

Ep #65: 3 Steps to Start a Coaching Business



Full Episode Transcript

With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

Ep #65: 3 Steps to Start a Coaching Business

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*. Before we get started, I wanted to share a result from one of the students who recently joined Anything but Average.

She joined May 14th and within two weeks launched her coaching business. What's so crazy is she actually set a later date. She thought she was going to start about 30 days after joining the program, but through going through the process, she got so clear on who she was as a coach, what she had to offer, her offer and what she was going to charge, she felt ready to start sooner.

That is exactly what happens when you go through the Anything but Average process. You get to a place where you actually feel compelled to start. You feel like you have something super valuable to offer and you want to get it out in people's hands, instead of trying to force yourself to start.

So if you want to start a coaching business, make sure to go to lindseymangocoaching.com/anythingbutaverage and we will get you started in the next 30 days.

Alright, so today what I wanted to talk about is actually what I taught on my free training last week. It was so good I wanted it to have a permanent place on my podcast. So if you were there, this is just going to be a refresher. If you didn't get a chance to attend, you're in luck. I don't usually do this.

Ep #65: 3 Steps to Start a Coaching Business

So the three steps to starting a coaching business are super simple. Your brain wants to overcomplicate it. But I want to talk about these three steps, break them down, how to do them, and what's going to get in your way. So you know it's going to be a direct roadmap to starting your business.

So let's jump in. The three steps to starting your coaching business, step one, have something valuable to offer. Step two, create an offer from that value. Step three, tell people about it.

Now, you might hear that and you're like, okay. But that is literally it. If you actually think about it, let's use college as an example. We go to college to create value, to become somebody that has an accounting degree, that has a specific expertise. I'm just using accounting because that's what I studied.

Or to be a lawyer, that has a specific expertise. The more value you create and that you'll add to the workforce, the more opportunity there will be. So you come out and you've created this value, then you basically created an offer, meaning I can be a lawyer and I can help you with law things or I can be your accountant, I can help you with accounting things.

So that's the offer. And then a company hires you and pays you money based on the value that they see with that position. And then you create a résumé, you put yourself out there to actually go get a job. You can't hide out in your apartment or in your house expecting someone to find you.

You start to tell people, I'm a lawyer, I'm an accountant, I'm whatever, HR, and that's how you get a job. It's actually the same process with starting a coaching business. But our brains love to overcomplicate it and we're so used to leaning on degrees and experience and all of that in order to get a job and how that normally looks that it's hard for our brains to take that and do it on our own.

Ep #65: 3 Steps to Start a Coaching Business

And there's an added level of responsibility because it's not about someone else hiring you. It's about you going out and creating something on your own. But that's it.

So let's talk about these three steps. The first step is you have to have something valuable to offer. Now, there are two ways to do this. Some of you guys have already spent time in a career or in a specific area that you've already created a lot of value in.

So maybe you've been in HR for years, maybe you're a photographer, maybe you have lost 50 pounds and figured out how to get your health back. Without realizing it, you have been fostering and cultivating value. And that value is worth something. You just have to recognize it. You just have to see what value you have to offer other people.

So some of you guys already have created that value. And in my program, I teach you how to recognize that, how to see what you have to offer in terms of value, and feel confident in that. Because that's really the biggest piece is thinking that people will actually want to buy that value.

Now, on the other hand, some of you guys maybe haven't spent time cultivating that value. I actually didn't. I mean, you guys heard on the last episode I think, I had seven jobs, I had so many different things, I hadn't actually cultivated a very specific value.

The other thing was I studied accounting but I wasn't passionate about that. So be very aware if you're like, oh, but I can do this, I want to start a coaching business with this because I have experience. But if you're not passionate about that, then don't start a coaching business with that.

You're starting a coaching business to do something that you're actually passionate about. So it's okay even if you have lots of experience

Ep #65: 3 Steps to Start a Coaching Business

somewhere that you don't use it because the other option here is to cultivate it, is to create it.

Meaning learning coaching tools to help yourself change your life, and in turn, you cultivate value and understand how to help other people change their lives. That's what I did. So I used coaching tools, changed my own life, really mastered the skillset to be a life coach, and once I saw the value in that, I realized I had something really valuable to offer other people.

