

Ep #64: Your Dream Career



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With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

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Hey guys, before we jump into today's episode, I want to make sure that you know, today, June 16th at 3:30PM Eastern time, I am doing a 90-minute free training called 3 Steps to Start a Coaching Business. Make sure you go to lindseymangocoaching.com/3steps to start and I will see you guys there.

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.

Alright, welcome back to another week and another episode of *Anything but Average*. How are you guys? I am so excited to chat with you all today. I'm recording this podcast a few weeks ahead of time, per usual, because my parents are coming to Louisville, Kentucky to visit my husband Chris and I.

And I am so excited because since COVID, they haven't even seen our new house, which I can't believe that we've been here for over a year now, or right around a year. And they haven't come to Kentucky because they were being safe and I have a 95 – I think – year old grandpa and my mom's around him a lot.

So, luckily, we've gotten to see them and we quarantined when we did that. But they haven't been here in a really long time and I'm so excited. So, I'm going to work as little as possible next week when they're here. And when this episode comes out it will actually be last week, to not be confusing enough.

Alright, so let's jump into today's topic. What I want to talk about is your dream career. And you guessed it, your dream career is a coaching business. Now, some of you guys might hear that and you might be a little

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resistant to it. Some of you guys might be coming around to the idea. Some of you guys might already be coaches.

But I want to talk about why I believe coaching is the best industry to be in and why it is your dream career. And just to give you a little backstory, this is coming from someone who I have an accounting degree, I had – and you guys have heard this story before, but I had probably six to seven different corporate jobs. So, I did sales, I did marketing, I did accounting, I did HR, I worked at a restaurant, I did recruiting for interns and I also did recruiting for full-time people.

Yeah, so that is kind of my list of all of the different career paths that I've tried. And I also started a network marketing business twice. So, I have a lot of experience in a pretty short amount of time. This was in my 20s, probably from the time I was 22 to 27, I did all of those things.

And when I found coaching, I was like, “Oh my god, what? This is a thing? This is a thing you can do?” And of course, that's why I'm so deeply passionate about sharing this with all of you guys and with my students. Because everything happened exactly the way it needed to. But I'm like, I wish I knew this existed when I was 18. I feel like I would have known it is something that I wanted to do.

And so, I want to get this message out to as many people as possible so that if they're meant to be a coach, if this is their dream career, they can find it.

Now, for some of you guys, you have to go through all of the failures and all of the figuring out what you're meant to do and having eight jobs like I did. And so, just know, if you've kind of gone down that path, there's nothing wrong with starting over, there's nothing wrong with choosing a different career path, even if you studied something else in college. There's no such thing as wasted time. You always get to choose again.

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And if you're new in the career world and looking for what you want to do, I'm so excited you found this podcast when you did. And if you guys know somebody who you can tell is searching, or maybe some of you guys are coaches, a lot of you are my students, if you have clients who want to start coaching businesses and they're curious about it, share this episode with them so they can decide whether this is their dream career path or not.

Alright, so let's jump in. So, I sat and thought about this for quite a while. And I wanted to identify what are the three things that are required for you to have your dream career. And I'm imagining it like a triad, like a triangle. There are three pieces of it.

And I tried to chisel it away and add other things into the picture, but it really came down to these three things. So, the three things you need in order to have your dream career is purpose, freedom, and possibility. And whether coaching is it or not, if you can find a career with those three things for you, you are going to be living out your dream. You are going to be like the essence of what they say, you know, if you do what you love you never work a day in your life.

But I wanted to show you guys how coaching actually fits into this. So, the first part is purpose. In order for any of you guys listening to this, the reason why you're listening to this is because you are looking for more, you feel like you're meant for more. And when you say that or you have that thought, what you really mean is, "I'm looking for my individual purpose."

When you have purpose, you feel like every morning you wake up, you are moving the ball forward on something that matters to you. You are doing the thing that you were put on this planet to do. It really, when I think about it for myself, living out my purpose every single day, being a coach, helping other people, making an impact on their lives literally gives my life meaning every single day.

