

Ep #59: Soapbox Vs. Mastery Coaches



Full Episode Transcript

With Your Host

Lindsey Mango

[Anything But Average](#) with Lindsey Mango

Ep #59: Soapbox Vs. Mastery Coaches

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'm doing pretty good, thanks for asking. Actually, I woke up yesterday morning with terrible neck pain. Like, I couldn't sleep it hurt so bad. So, I had a chiropractor appointment today, and I was just laughing at myself because even I do this sometimes. And I know this is a thing that can happen with me.

And instead of going preemptively to the chiropractor consistently, I decide I only go when I'm in pain. So, we're going to change that today and I'm just going to start going consistently. We don't have to wait until there are massive problems to take action to change something. Anyway, I know this is why you guys came here today, to listen to me talk about my neck pain. No, I'm kidding.

Alright, so before we jump in, I want to share a result from one of my students in *Anything but Average*. Here is what Heather said, "Celebrating signing my first coaching client today. Six months paid in full." That's how we do it.

She said, "The consult was awesome and my client opened up to what she wanted in her life. I totally believed I could help her and I feel like this was a turning point for me. I have more confidence and belief than ever before." So good. Congrats, Heather, I'm so excited for you. Signing that first client is such a huge moment and we celebrate that massively inside *Anything but Average*.

Alright, so let's jump into today's episode. What I wanted to talk about is the difference between what I call soapbox coaching versus mastery coaching.

Ep #59: Soapbox Vs. Mastery Coaches

Now, in order for you guys to start a coaching business and build a successful one, you have to be a great coach. You have to be able to help your clients, create transformation, and get results.

And in order to start your business, you have to have a certain level of confidence in your coaching and in what you're offering. And what I see in this industry is a lot of soapbox coaching versus where we want to be, is mastery coaching.

This is actually the way I teach my students to become coaches, is through mastery coaching. So, today what we're going to talk about is what is soapbox coaching versus mastery coaching and how do you go from being a soapbox coach to a master coach and how does that impact the results that you create in getting started and growing your business? So, let's jump in.

So, here's what I've realized. There are three thoughts you have to have in order to start your coaching business. Get out a piece of paper. The first one is coaching, or this, what I want to offer is going to change people's lives. The second, I know I can help them. And the third, I can help them get results. It's kind of similar to the second.

But here's what I've realized. When you have these three thoughts, you won't be able to stop yourself from starting your coaching business. Because if you actually believe that what you're going to be offering is life-changing and you believe you can help people and help them get results, you will be so passionate and so excited that you won't be able to stop yourself from telling people about it.

This is actually how I started my coaching business. I created so much transformation in my own life. I remember thinking, "Oh my gosh, I just learned the key to the universe. Why doesn't everyone know this? Everyone has to know this." And I just started talking about it and telling

Ep #59: Soapbox Vs. Mastery Coaches

people about it and just passionately talking about how profound this work is and how much it changed my life.

I think of it like some of us like to try to start a coaching business without these thoughts and it feels like we're kind of pushing against ourselves because we're trying to sell something we don't actually believe in, we're not confident in our abilities. So, we kind of feel like we're selling snake oil, meaning nothing that's impactful, because we don't believe that.

So, these are the three thoughts, this is something we work on in *Anything But Average*, these are the three thoughts you have to have in order to easily, simply start your coaching business and start signing clients.

Now, you will know, when you have these thoughts, that you are in mastery. Because in order to believe that your coaching will change people's lives, you have to believe that coaching has changed your own life.

Think about that for a second. If you haven't used coaching tools and created transformations and different results in your own life or the result you want to promise other people, there's always going to be a gap in your belief that what you're going to be offering will change someone else's life.

Because in the back of your mind you're thinking, "Well, this wasn't that impactful." The second one, "I know how to help them," only comes when you know how to help yourself, when you know exactly how to get out of your own way or create a transformation or create change that will produce the result in your life. That's mastery coaching.

The third, "I can help them create results," you will only believe that if you've created your own results. Do you guys see where I'm going with this? So, essentially, mastery coaching is being a great coach and mastering coaching tools by creating results in your own life, by being a

Ep #59: Soapbox Vs. Mastery Coaches

student of the work you want to teach other people. That's how you become a master. That's how you continue to be in integrity with what you are offering other people.

And when I say in integrity, what I mean is you are a byproduct of the work you are offering other people. You are an example of how what you offer other people actually works.

I want you guys to think about this for a second. If you are selling coaching or anything and you don't actually believe it's impacted your life or created any results in your life, then deep down you're always going to have doubt that it can impact other people's lives. So, being in integrity is about going first. It's about you doing the work you're going to ask your clients to do.

That is how you become a master at your craft as a coach. That is how you coach from a place of mastery. And ultimately, that is how you start your business simply and start signing clients because you're coming from this perspective of this work is profound, this work changed my life, I know it can help you change your life too.

Now, on the other hand, we have soapbox coaching. Now, I don't want you guys to hear this and shame yourself and judge yourself if this is what you're doing. I just want you to see this as an opportunity to change, to do things differently. That's all growth is. It's constantly bringing awareness to where you're out of alignment or something's not working, adjusting it, and moving forward and getting better and better.

So, if you see that you're doing this, or you want to do it this way to get started in your coaching business, I don't want you to judge yourself. I just want you to bring awareness to it.

Soapbox coaching is when you are teaching and telling people what to do but you haven't actually done it yourself. It's teaching people things that

Ep #59: Soapbox Vs. Mastery Coaches

you've learned in a book or you've learned in a certification program or you've learned somewhere but you've never actually applied it, you've never actually done the things that you're asking your clients to do.

