

**Ep #46: ABA Coach Mastermind Interview  
featuring: Whitney Uland**



**Full Episode Transcript**

**With Your Host**

**Lindsey Mango**

[Anything but Average](#) with Lindsey Mango

## Ep #46: ABA Coach Mastermind Interview featuring: Whitney Uland

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*. Hey guys, over the next week and a half, things are going to be a little bit different for this podcast. Since today, February 10th, the Anything but Average Coach Mastermind is now open by application only.

I wanted to bring on five of my students from the mastermind to talk about their story, where they started, what transformation and what results they have created from being in this space. So make sure if you want to apply, go to [lindseymangocoaching.com/abacoach](http://lindseymangocoaching.com/abacoach). Without further ado, I'm interviewing Whitney Uland today on the podcast. Let's get started.

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Lindsey: I am so excited for you to be introduced to the guest I have on today. She is someone that I actually worked with one-on-one as a client before she joined the mastermind. As you guys know, the mastermind applications are open right now, so I wanted to bring on some of the shining examples and amazing students from the current class of the mastermind. And I could not do that without having Whitney Uland on. So hello Whitney.

Whitney: Hello. That was so nice. It's like, I feel like I always want to be the gold star student, so being on your podcast is such a treat for me. Thanks for having me.

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Lindsey: Yeah, of course. I'm so excited you're here. So Whitney is a life coach for artists and I want - before we jump into the mastermind and her experience and all the growth she's had, I actually want to go back to kind of the beginning and how she got into coaching because I know so many of you guys listening, some of you guys are at the point where you're just now wanting to be a coach. Some of you are at the point where you're ready to take that next step. So I want to go all the way back Whitney to when you first found coaching and how you decided to become a life coach for artists and what that journey looked like.

Whitney: Totally. And it's so interesting because I've been thinking about this a lot. I have my own podcast, so I was just talking about this on mine, but about how I feel my story does really coincide with your program, Anything but Average becoming a product of your own product, having those transformations first, and then taking that and sharing it with your clients. And how that makes it so easy to get clients when you just believe in the work so much.

And I definitely feel like that was something for me. So when I found coaching, well, I guess I'll back up a little bit. I studied musical theatre in college and graduated, moved to New York City, had an agent, all the things, auditioning, I was keeping - I literally kept a journal, writing down every single audition.

I went to over 100 auditions in the first six months and I kept getting a lot of callbacks, but I wasn't getting cast in things and it just wasn't quite going as well as I had hoped it would be. A lot of my friends had booked Broadway shows within that amount of time and were just killing it on television, all these things, and it just wasn't quite what I wanted.

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And then six months and a few days after I moved to New York, my dad was diagnosed with leukemia and it was kind of a long time coming. He had had cancer since before I was born but from when he was diagnosed until he passed away was only about six weeks. And I'm really grateful I was able to go home and spend a lot of time with him and my mom during that time.

But after that, with the combination of that really heavy grief and also life just really not looking like what I wanted it to and what I hoped it would, I just found myself at very much a rock bottom. And I know that that is just the beginning for so many people when they do discover coaching. I feel like that's what I see in my clients so much is just having these moments of being like, okay, what I'm experiencing now, there has to be something more than this.

And I really didn't have a good handle on my emotional health. I did spend some time in therapy that really helped with the deep grieving and getting to a place that I was functioning and okay. But it just was like, I felt like I kind of graduated from therapy, but I still had these big goals and I just didn't really - huge emotions, I'm an actor, and just being like, I don't really know what to do with all of this and how to create the results that I want.

So I actually found - I started my foray into life coaching I guess through The Life Coach School. Brooke Castillo is an amazing life coach and she was a guest on a podcast that I listen to and I just devoured it. And as soon as I devoured that podcast, I went to hers and she was talking about blame and these moments in your life where you're kind of ready to stop blaming everyone else in the world and your circumstances and everything except for you and you're ready to take responsibility and you're ready to create results yourself and you're ready to start feeling better no matter what your circumstance is.