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And it's something that I want to leave behind, like when I'm no longer on this planet, I know, because I'm fulfilling this purpose every day, that it will last longer than my lifetime. And maybe you're not there yet.

When I first started my coaching business, I didn't think about it in that way. But I knew I was meant for more and I knew I wanted to do something that I wanted to work on, on Sundays, and if I had the choice to do that and I wanted to work on Friday night instead of running out of the office because I was so excited that we had a holiday weekend because I couldn't stand the work that I did.

At the end of the day, in order for you to have your dream career, you spend 80% of your time at your job. And if you aren't doing something that you feel fulfilled by, that doesn't feel meaningful to you, that you don't care about, that means you're spending 80% of your precious time doing something that doesn't actually matter to you. So, that's why purpose is so important.

Now, how does coaching fit into that? Because some of you guys are like, "I'm curious about coaching but I'm not really sure what my unique purpose is." That doesn't matter. You don't actually have to know yet, especially if you just want to get started.

This is actually something I break down in *Anything but Average*. You don't have to know what kind of coach you want to be. You don't have to know your unique purpose yet. Part of the first step of the process is experiencing coaching, using coaching to change your own life. And that unfolds differently for every single person.

Some people lose weight or create a healthy relationship with food. Some people heal their heartbreak. Some people create a more passionate sex life. Some people just change their life and feel more empowered. That's how you create your purpose.

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So, to join the program and to make the decision to start a coaching business, you don't actually have to know what specifically your purpose is yet. I actually walk you through an entire process in the first and second step of the program to figure out what that is for you. And that's what's so cool about coaching is you can literally take anything that you are passionate and create a coaching business from it.

Seriously, try me on Instagram if you're like, "But I have an idea and I don't know how you can turn it into a coaching business," I promise, you can. There's a way. And in *Anything but Average*, I teach you how to do that.

So, that's what's so cool about coaching is it allows you to fulfil your purpose in a unique way. It allows you to discover what your unique purpose is and turn it into your career path.

Now, for some of you guys, you do have an idea of what you're passionate about. Maybe you haven't told anybody. Maybe in the back of your mind you think, "If only I could do this," or you have certain passions in your life already. I also teach you how to take that and turn that into a coaching business.

I teach you how to identify how you created results so that you know exactly how to coach and help other people. So, I think sometimes people hear coaching and they think it's this very specific thing and it only looks a certain way. To me, the title of coach is just about creating a service-based business that guides and helps other people.

And how you do that can look thousands of different ways. But in order for you to have your dream career, you have to be doing something that matters to you, you have to be doing something that's meaningful. You have to be fulfilling your purpose.

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So again, whether you know exactly what that is or don't, fine, it's totally fine. Join Anything but Average, I'm going to teach you how to actually break that down, discover what that is, and turn it into a coaching business. Or, I'm going to teach you how to take your existing purpose and passions and turn that into a coaching business. So, that's the first thing. You have to have purpose.

And for some of you who are listening, maybe you're discovering, "Oh, my purpose is to create little trinkets or to create a not-for-profit," then that's amazing, maybe your dream career isn't coaching. But again, the more clarity you can have, the better.

Okay, so purpose is the first thing to have in order to have your dream career. The second thing is freedom. Now more than ever, we have the greatest opportunity to create a career or business, really it's a business, that has freedom.

We live in a world that you can use a free social media platform to talk about whatever you're passionate about, whatever you're offering, and make money with it.

I was thinking about this the other day, that 30 years ago, that wasn't even a reality for people. If they wanted to start a business, they had to market in the newspaper or put it on a radio or have a physical building. We live in a world today where you can take an idea, put it online, and work from anywhere in the world.

And you know it, right? That's why you're here. That's why you're listening to this. You crave freedom. You want to be able to live your life and spend your precious time the way that you want. Not 80% of your time in a job that you don't love.

