

Ep #53: How to Start a Coaching Business



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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*. How are you guys? I just feel like a traveling - I don't know. I just got back from Arizona for one of my amazing friend's - Stacey, I know a lot of you guys know her. She was actually my first coach and we grew so close and are such good friends.

And so she was actually the officiant of my wedding and in my wedding and I'm also in her wedding. So it's just so fun that we have - I started as her client and today we're such good friends and we just had the most amazing time. And it's so fun because a lot of our friends are all coaches. We just have our little coach clan and we just have such enjoyable trips together.

So anyway, I just got back from that by the time this episode comes out. I am so excited about today's episode per usual. I feel like I say that every time. But every week I'm excited about what I'm going to share with you guys.

So last week I talked about how do you know if you're meant to be a coach, and so many of you guys came to the free training and gained that clarity so you can move forward. Some of you guys maybe weren't able to make that, totally fine, still listen to the episode if you haven't heard it yet.

Ask yourself the questions that I provide in there. It's going to help you get clear on your decision moving forward. Today, I want to talk about how to actually get started as a coach. So first, we have to figure out are you actually meant to be a coach? Does that feel like your calling and what you're meant to do?

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Then we want to identify how do you actually get started and what's the best path for you to take. Once you have that clarity, you're really going to be able to hit the ground running. So here's what I want to offer. There are many different ways to get started as a coach.

Just like there are many different ways to get started as a pro soccer player. Some start when they're in kindergarten, some start when they're in seventh grade, some play clubs, some go to a school where they sleep and live and go to school there and also play soccer. There are lots of different ways to become a professional soccer player, just like there are lots of different ways to become a coach.

What I want to talk about today is the best way to get started as a coach. So the best way to start as a coach is to change your own life. Changing your own life is what gives you the ability and the credibility to be a great coach.

Are there certifications out there? Absolutely. Do I think that they can be an amazing way to get started? 100%. So many of my clients have certifications. I do not. I have built my ability to be a great coach without having that.

And what I find for a lot of people is that they go to certifications looking to feel confident. We've been trained as a society to go to college and we get this piece of paper that tells us we can go get a specific type of job, when in reality, the way we build confidence in that job is actually going out and doing the job and getting hired and then taking those steps and learning from failing and learning from executing.

That is the best way to become a great coach. This is why so many of my clients end up joining my program Anything but Average because even if they have the certification, they still don't have the confidence because confidence isn't created when you have a piece of paper. It's created within

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yourself and your ability to use coaching tools, create results in your own life, and provide results for your clients.

I really want you guys to think about that. If you had 100% certainty that you could coach clients and get them amazing results, would you need the certification? No, absolutely not. You would feel confident you could help them, just like if you became a pro soccer player, you wouldn't need to go to pro soccer player school to become a coach.

You would teach them based on your ability; you would teach them - you're in the arena playing. You know exactly what's going to happen because you played and that's going to be what makes you an effective coach. That is the best way to get started. That is how I teach and train all of my clients and students on how to get started as a coach.

So, so many women come to me and they want to become a coach first. That's the first step of my program, *Anything but Average*. We talk about changing your life. I teach you all the coaching tools you need in order to change your own life, in order to learn mastery of the skills and the tools you will be using to coach other clients.

When you learn how to get results with these tools, you will not only gain the understanding and ability to coach other people at the highest level, you will also have the results to back it up. And that is why we start there. That is why I teach all of my clients and students how to become coaches through this path because it gives you two things.

It gives you the skills and it gives you the confidence. And when you have those, you will not only sign clients because you believe in what you're doing, because you've gotten your own results, you will also be able to get them amazing results because you know exactly how to use the tools because you've used them yourself.

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Now, some of you guys might be listening to this and maybe you already have your certification. Totally fine. The next three steps of my program are finding your unique coaching purpose, like what type of coach are you, what do you tell people that you actually do, how to launch your business and put it out there, create your offer, then how to start signing clients and changing people's lives.

We talk about marketing; we talk about all of it. But the first step in how you get started is changing your own life. And even if you have certification, if you don't know how to use tools to actually shift your own perspective, to actually get the results that you want to promise other people, there will always be a gap in your belief of what you're doing as a coach and whether people will want it and whether they will get results.

This is the most effective way to start as a coach. This is what allowed me to - I first worked on myself, I started my business three months later, and a lot of the women, one of the girls in there, she talked about how she thought she was going to have to wait two years to get started and go through all these programs and all these things.

She's joined this program, she did the change your life in 30 days, she started her business, and she's already marketing and putting herself out there and having conversations with potential clients. You don't have to wait two years, you don't have to wait a year, you don't have to go through this long drawn-out certification process.

You can literally start taking these tools, changing your life, producing results, and get out there and start helping people. Again, I kind of veered off course on my story but I worked on myself for three months, I started my business, I replaced my corporate salary in six months from starting my coaching business, and the one thing I attribute this to is because I believed so deeply in the power of coaching.

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And I believed so deeply in the power of coaching because I had experienced the power of coaching, because I had used these tools to drastically change my own life, and I believed it was so profound and so life-changing that I wasn't selling anyone. I was sharing this work with the world because I was like, everyone needs this.

That's what produced such massive results. So if you want to start a coaching business, if you want to become a coach, change your life first. Develop the skillset you need by utilizing tools and being in the arena, getting results, and then go out and offer them to other people. That's how you get started.

If you are ready to get started as a coach, join us in Anything but Average. I break down this entire process. Step one, change your life, become a coach, there, and start using these tools to create results, even if you already call yourself a coach.

Step two, find your unique coaching purpose. Step three, launch your business. We talk through step-by-step process in there. Step four, change other people's lives by signing clients. Go to lindseymangocoaching.com/anythingbutaverage and for all of you guys listening who have been confused and not really sure where to turn or where to start, if you hear this and you feel like yes, this is the path I want to take, make sure to join us.

And even if you already call yourself a coach and you haven't really been able to get your business out there and sign your first couple clients, join the program. We have so many coaches who fine-tune their skills by changing their own life using the tools that I teach them and then use the last three steps of the process to get out and sign their first clients.

Alright, I love you guys. I hope you have a beautiful week. I will talk to you next week. 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 and I will see you on the inside.