create a coaching business, your ability to help people behind a website. Now you've just spent money on something that's not actually going to help you solve what's keeping you from creating your coaching business and from getting clients.

So, guys, I can offer you the number one thing; invest your money in your brain first. If you do not have a valuable offer, if you do not have the confidence to tell people about it, if you aren't sure who you're offering it to and you need help building all of that ability, join *Anything but Average*. That's what I'm going to teach you.

Don't waste your money on all these other things that are going to magnify the problems that you already have. I'm literally sitting there and I'm like, I just want to save you from doing that because it really isn't going to be what creates your results.

And I hate to see people invest time and money in things that aren't going to get them further along. Now, again, I'm not saying that having a website and having a podcast and all of that isn't valuable. Again, it's going to magnify what you already believe.

I believe my work is changing lives and it's going to continue to do that and that I know exactly how to get clients and all of that. So, when I create a

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podcast, it magnifies that. But if I don't have that, it's going to magnify my doubt.

So, myth number two, you need to have all the business-y things in order to sign clients and start your coaching business. The fact is that you just need to have a very valuable offer, an ideal client to offer it to, and the confidence to tell people about it. And I will teach you that in *Anything but Average*.

Guys, I am working on helping as many women start their coaching businesses before the end of the year.

Go to lindseymangocoaching.com/anythingbutaverage. I will teach you everything you need to know, from not having a coaching business and wanting to become a coach, to creating your offer, to learning how to sign clients, all of it. You can literally start today. I will see you on the inside and I will talk to you guys 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.