Now, this doesn't mean – 50% of my students, I would say, some of them have certifications, some of them don't. It doesn't matter. I help students start a coaching business regardless of whether you have a certification or not. But I do find that, a lot of times, people who study coaching tools in that way don't always apply them to their own life.

That doesn't mean all of the time. Some of you guys are out there doing that and you have a certification. Some of you aren't and you're not. It's not a catch-all. But what I find is that when you are teaching people or trying to coach people not from a place of mastery, not from a place of applying this work to your own life and creating results and creating transformation, you don't have these three thoughts.

You don't have the thought this will change their life because you don't believe it's changed your own life. You haven't seen the profound effects of coaching in your own life. You have, deep down, a little bit of a doubt that you can help them. Because in the back of your mind, you haven't helped yourself. You haven't created transformation within yourself. And you're not really sure you can help them get results because you aren't sure that you know how to create results in your own life.

So, ultimately when you're coaching from a soapbox, you're coaching from your brain. You're coaching from your knowledge, not from your direct experience. The knowledge, yes, has to be there. But the way you show up and coach from a place of mastery, the way you start your business in a really authentic way, the way you actually start signing clients is where you coach and you start your business from mastery. That's it.

Ep #59: Soapbox Vs. Mastery Coaches

This is why the first step of Anything but Average is to use coaching tools to change your own life. This is how you develop the mastery of being a great coach. Because when you start to see the change that coaching can make in your own life, when you know exactly what's creating your current results and how to get around it, when you believe that this work is life-changing because you have seen the transformation it creates in your life, you will lay – I feel like I use this example so much, probably because they're building houses around our house, but you will lay such a rock-solid foundation to build off of.

If you don't do this, you will be spending the next two years or however long of your business making up for the fact that you don't believe those three thoughts. You might think you're trying to get there faster. When in reality, you're keeping yourself from having the passion and the certainty and the mastery you need in order to be a great coach, in order to be confident in your skills, and in order to show up that way and actually sign clients.

Because here's the thing. In Anything but Average, we start your coaching business and we sign your first clients. In order to sign clients, you have to believe that you can help people. You have to believe it's going to change their life. You have to believe that you can help them get results.

If you don't believe any of that, you're going to feel like you're selling people. Because you are. Because at the end of the day, you're not deeply sold on the power of what you're trying to offer other people.

I will tell you, from my own experience, this is what has put me ahead. I do not have a certification. And again, whether you have one or not, it doesn't matter. The reason why I've become such a successful coach and I create such amazing transformational results for my clients is because I changed my own life first with coaching.

Ep #59: Soapbox Vs. Mastery Coaches

I felt so deeply passionate about this work because I was in awe of what it had done for me and I knew exactly how other people needed to be helped because I had faced the same fears, the same doubts, the same limiting beliefs that they're facing. That's why doing your own work first helps you become a master.

So, I always use the example of you can sit on the side of the pool and you can read a book about swimming. Or you can get in the pool, learn how to swim, and then teach others. Are you going to hire Michael Jordan to teach you how to play basketball, or are you going to hire someone who read about basketball in school?

When you become a master at your craft, when you become a coach who is speaking and teaching and selling from your own mastery, you will start your business and you will sign lots of clients. When you teach from a soapbox, you will always be lacking a belief that what you're offering is really profound and amazing. You will feel hesitant to start your business. And even if you do get consults, you'll lack the belief on those consults and those conversations you need to help bridge the gap in your clients or your potential client's belief that they can get results. If you lack belief that they can get results, they will too.

This is what you will learn in *Anything but Average*. Guys, if you want to start a coaching business, or even if you just started, make sure to get in this program. We have women who planned on starting their business in six months, in a year start within the first 30 days and sign their first client in the first two months.

We have clients who thought about starting a coaching business or becoming a therapist for years finally start and make \$12,000 in the first two months since they started their business. This process works. The coaching and support you get in the program works. And you get unlimited access, lifetime access when you join.

Ep #59: Soapbox Vs. Mastery Coaches

So, got to lindseymangocoaching.com/anythingbutaverage. And before I go, I want to make sure I share something with you guys. When you enroll in May, you will get my Marketing That Signs Clients workbook. We will actually be mailing out physical copies of this workbook. It's going to walk you through exactly how to market your coaching business in order to sign clients.

The reality is, once you start your business, the one thing you need to be focused on is marketing to sign clients. So, the workbook is going to walk you through exactly how to do that. It's going to have 30 days of posting prompts and content prompts to walk you through how to create content and effective content. I'm going to talk about how to market in a simple and effective way that actually has people coming to you.

Along with this, you're going to get access to a live three-hour workshop where I'm going to teach you these concepts, walk through the workbook, give you the opportunity to get coaching, ask questions on your marketing. This is by far the best bonus I have ever offered.

For those of you who are listening who are already in, you're going to have access to this as well, don't worry. And as soon as you enroll, you will get an e-copy of the workbook, you will get a copy then mailed to your house, and you will get the invite to come to the three-hour workshop.

Imagine knowing exactly how you need to market in order to sign paying clients. That's what I'm breaking down in this bonus and in this workshop. That's what this workbook will walk you through step by step. I love you guys, go to lindseymangocoaching.com/anythingbutaverage to enroll and then you will get access to that bonus. I'll see you guys on the inside. 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,

[Anything But Average](http://lindseymangocoaching.com/anythingbutaverage) with Lindsey Mango

Ep #59: Soapbox Vs. Mastery Coaches

and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.