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And that just really resonated with me but also, I feel like came at the time that I was ready to hear it. And so I became a student of the work for a few years through The Life Coach School. And then eventually again kind of found a ceiling I guess of my growth and being like, okay, this is helping with my art, I'm making - I started producing my own work, I had a web series that I had made, I produced a pilot, like a television show that I submitted to all these festivals and stuff.

And I still just kind of - I guess it was like I had had so many transformations; my life had opened up in so many ways. Going from literally crying at night and being like, no one's casting me and nothing's happening in my life, to then making my own work that was winning awards and helped me get representation and helped me get into these huge auditions and getting bigger projects and all of that.

It was so transformational for me. I felt like I learned a secret to the universe and I was like, every artist needs this. Everyone needs this. So I ended up certifying at The Life Coach School, which is a six-month process and then I guess I started - I'm kind of a Life Coach School dropout though because I didn't - I finished my certification but then I didn't continue on after. They have these little tracks that you can do and it just was too overwhelming for me.

I just didn't feel like I needed it honestly because I felt like I could find clients on my own, which turns out I was not quite ready for maybe. But kind of went at it on my own for about six months and then that's when I found you and Anything but Average. And I'm not actually sure when the timeline was of when you launched Anything but Average. I think it was pretty new at the time.

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But it's so funny because I had seen your podcast, whatever it was before Anything but Average, it popped up. My Apple Podcast told me all the time, hey, you might like this podcast, you might like this podcast. This Lindsey Mango girl, check her out.

And for whatever reason I never one time clicked on it. And then again at the pandemic, it was just kind of another moment, another moment of ceilings of being like, I want something more, I have this coaching business but it's not thriving, I feel like I'm always struggling to get clients even though I feel so passionately that this can change the world for artists. I wasn't quite able to bridge that gap.

And so anyway, for whatever reason, I was ready for it and when I saw your podcast pop up, I listened to it and immediately devoured that the same way and then I just - I think I signed up within 24 hours of even listening to any of your content.

And it was right at the beginning of the pandemic. So my husband and I were sheltering in place in - we went down south to South Carolina and I remember we were in this little Airbnb and I was in the bedroom, my husband was in the living room, and I came out and I was like, okay, I'm going to invest in this program, I feel like this girl can help me.

And my husband's like, "Please don't do that." He's like, "You already certified, you've put all your eggs in this basket, and it hasn't really turned into anything." And it was true. Even though I had all the tools, I didn't really know how to transition that into making it a business.

But even though he was like, multiple times like please don't do this, do not do it, I was like, you know what, I feel like I need to do this for me and I'm

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going to prove you wrong. And I kind of made this deal with myself that I was going to make that money back within a month so that he wouldn't be rude about it.

But just to be like, see, I told you so. So joined Anything but Average and then yeah, I ended up again, devouring that. I feel like that's one of my maybe best qualities. I feel like I'm a very good student. But I think a lot of it comes down to making that investment and being like, I'm going to get what I came for from this, which I feel like is something I definitely have learned from you and learned from your work as well.

And then over the summer I was making a web series and working on a feature film. So that's when I hired you one-on-one, which was amazing, which was truly crazy for me. I had never worked with a one-on-one coach, which was just interesting because I'm selling one-on-one coaching. And I feel like that just really deepened my belief in it, and just having - and I've since learned I definitely could - I was still getting that from ABA. I definitely still get that from the mastermind.

But it really does, the value of coaching, the value of one-on-one coaching of having someone who really understands you and understands your needs, that belief changed so much for me in my ability to sell it. And so then again when the mastermind opened up, I was like, okay, this feels like it's for me. I'm getting results, I'm really liking this.