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And with coaching, that is a business that creates the most freedom of all. I know a lot of business owners who I help start coaching businesses from their expertise because their business is in a physical location and they want freedom with coaching, you create a service and you can work from anywhere.

Now, some of you guys might be thinking, like, "I don't want to be on the phone all day. I want to be able to have passive income." That opportunity is there too. Once you start your coaching business, start signing clients, really become a skilled coach, know exactly how to sign clients, that's really the next level.

I'm building a business that I work three days in, and long-term won't even have to be present for because you can create a course, a program, a service that is packaged up and people can buy without you having to physically be there.

Now, I just wanted to paint that picture. That's the long-term vision. I teach my clients how to start coaching businesses and start signing clients one on one so that they can become really great coaches, develop their own process in order to do that long-term.

But there is no better opportunity to create freedom than in a coaching business. Not only do you have the freedom of time and location. You also have the freedom to take your creativity and your ideas and turn it into whatever you want.

So, for me, some of the previous businesses that I was in didn't really work for me because it was rigid. I had to kind of fit into a box. What I teach my clients in *Anything but Average* is we have a simple framework but you create the box, you create whatever you want it to look like. You create whatever type of business you want, how you want to market it.

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I give you the framework so that you're not stuck in confusion and don't know where to go, but then you get to take it and run with it. So, it's not just about freedom of time and location. There's also a freedom of creativity and expression.

So, the second thing, in order for you to have your dream career, you can't be tied down. You have to be able to have the freedom and flexibility that coaching can give you, to spend time with your kids, to spend time with your family, to spend time experiencing the world and traveling. That's what coaching will give you.

The third and final thing you need in order to have your dream career is possibility. This one, I almost didn't add in. But it felt different than purpose and freedom because possibility is about feeling like you can constantly unlock your potential and grow in new ways.

When you have a coaching business, that is your job. Your job is to be the best student of your growth. It's impossible to not feel like you are fulfilling your potential if your whole lifelong journey is about growing and changing and pushing your limits.

The possibility in a coaching business is completely endless. You can make as much money as you want. There's no cap. You can help as many people as you want. You can do anything you want. Right now, it's an unregulated industry. Of course, this goes without saying that you have to do the right thing. But I've no doubt that every single person listening to this is someone who wants to do what's right and wants to do what's best and wants to do what's within integrity.

But literally, there has never been a better time and opportunity within the coaching industry because of the possibility that exists. And that allows you to wake up every day feeling like you can do anything. Like, you have every

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single possibility at your fingertips. If you can think of it, you can create it. You can put it in your coaching business.

And that is about unlocking your potential, feeling like you're fulfilling your potential versus – I know for me, before I found coaching and starting my own coaching business, I felt like I was living below my potential every single day. And that's because I didn't feel like I was going after what was possible. I didn't feel like I could create what was possible for me in my jobs or in the confines of the businesses I had started before.

That's what makes coaching your dream career. So, if you can find the path with purpose, freedom, and possibility, your life will be changed forever. Coaching is the best way to do that. Any idea you have, we can take that and turn it into a coaching business. I will teach you how to start. I will teach you how to sign clients. I will teach you how to create an offer, a super-valuable offer, what to charge, figure out what your unique purpose is, what that actually looks like, and take that and run with that.

Anything but Average is always open. You can join right now and start your coaching business and start this process. So, go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.

For all of you guys listening, take some time to think about that. How would it feel to have a career where you have purpose, freedom, and possibility all at once? It's not out of reach. It's literally right here. The opportunity is in your hands and there's never been a better time to take that step.

I actually put this in a post the other day that I feel like coaching is going to be – it's like the Amazon. It's like the next Amazon. Think about how big Amazon is and how many people it ships to. You're going to be helping people. I can't wait for you to feel like every morning your feet hit the ground, you're doing something that you're passionate about and you love.

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And if that's a coaching business, make sure to join us. I love you guys 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, and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.