

## Ep #43: Actions That Sign Clients



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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, we are on week three of January 2021. These weeks literally go by so fast and it blows my mind. We're going to turn around, it's going to be February, and then it's going to be July and then it's going to be December. No, I'm kidding.

But what's so funny is I'm actually recording this podcast in December and I'm sitting here in my sweaty workout shorts and sports bra because we live in a brand-new neighborhood and they're building houses. And for some reason they had to turn out water off for the day.

So yeah, it's been an interesting kind of day. But it doesn't matter, this is a great example of showing up, doing it messy, literally physically messy and creating value in the world anyway. You can do that at all times.

Alright, so before we dive in, I want to share another celebration and transformation from the *Anything but Average* program where I teach you how to create your coaching business. Everything from getting started as a coach, building the tools you need to be a great coach, launching your business, going out and signing clients and changing people's lives, here's what she had to say.

"Celebration. I woke up this morning to an email notification that someone signed up for a mini session with me. We got it set up and she told me she searched a hashtag and that's how she found me to book this session. She is as cold of an audience as humanly possible. No prior exposure to me at all. We did the session and she signed up. What the hell? My mind is

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blown. Not a single objection to overcome. She was just like, yup, sounds perfect, let's do it. Sent the contract over and the payment link, and she already paid. Am I dreaming? Is this really happening? Cheers my friends, I'm so excited."

Guys, this is what happens when you follow this process and do this work. This is how simple it can be. Literally, if you know you want to be a coach, join Anything but Average. I teach you how to get started, I teach you everything you need to know to start signing clients. I teach you how to be a great coach, all of it, marketing.

If you are a coach but you're not seeing the results that you want, join us. And if you fall anywhere in between there, you have to be inside this program and make sure to join us right now because we are in the middle of the 15-day Facebook Live daily coaching sessions that you get inside Anything but Average. 15 Days to Your First Client.

When you join, you will get access to the rest of the month of January daily live coaching. It's literally - if you join right now, it's literally like having two months of coaching all packed into the last couple weeks of January. So make sure to join us. I will see you on the inside.

So today, what I wanted to talk about was the actions you need to be taking in order to sign your first client. Now again, I know some of you have the seed planted in your head, you want to become a coach, you want to create a coaching business. So just keep in mind, this episode is going to ease any fear you have about signing clients, about all of that so you can get started.

And for those of you who already have your coaching business, this is going to help you understand what you need to be focused on in order to

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sign clients. So y'all ready? Here are the actions you need to be taking to sign your first client.

One, you have to create valuable content and marketing. Add value. Show people you can help them by actually helping them. Two, you need to tell people how to work with you.

I can't tell you guys how many times I see people sharing really transformative posts, but then they're not telling people how to work with them. They're not telling them where to go, how to reach out to them, how to schedule a consult, so you have to tell people how you're working with them.

Are you working with them one-on-one? Do you have a program? What are you doing? What are you offering them? That leads into my last thing. You have to tell them how you can help them. Tell them what results you can help them create. Tell them the transformations you're going to help them facilitate. Tell them what's going to happen after six months of working with you and repeat that over and over and over again.

Now, some of you guys might be thinking that sounds super simple. And it is. It's meant to be. So many of my clients overcomplicate this. I think about it like this. If you had a restaurant and you were opening a new restaurant - I've done a podcast about this a long time ago.

But if you had a restaurant and you had opening day, you would turn the lights on, you would turn the open sign on, you would tell everyone you knew about the restaurant, you'd make sure they knew what kind of food you were offering, where the restaurant is, how they can get there, all of that. And that's how you would create clients.

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If you didn't turn the open sign on, kept the lights off, didn't tell them what kind of food they were going to get, didn't tell them where the restaurant was, then no one would come. You wouldn't have any paying patrons in your restaurant. A lot of times when people get online, they forget these simple things, but that's really all you need to be doing.

Now, here's what happens. There's either one of two things happening when it comes to these three action items. The first thing is you're not doing them. And if you're not doing them, then we for sure can guarantee that you're not going to sign clients.

This is what I've been working with the women inside Anything but Average during these 15 days to your first client on. Showing up consistently, adding value, telling people how they work with people, making offers, telling them how they can help them, all of that.

So the first thing is if you're not doing this, this is where you have to start. You might not be doing this because you doubt yourself, because you're afraid, you don't have confidence in your ability as a coach. All of that I teach you how to get past in Anything but Average.

All of that isn't a problem. It's just the pathway through to the actions you need to be taking in order to create the coaching business you really want. The second thing you guys are doing is you're doing these things, but you don't have the right thinking and mindset that is going to create the results that you want.

Here's the thing; there are people out there who all take the same exact actions. They post the same things. You could literally take an exact post from me and post it on your social media and have it create a completely different result because of the thoughts you have.

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So if you are doing this, if you are taking this consistent action and you're not creating your first client or your next client, there's something blocking you. There's a thought that is holding you back. There's a thought that is showing up in every single piece of content you're putting out there that is keeping people from reaching out.

You guys heard in the testimonial that I read at the beginning of this, I'm all about teaching you how to attract people to you, how to show up, how to add so much value, how to take consistent, simple action to get massive results. And that's what happens, people reach out out of nowhere that you don't even know, to ask to work with you, they pay you money, hire you, when you are taking these consistent actions and when you have the right thinking that produces results with these actions.

If you're missing the boat on one of these two things, you have to join us in Anything but Average. I literally break down the whole process from becoming a coach, by changing your own life and implementing these tools in your own life, launching your business, figuring out your unique purpose, what you're going to bring to the coaching industry, how to actually launch your business and feel confident, telling people about it, and how to go out and change other people's lives by marketing, signing clients, doing consults, handling objections, all of it.

This is literally your roadmap from start to finish, from wanting to be a coach to signing your first client, your next client, over and over and over and over again. You can still join us for the special January bonus of the 15 Days to Your First Client live coaching every day with me. I will see you guys on the inside and 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,

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and start signing clients. Go to [lindseymangocoaching.com/anythingbutaverage](https://lindseymangocoaching.com/anythingbutaverage) and I will see you on the inside.