So the whole process in step one of my program, changing your own life using coaching tools is to help you figure out your specific thing and cultivate value, and/or if you already have valuable expertise, it will help you really identify how to help other people create the results you've already created and take that value and put it out into the world for other people.

Now, step two, you have to create an offer. A business doesn't exist unless you have something to offer people that they can pay for. Here's all you need to create an offer. You need to have a price and you need to know what you're offering people, the value you're offering.

Meaning, the timeframe, the length of time they're going to coach with you, how often you're going to talk or have a conversation and coach them, what you're going to work on in that time together to help them get the outcome, which is the last piece. You have to have a result they're going to get, you have to know what result they're going to get.

So in order to have an offer, you have to have a price, what they're going to get, and the result you're going to offer them. Super simple. Now, here's the thing; your brain will make this complicated. Your brain will be like, no one's going to pay that, or you'll try to charge based on what you think people will pay and it's from a lack mindset or thinking that people aren't willing to pay for this.

Ep #65: 3 Steps to Start a Coaching Business

And that's coming from your own drama. You'll have doubt in your ability to get them the result. So there's the science and art of each of these steps. The science is you just need a price, you just need to know what they will get, and you need to know the result.

The art is getting to a place where you believe in your offer, where you feel like you've picked the right price for your ideal client, where you know exactly what results and outcome they're going to get, and you believe that's a super valuable outcome.

I teach you how to execute that process, find those three things. Make the decision on what the price is, what they will get, and the result you will help them get. And then we also coach - this is why you get unlimited support for coaching in the group and weekly Facebook Live calls in the group to coach on all the drama you have about your offer and making that decision.

Step three, tell people about it. You can't actually start a business unless people know it exists, just like you have to put your résumé in at jobs. It's that simple. Starting is actually that simple. Just starting to tell people about it, posting about it online, marketing your business, telling people you have something that they can buy and you have something to offer.

That's the science. The art is all the drama you have about it and clearing that up. So you might be thinking, "What is my brother-in-law going to think? What are my potential clients going to think? Are they going to think this is valuable? What if nobody reaches out to me? What if I try really hard for 30 days and I don't get a single client?"

Our brain tells us all these things to protect us and keep us safe. And you have to know exactly how to not let your brain hold you back. You have to know how to get around these fears and doubts and these negative beliefs that are going to hold you back from telling people about it and ultimately signing clients.

Ep #65: 3 Steps to Start a Coaching Business

That is what we work on in the program. And how to do that in an effective way. How to market, how to do consultations, how to handle objections, but also how to have the confidence to start telling people.

My job and the process's job, which you actually heard at the beginning of this podcast, the woman who got to a place where she was so excited about what she was offering, she just couldn't help but starting today instead of waiting the week when she had planned to launch it. That's what you want to get to.

You want to get to a place where you believe that you - imagine just for a second, this is an extreme example, but imagine - I've talked about this before. But you found a cure to cancer and you believed it worked and you believed people needed it, of course they do, you wouldn't wait a single day to start telling people about it.

That's the place we get you to in Anything but Average, where you feel so confident, so certain in what you have to offer, that you're excited to tell people about it, that you can't help but tell people about it. That is when you will start your coaching business and that's when the magic starts to happen.

So if you want to start a coaching business, all you have to do is these three things. Have something valuable to offer, and you either have to create it or understand how you've already created the results in your life, so that you can then create an offer, step two, know what the price is, know what they're going to get, know the result and the outcome that your coaching will give them.

And then three, you have to know how to tell people about it. You have to be confident to tell people about it. That's it. Now, all the drama you have about that is where you need coaching. So I walk you through this entire

Ep #65: 3 Steps to Start a Coaching Business

process in Anything but Average, the science of it, the decisions you need to make to actually get started in the coaching industry.

And then you get access to me to coach you through that process, to coach you through any of the doubt, drama that's going to hold you back. And I also teach you throughout the entire process how to do that in your own mind so that you know how to get past it, so that you know how to lean into the fear so you can start your coaching business and start helping people and creating the business that's going to give you the freedom and create the life that you really want.

You can join right now. Go to lindseymangocoaching.com/anythingbutaverage. I will see you guys on the inside and we will talk 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.