

Ep #42: The One Thought in the Way of Signing Your First Client



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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*. Guys, welcome to week two of 2021. Oh my gosh, when I just said that I had this moment where I remember the year 2000. I remember celebrating New Year's Eve, I remember Y2K, I remember all that. When I said 2021, I was like, it just hit me that that was 21 years ago.

I can't even believe that 21 years fits so comfortably into my life. I'm like, wait a minute, no, that feels like it was five years ago. I don't know if you guys feel like this but sometimes, I feel like I'm 23 years old so it's a little confusing.

Anyway, I am so excited about today's episode, but before we jump in, I have a couple things I want to share with you guys. One is a testimonial from one of the women who joined *Anything but Average*. Just a reminder, *Anything but Average* is my signature program that teaches you how to become a coach, launch your coaching business, and go out and sign clients.

Here's what she had to say. "Oh my gosh, I have my first paying client. She was a yes before I even told her the details and she told me I should even be charging more than what I'm charging. Since joining *Anything but Average*, I finally committed to what I knew I wanted to do for over five years."

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Side note you guys, she has been wanting to create a coaching business for five years. Taken lots of different actions, done all of the things, lots of different courses, but Anything but Average gave her everything she needed to accomplish this.

She said, “When I joined the program, I finally worked through my own mind drama and continued to transform my own life. I’m so thankful for this program and the old me, knowing that this investment was going to be so worth it. This is literally just the beginning. I have another client who’s a potential yes and another consult scheduled on Monday and I haven’t even publicly launched my coaching business yet on social media. I’m so thankful for this program and everyone in it.”

My gosh, so good. And there are so many women who are joining Anything but Average every day, celebrating these moments in their coaching business. The other thing I wanted to share with you guys is this week, on Monday, so just a couple days ago, we kicked off my 15 days to your first client push inside Anything but Average.

For the entire month of January, every single weekday, I am doing a Facebook Live coaching session inside Anything but Average for all of the women who are in there to help you sign your first client. You’re going to have support from me every day to make sure that you accomplish that goal.

Guys, I rarely do these daily types of coaching inside the program. You get weekly access to weekly coaching when you join, but this is like having four months of coaching packed into one month. I want you to imagine ending January having your coaching business out in the world, marketing all of that, being able to call yourself a coach and own that title and signing your first paying client.

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That is what we are going to do. You have to be inside the program to get access to this. So if you want to join us, go to lindseymangocoaching.com/anythingbutaverage. You can join us right now and start on this journey to sign your first client by the end of January. I'll see you guys on the inside.

Alright, so today what I wanted to talk about is the one thought that is keeping you from signing your first client. Whether you're listening to this and you have that seed planted and you're like, I think I might want to be a coach, you know you want to be a coach but you don't know where to start, or you are calling yourself a coach, you're marketing online, but you haven't signed your first client, or maybe some of you guys have signed a couple clients but you're not signing clients consistently, this episode is for you.

The reason why you haven't signed this first client is because you have the thought that you are not ready to sign that client. You do not feel like it's inevitable that you will sign that client.

And here's the thing; what I see so many people do is they go out searching for things to help them feel ready, to help them feel ready to start their business, to help them feel ready to start coaching people, to help them feel ready to start marketing, and telling people they're a coach, to help them feel ready to sign that client.

And here's the thing; you guys know from listening to this podcast that being ready isn't a circumstance. It isn't about the stars aligning and you finally have the knowledge, the certification, the network, anything to be ready to actually do this. Being ready is a feeling you are in charge of creating and your mind is what creates it.

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I'm going to say that again. Being ready to sign your first client doesn't come from the stars aligning or all the things falling into place. It comes from your brain and you believing you are ready. So many people wait and go get a certification before they launch their coaching business and start taking on clients.

They wait until they gather more information. This is actually what the testimonial was at the beginning of this episode. She waited for five years to feel ready. She took a bunch of courses and still never felt like she was prepared. And again, this is because it's one thought away.

And the challenging part of this is that changing your circumstances, changing your actions, changing what you're doing doesn't change your thinking, which is why maybe you waited the last six months of last year to start your coaching business, or maybe you've been waiting a really long time to sign that first client.

Or maybe you are marketing, but you still feel like you're waiting. That's because you haven't changed that one thought. You are literally one thought away from signing your first client right now. And when I said that, I'm guessing a lot of you had a thought that had something to do with being ready and believing that you were going to sign that one client.

That is the exact thing that's keeping you from signing clients. That's the exact thought, the one thought you are away from signing your first client. If you want to start your coaching business and start signing clients, you have to change this at the thought level. You have to know how to feel ready and be ready. You have to know how to make that decision and start taking action forward.

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Because readiness doesn't come from external things lining up. Readiness comes when you decide you're ready, when you believe you're ready, and that is just one thought away. And you're in charge of creating it.

I literally feel so passionate about this because I see so many people waste time, waste money, waste all of the things trying to feel ready, trying to sign that first client when it really is this simple. It is one thought away. This is what I'm working with the women inside Anything but Average on for the entire month of January.

I want you to think about this. Even if you hear me say that and you think that's too good to be true, that's the thought you have to change. That's the thought keeping you from signing clients. But we are closing this gap literally every single day together.

This is like, you have access to one-on-one coaching with me but it's in the group, on the Lives, to close this gap and sign that first client. And here's the ultimate thought you need to have in order to do that.

You need to have the thought, "People need this, and I can help them." When you have that thought, it's going to impact every single action you take, it's going to close the gap between you and the people you want to help, and it's going to sign your first client.

That's what we're doing inside Anything but Average. Make sure to go to lindseymangocoaching.com/anythingbutaverage where I will help you identify your specific thought that is in your way from starting your coaching business and signing your first client and get you to a place where you sign your first client before February of 2021.

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Guys, think about it. You are one thought away from kicking off your coaching business the first month of the year. Think about the possibilities for the rest of 2021 when you spend January that focused, that highly executing the process in Anything but Average, with that type of coaching, with that type of support, you are going to be unstoppable.

So we are all one thought away from the result we want, you are one thought away from your first client. I will see you on the inside of Anything but Average where I will support you on that journey 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.