And that was kind of - I feel like I came to you originally more for help with coaching, but also for help with my creative pursuits. And I feel like the mastermind was kind of the first time that I was like, I'm going all in on this for my business, for my coaching business, but also something that drew me to you so much was this hey, you can have an amazing life, it can be easy, it can be fun, it can coincide with the things you're already doing,

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which for me as an artist and filmmaker and actor, it's like I do have a lot going on.

Coaching isn't my - I can't give it 100% of my energy. And so that was something that I think is really unique about your program, that really worked for me. There's a lot of people that maybe have kids or a full-time job or something like that and I feel like there are - I don't know, it seems like it was like, I could actually have it all.

And so yeah, I feel like that was kind of my mentality going into it. And again, making that investment and again, making the deal with myself that I would make that back within 30 days, and I did. And that feels like that was just the beginning. And it honestly feels like it's gotten easier and easier and easier, even though my results have continued to increase and increase and increase. Did that answer your question?

Lindsey: So good, yes, oh my gosh, I was just here listening. I'm recording obviously with a couple of you guys from the mastermind and it's so fun because I know you guys. But it's just so fun to hear even more about your story and your journey and where you came from.

I think there's a couple things that really stick out to me that I want to touch on and ask a couple minor questions about. One is that your husband didn't totally agree with the decision. Now we have a joke because you said you're joining the next round and he's on board. And we're like, we got him on board.

But that's a common thing when we make these big decisions and we want to invest money in ourselves, especially if it sounds like based on what we talked about that your husband's more of the logical planner budgeter, just

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like my husband as well. And so it's hard when somebody doesn't agree with you. So what pushed you to do it regardless his comfort with it or whether it agreed with it?

Whitney: Well, here's the thing. As a coach, I see this. I feel like I talk about this with my clients all the time. When you want to change your results, you have to believe in them before anyone else does. And you have to be kind of bullheaded about that. Not like it has to be aggressive or anything, but you have to believe in something that doesn't exist until it exists.

And so I think that so many people, even so many people I coach, it's like, they want - let's say a painter is like, I want my husband to believe in my art more than I do and he thinks that - they don't really phrase it that way, they're like, I just feel like he's not supportive. And really, what they want is they want to lean on someone else's belief that it's going to work, that they're going to be able to create their dreams.

But the truth is if you want to do something new, you have to have that belief in yourself. And so I don't know that I was consciously doing this at the time, which I feel like now I definitely am, but now I feel like it kind of becomes like okay, watch and I'll show you that I can do it. And that becomes - that in and of itself, making that decision, for some people, and for me, when I joined ABA, that was the first time that it was like, okay, I'm going to believe in this even if you don't.

And by going in on that - my husband and I have an amazing relationship so I never felt like it was going to ruin anything, but it was me betting on myself instead of relying on him to bet on me. And instead of him feeling super comfortable with it, it was like no, I have to feel comfortable with it. Me feeling comfortable with it is the only way that I'm actually going to get

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results because at the end of the day, I'm the one who has to believe in it. Not my husband.

Lindsey: That's so good. The way you put it explains it so clearly because it is so hard, especially when you're growing and changing. And I don't know if you were like this before, but for me, I used to be someone who was constantly leaning on people around me to make decisions for myself. And so when I first made a similar decision and at the time, no longer my significant other, but at the time, my significant other didn't agree.

It was such a powerful transition for me to bet on myself and decide I'm doing this for me, regardless of what he thinks. I love how you said you have to believe it before it even exists. In fact, when you said that, I was thinking that it's almost like a sign you're headed in the right direction.

If everyone around you doesn't believe in what you're doing, it means that you're believing in something that is going to take you to a whole new level and that is going to create a whole new life and stretch you and create so much growth for you. So I think that is so beautiful and so amazing and I think it was such a catalyst in your story.

Whitney: Totally. Well, and that's what we have to do with our clients too, right? We hold the space for them to be able to do that, but it's like, if they want different results, they have to do different things. And our brain just wants us to be comfortable, so a decision that feels comfortable is actually just a decision that's going to keep you where you are because that's how our brain works.

