

Ep #40: Myth #4 - The Coaching Industry is Oversaturated



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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*. Happy almost New Year. I literally cannot believe that it's 2021. Like, I'm not kidding. Sometimes I'm like, wait, I was born in '89. What is happening?

I feel like the year 2000 was like, five years ago. But really, it is 21 years ago. What? I'm like, how am I old enough for 21 years to be something that totally happened in my life already like, long happened in my life? Whatever that means.

Anyway, I am so excited about what 2021 is going to bring for all of you guys, all of the women who are creating their coaching businesses literally as we speak inside *Anything but Average*. I have a feeling it's going to be a great year. I know we've got some things to hash out in the country, but I think we're going to figure it out and then we are just going to steamroll 2021 in the best way possible.

So anyway, I hope you guys have a wonderful New Year. Before we jump into today's episode, I wanted to make sure you guys knew about my free training called 3 Days to Launch. Starting on Monday, I'm doing another three-day Facebook Live training in a Facebook group. I don't do these very often, but this is the most high-tough, intimate type of free training that I do.

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And we are going to launch your coaching business in three days. So for those of you who have been out there and have thought you wanted to become a coach and create a coaching business and you're on the fence and it's just taking you forever to launch, you have to be there.

If you have a coaching business but you haven't really officially launched it and you're not getting clients, you have to be there. If you're on the fence and you're like, I think I want to be a coach, you have to be there.

3 Days to Launch is going to break down how simple it can be to launch your coaching business out into the world without overcomplicating it. And what that's going to do is it's going to allow you to commit to your coaching business, start making offers, start getting clients right at the start of the New Year. So again, go to lindseymangocoaching.com/3daystolaunch. Join us and I will see you on Monday.

Alright, so today, we are talking about the fourth myth of creating a coaching business. What is the fourth myth around creating a coaching business? The fourth myth is that the industry is oversaturated. How many of you guys have had that thought?

You're like, I mean, look at all these coaches. Why would somebody work with me when they could work with all these other coaches? And coaching is like the next fitness industry, so there's going to be so many people doing this. Why should I do this? And you don't think there's space for you.

Here's the truth. There is always space for you when you recognize your unique offer to the coaching industry. There is no you. There is no one with your story, no one with your perspective, which means that there's no such

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thing as an oversaturated market because what you're going to offer to the coaching industry is different than everyone else.

Also, I always love to say this too, that it's not oversaturated. If you're in a little bubble where you're following a bunch of coaches, that's just because you're in a bubble following a bunch of coaches. But the other thing is we are never going to run out of humans who have problems and need help. More and more and more are coming all the time, which means there is always space for you.

So I want to explain a concept that is kind of business-y because I think it will help for you guys to get past this thought, that the coaching industry is oversaturated. So there is something called a blue ocean market in business.

And a blue ocean market means that you basically produce a product or service that no one else is doing, meaning that you kind of have a blue ocean, like you just own the ocean. There's no one else out there offering what you are offering.

So basically the whole idea is that when you have a blue ocean, if you provide great value and service or your product and you do a great job, you're just going to take over because there's no one else doing what you do. My thought is when you are really clear on what you're offering to your people, when you connect to your own unique purpose in the coaching industry and when you share your unique perspective and your unique ideas and your unique value in the world, we are all creating our own blue oceans.

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I'm going to say that again. We are all creating our own blue oceans, where there's tons of people who are the best most ideal clients for only us. And the people who are the best most ideal clients for me are not the best most ideal clients for you because you have your own entire blue ocean of people who are the best fit for you and what you're offering.

Because no one has your story, no one has your ideas, no one has your perspective, no one has your coaching style, no one has the same offer as you. Even if some of it's similar, the same, or you're teaching something similar to what I'm teaching, you still have a unique spin on it.

So no matter how many coaches there are in this industry, we all - when you can recognize that, when you can make that connection, when you can show up in the coaching industry with that perspective that you are offering something powerful and different that your ideal clients need from you, you won't feel like the market is oversaturated.

You will feel like you're bringing something new to people and the industry. You will feel like you're bringing a new perspective, and you won't even be paying attention to all the other coaches in the industry because of what you're providing for it.

So if you still have doubt around this, this isn't a problem. If you're like, why would someone hire me when they can hire someone else, it does feel like there's lots of coaches that they could work with, in *Anything but Average*, I teach you how to find your own unique purpose in the coaching industry, how to identify your ideal client and why you're the perfect person to help them, why your story is something they need to hear, why your offer is something nobody else is offering in this industry, how to show up and provide value to them in a way that they connect with, in a way that they think you are their soulmate coach.

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And then that's what's going to allow you to not even be paying attention to what other coaches are offering. When you make that connection, when you see it in that way, you are going to feel like you are building your own blue ocean market. You are going to be serving your soulmate clients on such a deep level that you will know there is no better person to serve them than you.

And when you have that, you're going to show up so much more powerfully. People are going to be so drawn to you and attracted to you, clients are going to sign. That's going to make signing clients so easy. But when you think you're a dime a dozen, the result you're going to create is that you are a dime a dozen, that there are other coaches who do what you do, that people should hire other people over you.

The market isn't oversaturated because it doesn't have someone like you. And we are never running out of people who have problems who need your help. I always tell my clients in Anything but Average that the ideal client always meets you at the perfect time.

When I met my first coach, I met her at the perfect time. I got super intimate touch points. We were coaching one-on-one, it was the right price point for me and where I was at, and I was her ideal client. Had I met me now, I might not have worked with me or someone else.

So I just want you guys to think that the trajectory of you and your ideal client is always going to match up. And if they're not your ideal client, they're someone else's ideal client, but there is a whole group of ideal clients out there waiting for you to share your message.

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I want you to think about it like this. If you believe that there are 100 people out there right now waiting for you and your message, would you be willing to start your coaching business? Would you be willing to show up and share your message?

It starts with one. One human. Focusing on one human, impacting one human. That one human is going to turn into 100. That's how you create your own blue ocean.

Guys, make sure you join 3 Days to Launch, lindseymangocoaching.com/3daystolaunch. The link is going to be in the show notes. Again, three days to get launching your coaching business, whether you want to become a coach and create a coaching business, whether you have your coaching business and you haven't launched, whether you literally have been thinking about launching your coaching business for a year now, you have to be in this group.

It is going to be one of the most valuable trainings I've ever created. It is going to literally teach you how to launch your business in three days, right at the beginning of January. The first Monday of January. Think about that. Launching your business the first Monday of January. Imagine where you're going to be one year from today. Mind-blowing.

Alright, I love you guys. I will talk to you next week and I'm going to be adding one more myth on at the end and then we will go back to our regularly schedule podcast episodes. Talk to you guys soon. 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,

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and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.