

# Ep #41: Myth #5 - You Need a Lot of Time to Create a Successful Coaching Business



## Full Episode Transcript

With Your Host

**Lindsey Mango**

[Anything but Average](#) with Lindsey Mango

## **Ep #41: Myth #5 - You Need a Lot of Time to Create a Successful Coaching Business**

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 to another week and another episode of *Anything but Average*. Happy 2021. This is officially the first episode of this year. I hope you guys had an amazing holiday and New Year's.

And I just want to remind you before we jump into today's episode that today is the final day of my free training, 3 Days to Launch Your Coaching Business. So you can still join us. You can still watch the replays of the first two days, and you can still get everything you need today in the training to launch your coaching business.

So if you've wanted to become a coach but haven't known where to go and what direction to go, join us. If you have been thinking about creating a coaching business and haven't launched it, join us. If you have a coaching business but you're not signing clients, you haven't really officially launched it out in the world, you want to join us. Go to [lindseymangocoaching.com/3daystolaunch](http://lindseymangocoaching.com/3daystolaunch) and I will see you on the inside.

Also, next week begins 15 days of live coaching inside *Anything but Average*. So when you join this week, you are going to get access to coaching with me every single day for all the weekdays of the rest of January.

I'm doing this because I am focused on helping you create your coaching business and start signing clients before the end of January. And I want to give you as much coaching support and help as you need. This is literally

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the equivalent of I think six months of coaching weekly with me in there, so if you've been on the fence about joining, if you want to create your coaching business in 2021, sign clients, finally get this up and going so you are creating the freedom and the fulfillment you want in your business, you have to join us.

Go to [lindseymangocoaching.com/anythingbutaverage](https://lindseymangocoaching.com/anythingbutaverage) and I will see you on the inside. I rarely do these coaching every day, so you want to be in there this month.

Alright, let's jump into the fifth myth of creating a coaching business. I actually told you guys originally there were four, but I was reflecting on it and I realized there was one more that I wanted to talk about today.

The fifth myth - that's kind of a mouthful. The fifth myth around creating a coaching business is that you have to have lots of time in order to create your coaching business, that you have to quit your job or burn the midnight oil to create your coaching business.

The truth is it actually takes minimal time when you have the right actions, when you know exactly what actions you need to take, and you are super effective in taking those actions. I'll tell you guys a quick story. I launched my business when I was working full-time, 40-hour week at a job.

And so I was working full-time, and I was building my business. I literally spent my lunch hour, I would drive to a parking lot, I would spend my lunch hour working on some content. Sometimes I would do consults with clients. That is all I did to grow my business.

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That is 45 minutes to an hour a day. Now yes, I did have to create space for clients as I signed them. But to actually build the business, you don't need to be working eight-hour days in order to grow your coaching business. If you can work one hour a day and be super effective and know exactly what you need to do and know exactly how to show up and create value in the world and make offers that work and that attract clients to you, that's all you need to do.

So when you get caught up thinking you need to do more, it's only because you don't believe that it can be that simple to sign clients. It's only because you don't know what exactly you need to be doing in order to sign clients and it's only because the actions you're taking aren't effective.

I built my business, like I said, in that one-hour lunch time, and it only took me six months to replace my corporate income doing it that way. Again, I wasn't working until 10 or 11 or midnight outside of my job. I was working one solid hour, I knew exactly what I needed to do, I was in the right belief and the right thinking, and I was signing clients consistently because of that.

Can you fit in an hour a day? I've also structured my program to minimize the amount of time it takes. A lot of times people, they don't join because they're like, "I don't have time to start my coaching business," but what they don't realize is not joining is what's taking even more time. I've had people who have followed me for three years and then finally joined and they get results in the first three months.

Waiting, not having a process to help you create your coaching business and get clients, throwing spaghetti at the wall and thinking you have to grind and do a ton of things is going to burn you out, make you exhausted, and not create the results that you want. Why waste that time? Why spend

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so much energy and action when you could be doing a lot less action and creating massive results?

That's what you learn in *Anything but Average*. So I want you guys to all be aware when you're thinking you need to do more, you need to spend more time, you need to do all these things, no, what you actually need to do is you need to work on your belief that your action is going to work.

You need to work on the fact that one post you put out is going to attract the right people and someone's going to reach out for a consult. You need to work on showing up consistently yes, but not consistently for 20 hours a day.

In *Anything but Average*, I teach you the simple way to compress time, to know exactly what you need to be doing. You don't have to quit your job. I actually recommend working your job while you build your business if you have a job so you can support yourself, invest in yourself, continue to support your family while you grow your business.

You can do that so simply. I promise, if I can do it, you can do it. So what's actually going to take more time is thinking that it's going to take a lot of time. It's not having a process and knowing exactly what you need to do. It's not having the belief in the thinking it's going to create results.

That's what's going to make it exhausting, that's what's going to cause you to spend hours and hours and years and years either waiting to start your business or doing a bunch of stuff and still not getting the results you want. Why do that when you can have access to a simple process and coaching and knowing exactly what you need to do in order to get results, in order to sign clients, and in order to grow your business?

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That's what I teach you in Anything but Average. It's so simple. This doesn't have to take a lot of time. You don't have to burn the midnight oil. Apparently, that's my saying today. And just do hundreds of things. It's kind of like I almost imagine it like - this could be a controversial topic but doesn't matter. Let's just think about guns for example.

I will say paintball guns. If you have a sniper paintball gun that you can just point it at a tree and take one shot and hit it exactly where you want to, why wouldn't you do that? Why would you take a gun and spread it all over and shoot all the paintballs all over the place trying to hit the tree when you could just take one shot and hit the tree exactly where you want to?

That's what you're doing when you're throwing spaghetti at the wall. That's what you're doing when you think it's going to take a bunch of time and you're stressing and you're grinding and you're overworking yourself. It's just because you haven't figured out the right combination of thinking and actions you need to be taking in order to take one shot and get the result that you want.

And that's what I'm going to teach you in Anything but Average. Go to [lindseymangocoaching.com/anythingbutaverage](http://lindseymangocoaching.com/anythingbutaverage). My goal this year is to help as many women as possible start their coaching businesses, start helping people, start signing clients.

Because when you have the coaching business that you really want, you are going to live a life beyond your wildest dreams. I love you guys, happy New Year. Make sure to join me on the free training and for those of you who join Anything but Average, I'll see you on the inside for the 15 straight days of coaching. I'll talk to you guys soon. Bye.

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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](http://lindseymangocoaching.com/anythingbutaverage) and I will see you on the inside.