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So doing something new and doing something scary is never going to feel super comfortable. And if it does, then it's just - yeah, it's not going to take you anywhere new.

Lindsey: So good. I love it. Okay, so the second thing I wanted to touch on because I think your story is unique. By the way you guys, I want you to remember this moment because Whitney is going to be the star and famous on a television series. So just remember this moment and come back to this podcast.

But I think your story is so unique in that you also have that. That is also your dream and your passion. And I think what's so cool is that you have created exponential results. It's like they just keep doubling throughout the mastermind. And you still spend time, lots of time in your acting and auditions and doing all of that while creating these exponential results.

And I think it's such a good example of being fully committed, being all in, without having to hustle. Because you're able to do all these things and create massive results in both areas. So I'd love to hear more about how you do - what that looks like for you and how you've been able to create these exponential results in both areas without sacrificing your sanity.

Whitney: Totally. Well, okay, I think about this all the time. You said this to me, you probably don't even remember because I feel like this always happens to coaches, the most brilliant things are the things you don't remember saying. But it was when I first joined the mastermind and like I said, I invested the money and I was like, I'm going to make this back.

It was \$5000. And I was like, I'm going to make this back this month. And I did. And the next month, it was like, okay, now what? I don't - what I had

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found was that I could create results when I had to, but not when I wanted to. So I was really used to being driven by that fear and kind of pressure and that I feel like has been the biggest transformation to me is being able to create without the pressure, without that hustle, without that grind, and finding a different motivation.

Because truthfully, we only have so much time in the day. We only have so much willpower in our bodies. We only have - fear and pressure can really only push you so far. But I remember bringing this to you and being like, so now what? Now it's month - the first month of the mastermind, and I was like, I don't think I'm going to make any money this month.

So I set the goal of like, making \$6000. So basically, I had pulled the money from savings to invest into the mastermind. And so then when I made the \$5000, I was like, okay, that's income for me, now I'm free a little bit. I can pay my bills this month because I made this money.

So then it was like, I didn't feel like I needed to make the money as urgently as I had the month before. And so then I was like, I don't know how to do it now. And I remember you saying, you were like, well, the difference is you just went all in and you just made it not optional. And when it's not fear and not pressure, you make it optional. That's the difference.

Because the way that my mind had processed it was it was like, I can only create results if I need to. And you're like, no, it's because you're making it optional if you don't need to. Just don't make it optional and then you'll still do it.

And so I think that that's been the balance for me is how do I make something - how do I go all in on something? How do I make it not optional

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without the pressure? And how do I change and you've also - I feel like I also use this metaphor that you gave to me so many times with my clients of like, whipping the horse.

I feel like I was the horse that was trained by being whipped, and now we're trying to train it with a treat. And that is so shaky and uncomfortable because I've been used to that hustle and trying to use my results to prove myself, to prove my worth, to make money to pay my bills. It felt like such a necessity.

And so then switching over to doing it because I wanted to, because it was fun, because it was just a goal that I had was like, so unsettling for me at first. And I feel like that's what I've learned how to do in the mastermind, which has been amazing because like you said, I had to do it that way because I do give so much of my time to my acting and to my filmmaking.

And I think that the beautiful thing about - I'm sure it would be a little bit different if I was like, a coach for - I don't know why I just thought astronauts, that's so random. But because I coach artists and part of coaching is being a product of your work, and so for me, that's another thing that I've really learned is like, I can - the most helpful thing that I can do for my clients is to be an example for them.

And I feel like that's something I really learned from you and from this mastermind. And so learning how to just show up from a place of being an example, that's what always creates my clients, right? I feel like - December I guess I had a 9K month, and then January I had a 12K month.

In December I took two entire weeks off to film a movie and I took one entire week off for the holidays. So it's like, how did I create more money in

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that month than I ever had before? It's not because I was doing any more. It was because who I was being was different.

