

## Ep #48: Overdelivering vs. Overcompensating



### Full Episode Transcript

With Your Host

**Lindsey Mango**

[Anything but Average](#) with Lindsey Mango

## Ep #48: Overdelivering vs. Overcompensating

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, can you believe it is the end of February? I feel like it's so cliché and so many people say it but it's so true. I'm like, the older I get, the faster time goes. Like, what? How is it almost March? Seriously, it's insane.

Anyway, how are you guys? Where are you at with your goals? Do you feel like you're making the progress that you imagined when you kicked off the new year? I just feel like with time flying by, it's so easy to not sit back and take some notes of where you're at, how you're doing, checking in, what are you celebrating? What do you need to improve on? All of that.

So just take this moment before we jump into today's episode to do that. I also want to welcome the 20 women who joined the Anything but Average Coach Mastermind. So huge. And just to give you guys a heads up, the next mastermind will be opening up in August. So if you didn't make it this round, make sure you mark your calendar and be prepared and of course, more information will be coming your way as well as dates as that gets closer.

So today, what I wanted to talk about is overdelivering versus overcompensating. So one of the big things that I feel like the coaching industry talks about and that I talk about is creating value in terms of your marketing, in terms of how you're showing up, in terms of who you're being.

When you create value in the world, like the amount of value you create in the world will equal the amount of money you create and the amount of

## Ep #48: Overdelivering vs. Overcompensating

clients you sign. Think about it. If a bra is worth \$30, I have to believe that that bra is worth that \$30 in order to exchange my money for the bra.

The same thing is true when it comes to building and creating a coaching business. The amount of value you create in the world is the amount of money that you will create in your business. Now, something so many people like to talk about is overdelivering.

And I 100% believe this, I've learned this from my mentor, that you want to overdeliver value. You want to give so much value to your clients that they are mind-blown, that they are talking about you, that they are getting insane results. You want to overdeliver in your content and your podcast, in everything you do. Because when you do that, you will easily hit your goals and be able to help the amount of people that you want to help, and you're moving your mission forward.

Now, what I see a lot of people do when they hear the concept of overdelivering is they overcompensate instead of actually overdeliver. And overcompensating does not produce the results that you want in your coaching business. Overcompensating actually gets you further away from overdelivering.

So today, what I wanted to talk about is the difference, what does overdelivering actually mean, what does overcompensating actually mean, what does it look like when you're doing both, or when you're doing one or the other, and what results do you produce when you overdeliver versus overcompensate.

So you can kind of be onto yourself and know when you're doing one or the other. Obviously, you want to know how to do this because when you overdeliver, you grow and create an amazing coaching business, which is going to fuel the life that you really want. So let's jump in.

## Ep #48: Overdelivering vs. Overcompensating

Overdelivering on value is when you create more value in the world. When people usually hear the concept of overdelivering value in order to create the clients and the income that they want in their business, they immediately jump to action.

They think if I'm going to overdeliver value in the world, I need to take more action. I need to turn into a psycho, and I need to do a training every other day and post five posts a day and do all of these things because they think, "The more I do that, the more value I create, the more money and clients I will create in my business."

But the truth is - I want you guys to hear it loud and clear, is that action does not create overdelivering value. I'm going to say that in a different way. Overdelivering and value doesn't mean you have to take more action.

Sometimes it can look like some more action. But automatically piling on more action like posting more and doing more things and doing more trainings doesn't necessarily mean you will create more value. The way you overdeliver on value is through your brain, is through the thoughts and the beliefs you have on the value you are already creating.

If I post something and I believe it's pretty valuable, that's the value I'm going to put out in the world. If I believe that it is mind-blowing, so valuable that everybody should share it with their mom and their sister, and that it is going to change their life, that is going to create a different amount of value in what I say and how I say it and what I do with it, right?

And so what's so important is to understand that you can create more value in the same post. You could post once today and once tomorrow, and your post tomorrow could be more valuable than the post today. Not because you did more, you added more action, but because of the thoughts you had about it.

## Ep #48: Overdelivering vs. Overcompensating

Maybe because of the time you spent simplifying a complex concept or telling a really vulnerable story or sharing a transformation that was really profound for you, that's how you create more value. So for those of you who do use the model, what I want you to think of it as, what if you put overdelivering in the result line and asked what thoughts do I need to have? What feelings do I need to have to take the same action of posting or putting a podcast out or doing a free training to overdeliver on the value?

That is going to create more value than taking a ton more action ever will. And again, I see this kind of habit of people being like, I have to overdeliver value and they're just constantly being hard on themselves and working harder and doing more and burning themselves out. And I also want to offer that that's not creating more value in the world.

Because you being someone who works harder and harder and harder and burning themselves out isn't valuable. You're not teaching people how to do things in a way that is good for them and good for their lives. So what if you also saw overdelivering in terms of who I am being can overdeliver?

So I can't tell you how many people follow me and they're like, you take time every morning, you drink coffee, you have really strong boundaries that feels like you live your life so completely while you build a business, right? I'm not purposely thinking I need to show people this, this, this. I'm like, who I am is someone who has a very strict morning routine, who honors her time and herself and her body first.

And who I am in that moment overdelivers on value because it shows people what's possible based on who I am and who I'm being. Now, that's what overdelivering is about. Overcompensating looks like trying to create more value by taking more action and it also looks like thinking that what you're doing and what you're creating and the posts and the marketing and the courses and your coaching isn't good enough and so you try to fix it. That is what overcompensating is.

## Ep #48: Overdelivering vs. Overcompensating

And when you are trying to overcompensate because you don't believe your coaching is good enough or your marketing is good enough or your training is good enough, the result you end up creating is it's never good enough. You never feel like it's good enough and if you don't feel like it's good enough, the result you're going to create is other people thinking that it's not good enough.

So overcompensating happens when we take tons of action and we're trying to overcompensate to create value, or we're trying to overcompensate for our own lack of belief in what we're doing, in our value, and we try to take action to fix and solve that. You can never overcompensate your way to overdelivering.

The way that you heal - heal's not really the right word, but the way that you get past overcompensating is really seeing and connecting the value of what you're creating in the world as it is right now. Doesn't mean you can't improve it; doesn't mean you can't add new things. I'm always improving my programs, improving my mastermind, making it better and better so people get even better results, but not from a place of thinking it's not good enough.

It's from a place of seeing people getting results every single day, signing clients, starting their businesses, launching their businesses for the first time and signing clients in the first week. It's from a place of knowing it's amazing, I could not change a single thing and people would still get amazing results but wanting to add more to keep creating value.

That's different than thinking program's not good enough, I need to overcompensate for that. So again, you will never overcompensate your way to overdelivery on value. So that's the difference. So the more value you create in the world, the more money you create. Value is created through your mind, it's created through who you are, it's created from

## Ep #48: Overdelivering vs. Overcompensating

believing what you have to offer is super valuable. Not overcompensating for it.

Alright, I love you guys, make sure that if you want to become a coach, if you want to create a coaching business, if you want to finally launch your business, join us at [lindseymangocoaching.com/anythingbutaverage](https://lindseymangocoaching.com/anythingbutaverage). I will talk to you guys next week.

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.