And I do post on Instagram, but none of it is calculated. None of it's like, strategic. Probably some social media person would be like, you're a nightmare, you should learn some strategy. But I just keep showing up and sharing what I'm doing and then people just naturally really do come to me.

I don't feel like I have to find clients or force people to sign up with me. People come to me and they're like, I want the results that you have, and I also listened to your stories and I can tell that you understand something that I don't understand that I want. And so it's become so much easier where it's like, I feel like for the most part, my time is I be the example of my work and then I show up for my client calls.

I don't feel like I have to put in a ton of time to do other things that I was doing. I remember a year ago, it was like, I was trying to host a bunch of webinars and do these free courses and all of this. It was just so complicated and was taking up way more time and it's like, once I was able to just settle into my belief that what I had was valuable and all comes back to our mindset obviously, but just to keep showing up in that way, I feel like now my strategy is just to show up as an example and then to be like, hey, if you want to do this, send me a DM. That's literally my whole strategy. So I don't know if I answered your question...

Lindsey: Yeah, you're good. That happens to me all the time. No, it's so good. Guys, I want you to hear this. She had a 9K month in December, a \$12,000 month in January. And all she's doing is posting and saying, hey, I can help you, shoot me a message. It really is that simple.

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And I just think it's such a great example of the work we do in this mastermind because so many people I think come into it expecting like, I'm going to be just hounding them down and giving them a billion different things to do when really, what we do through the workbook at the beginning of the mastermind is really simplify what your plan is for the six months, what you're going to accomplish, what your one offer you're going to focus on and how you're going to do it in a very simple way.

And then we spend the rest of the mastermind coaching on whipping yourself or whatever it is to keep you on track. And when you really stay the course, this - Whitney has just created such exponential results and I love that you took three weeks off in December and still crushed your goal.

Because really, the goal we set was to hit 6K every month. And I remember a time when you - I forget how many it was, but I remember a time when you were like, it's just not even a thing, I don't sign more than one client a month. Was that two maybe?

Whitney: No, it was maybe it was two, but my price was half as much or something.

Lindsey: Yes.

Whitney: I totally forgot about this, that I kept - yeah, I totally believed that I could only make \$3000 in a month because that was the most I'd ever done, and I'd only done it once. And so then as soon as I had a 5K month, then because my brain was in that constant hustle and in that constant willpower, then I just kept wanting to raise my goal over and over and over again.

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And you totally called me out on it and we're like, hey, if you want to make this transition from whipping the horse to using the treats for the horse, then raising your goal is not going to help with that basically. So yeah, going from sporadic 3K at the most, but most of the time a lot less, \$900 month and then three months of nothing, and then \$1200 here and then nothing, and then maybe \$3000, and then the next month back to \$900.

Just totally random and all over the place. To being able to now, consistently - before the mastermind making 5K before I joined even, and then since then, making - I made \$6000 in a row for three months and then just keeping that goal at the same thing. But then being able to create even more by keeping the goal low.

And so then that was what led to the \$9000 and the \$12,000 month so that now I'm like, maybe I just always have a \$6000 month and I'm surprised if I pass it. I don't know.

Lindsey: That is so good. And that's actually - I'm actually going to adjust the workbook a little bit in the goal setting part because of how this is working, because sometimes what we do is we set ourselves up to, again, whip ourselves to get to the goal.

And so for everyone kind of has individual needs, right? I know Whitney, based on coaching her in the mastermind, coaching her individually, I know her desire is to whip herself and make herself push and go harder and harder and harder.

And so I know individually for her that we need to pull the reins in and keep the goal the same and get her to a place where she's consistently like, of course I make \$6000 a month, it's just who I am, until we raise the goal.

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Some of you guys listening, you might need me to push the gas down a little bit. And some of the girls in the mastermind I do that for.

But it's really important to understand that whipping yourself only lasts so long. It only can take you so far because there will come a point where even if \$3000 is enough and there's nothing to put the pressure on, you're going to either create massive pressure for yourself or you're just going to stay stuck and stall at that same level.

And so I think that was a such a huge shift for Whitney and that's something I'm going to be adding in even more on the goal setting portion is picking a goal that's going to offer you the most growth. And when I say growth, it's more of an investment in your long-term business and it will still be growth in income and growth in clients and all of that, but it's going to offer something that's more sustainable, a long-term, rather than just trying to run and sprint as fast as you can to hit a goal and be so burned out that you can't do it anymore.

Whitney: Yeah. And I didn't realize how used to that hustle and that discomfort I just was. I just thought that's kind of how life was. Even today, my day off, I might record some podcasts because I had some ideas that I just think are brilliant and fun, but I would never take a day off six months ago and now I take three days off a week. I'm making more money than I have, like you said, I made a movie in this six months. But I think I just didn't realize that it was available to me for things to be easy and for it to feel good because I just wasn't used to that, because I was in that state of chase all the time.

Lindsey: It's so interesting. Obviously, we attract similar to what we are because I'm very similar, this is something I've had to work on a lot. And it's so fascinating how we can kind of convince ourselves that we're not

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hustling and not putting that pressure on, which is why it's so valuable to have someone - I used this on another episode, but it's like, your brain is like you're inside the jar and you can't see the label.

And it's so valuable to have someone pointing that out because I feel like halfway through the mastermind, Whitney would have doubled her goal and sent herself into craziness. But look at what happened. She did twice her goal by not hustling, by making it easy, which is just so fun.

Whitney: And I for sure, for the record, did try to raise my goal. And you're like, that's interesting, why? Oh yeah, I'm actually not comfortable.

Lindsey: Like, damn it.

Whitney: Exactly.

Lindsey: So good. So tell me, I mean, we're talking kind of numbers and clients here. What did your business look like before the mastermind? You were saying it was sporadic, how much money did you make, how many clients did you sign before the mastermind and what is your business like now?

Whitney: So from when I first called myself a life coach, which I actually started right at the beginning of my certification. I know a lot of people feel like they have to wait, which you don't have to wait for anything. But I did start. And so from the time that I started coaching at all until I joined the mastermind, I think I made about \$12,000, and that was about a year and a few months maybe. A year and a half.

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And that was like - so when I started coaching, I literally offered it for \$25 per session. And I made people buy six sessions or whatever, so I was making \$150 per person. But for six weeks of coaching, which is so insane. So when I say \$12,000, that was so many clients because they were not paying me that much.

But it was like people would kind of give me money, and I did increase my prices at one point, but - a few times actually. Multiple times. But it was very - so I did have a lot of people. And I feel like if you're paying \$25, that's basically a free client at that point.

And what I did learn also was that people don't value it as much if they show up for - what would happen is people would send me \$150 and then do one session and then ghost me for the rest of them. So I did have maybe number wise pretty high number of clients, although I would consider a lot of them kind of like free clients, and made about \$12,000. Maybe a little higher but not much. And then from the mastermind to today, I have made \$39,000, which has been, what? Five months?

Lindsey: What? I think it's only four actually. We started in October. So you have two more months. You're on track to hit six figures.

Whitney: Yeah, it's insane. And I had the goal when I joined, because it was a \$5000 investment, I was like, I'm going to make \$50,000. I want to 10x this, which for whatever - not whatever reason, but because I decided that wasn't optional and all the things we've worked on, now I'm like, 11K away from that and I still have two months. And now that I know that I'm making 6K a month easy, I'm like, oh, so I basically already did it, so I basically made \$50,000 in the six months, which means I'm okay, six months from now it'll be 100K, which is so exciting.

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So yeah, it's been - and that's the crazy thing is I feel like I don't even sound that excited saying it right now even though I am. But it's just like, yeah, that's who I am. I feel like I let my self-concept actually catch up with it this time instead of - and let that shift and be like, this is the kind of person I am, which only happened when I stopped all of the hustling, if that makes sense.

Lindsey: That's so good. It's so funny. I'm a very excitable person, but I'll never forget getting coaching on being so excited to hit my goals. And now I see it so clearly in the same way that you just talked about. When you grow who you are, you create bigger results with doing a lot less. And then you also - not in an ungrateful way, you feel very excited about the results you create, but you're calm excited.

It's like, of course. This is just who I am. And it's such a different energy, and it allows you to - it lays such a solid foundation for the next year and the next year and the next year because if you're whipping yourself and chasing your tail this year or the next six months or whatever it is, it's like, then you're taking that energy to the next six months and then the next year.

What it does is - this is why I feel like so many of you guys now four months in, your growth has been so exponential is because while we - maybe some people didn't sign a bunch of clients the first month, we worked on all the things that really mattered and lay this solid foundation, and now it's just paying off massive dividends. And it's because of what you're talking about, just changing who you are changes so much in your result line and just in - I don't know, it just makes it so much easier.

Whitney: Yeah, I mean I feel like maybe in comparison to some of the other girls in the mastermind, that's one thing I do feel super confident in is I'm

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like, I've really done a lot of this work on myself, and even though a lot of it may be has been receiving coaching on my acting business or my writing or my filmmaking, that all does translate.

And so I do feel like I really came into the mastermind at a point that I was really ready for it. And obviously everyone who's in it was ready because everyone's having amazing results right now. But I think that I joined at a time that it was like, okay, I've done some work, I've gone through the modules in ABA, I'm ready for more, and feeling like that really made it so it's like once we started, it was like I really felt from the get-go I could just kind of soar from there, which has been really exciting.

Lindsey: So good. I love it. So couple more questions. And we kind of touched on this, but what was your biggest fear or doubt about joining? Did you have any? Were you just excited? What kind of came up when you made that decision?

Whitney: When I decided to join, I think that a big hang up was just my husband's fear around the investment. But I guess I did also feel very confident in - my experience coaching with you in ABA, it was like, okay, there's something in here that I can grow from and this - I did really have the belief that it would work.

I think that I see that a lot actually even coach - we're in so many coaching communities. The coaches who I feel like really succeed versus the ones who it takes longer is their belief in the program that they've invested in, if that makes sense. I feel like there were even people who I joined at the same time into ABA as them who maybe took a sidestep to try something else, the inclination is maybe I should take a social media course, or maybe I should try to do a marketing thing or whatever.

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And I really felt - probably not for whatever reason, but because I've done this work, I had at least clicked into the fact that I was okay, my thoughts are going to create my results, so this is the one thing that needs to change. But really, yeah, I didn't have a ton of reservations other than because I felt very committed to this being the answer.

Not in like, a creepy way, but just being like, if I decide that this is the answer, then I'm going to show up very differently. If I just constrain myself - and I even said, I dropped out of Life Coach School, I completely unsubscribed from their emails, I never - I'm probably - who even knows if I still count as a certified coach?

But I'd done other programs, I was in coaching Facebook communities and whatever and I unfollowed all of their notifications. I really constrained to just your work. And again, I know that maybe sounds a little stalker-y, but it was because I was like, if my brain is looking for something else, my brain is always going to want to look for something else and because that's easier than looking inside and looking at where I'm lacking, where my beliefs are lacking.

And so I really did know when I went in and I hope that everyone who applies and who joins this next round has that same belief. And if you don't, then you can lean on mine, I guess. But just to decide that this is going to be the answer because it's not actually the program. It's your decision that this is the program, if that makes sense.

Lindsey: Yes. I think it comes back to what you said both the times you invested. It's like, I decided I was going to show up and make the money that I invested back no matter what. And I think when you do that, it's like, you really take on that responsibility. I'm willing to do whatever it takes, I'm

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willing to ask for coaching, I'm willing to ask all my questions, I'm willing to implement everything.

Because the time that you spend looking elsewhere is time that you could be spending turning inward doing that work. And so I think that's such a huge component of it. And maybe you guys are listening and you're like, oh, wow, I don't have that belief yet about myself that anything I join I always make my money back. That's okay. That's something we work on.

But know if that's lacking, that's where your work lies because that's exactly how I feel. It's like, I don't care if my coach falls off the face of the Earth for a month. It's like, I know, I believe I'm the type of person who's going to get results.

Now of course, I'm all in on all of you guys too and both of those things together is what creates such massive results and transformation. But I think that's just such a huge component is when you decide you're that person that gets results no matter what, I mean, so much changes.

Whitney: And I feel like I also should just clarify that that was what I learned by joining. You know what I mean? It's like, I didn't have that belief before. I had to make that decision when I joined. And I don't even know that that really became - I don't think it really crossed my mind that I was the kind of person who would make their investment back when I joined ABA. I wanted to and I kind of made that commitment to myself, but it also still felt like a fluke to be honest.

Whereas when I joined the mastermind, that was when I decided to become the person that makes their money back. So I don't necessarily

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think that having that is a prerequisite to joining because it's like no, that's what the mastermind is going to do.

Because for many of us, this is the biggest investment that we've made in our coaching businesses. This is where we're really putting our money where our mouth is. And so letting it be something that transforms your relationship with yourself is going to - that transformation is what's going to create results for you.

Lindsey: Yes, that's so good. I love it. Okay, so then the last question I have is what would you say to women who are like, thinking about joining. Maybe they're on the fence, maybe they're not, maybe they're really considering it. What do you think they need to hear in order to make the most powerful decision for themselves?

Whitney: That's a good question. I think it all just comes back to looking at why. Why would you join? Do you feel like you need it because you're missing a piece? Because that's not going to be the energy that's probably going to get you the results when you join.

But if you are joining because you feel ready to learn these things, you're ready to step into being the person who always makes their investment back, you're ready for things to be easy, you're ready to be challenged in new ways, then those are - and I'm always seeing I guess my experience, but for me, I feel like that's what made it so successful for me is being like I'm committing and being all in on this program, I'm cutting out all of the other noise, and I'm ready to make this program - I'm going to make this program work. Not being in that place of blame and thinking that I'm missing something.

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And if you are in that place, then get coaching on that. It doesn't mean that you're not ready. It just means that those are the things to work through that are keeping you from building the coaching business that you want anyway. If you're in that place of blame, or you're in that place of feeling like it is something outside of you, then you need to work through that regardless.

So this can be an opportunity - even if you can realize and recognize that you're in that place, but you can also recognize that that's not helping, then yeah, join because this is where you're going to learn. This is where you'll get the coaching, to get those transformations, and to get out of that headspace if you're committed to that.

I do think it's something that you have to continue to show up. You could look at all the people who joined the mastermind. Obviously, we all have different results, and so there is some - but all of that comes back to how committed are you to making the shifts. Not necessarily like, where are you in your transformations, if that makes sense.

Lindsey: Yes. Oh totally. So good. I love it. So Whitney, where can people find you and follow you?

Whitney: Oh, I'm on Instagram @whitneyuland. That's kind of where I put everything these days.

Lindsey: Perfect. I love it. Well, thank you so much, Whitney.

Whitney: No problem.

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Lindsey: And I am so excited for what's to come and we still have two months left and more rounds to go, so I just cannot wait to see what unfolds for you and I just am so grateful for you and appreciate you being on today.

Whitney: Oh, thank you. I'm so grateful for you. Thanks for having me.

Lindsey: Yeah of course. Bye.

Whitney: Bye.

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Thanks for tuning in. Applications are not open for the Anything but Average Coach Mastermind. They opened February 10th and they close February 21st at midnight. If you are ready to create a full-time coaching business and do it simply and effectively to build a foundation of a business that will continue to grow exponentially, while living an even bigger life, make sure to join us. Again, [lindseymangocoaching.com/abacoach](https://lindseymangocoaching.com/abacoach).

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