

## Ep #73: Building a Valuable Brain



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With Your Host

**Lindsey Mango**

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## Ep #73: Building a Valuable Brain

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, how are you? I hope you're having an amazing week. Today we are going to talk about building a valuable brain.

And when you build a valuable brain, you will create bigger results with less work. So we're going to talk about that in just a second but there are a few dates and important things coming up I want to make sure you guys know about before we dive in.

The first thing, next week, August 25th, the fall 2021 class of the *Anything but Average Coach Mastermind* officially opens for application. This mastermind is about creating a full-time coaching practice while building an even bigger and better life.

So we are about creating more clients, more consistency, more money, with less work. Does that mean that we don't work hard? Absolutely not. But we do it by building a valuable mind and learning how to create bigger results with simpler actions so that you can continue to live and create the life and the freedom that you really want.

We have students in this round, in the next round that are going for six figures, multiple six figures, and then we have students who are just coming in and ready to get their business full-time so they can leave their corporate job. So if you're anywhere in that, you have to apply for the mastermind.

Just a couple things. The applications close on September 5th at 11:59pm Eastern time. There is a video as a part of the application, so make sure

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you set aside some time to do that. It's a two to three minute video that is explaining why you're a good fit for the mastermind. If you're an overachiever, you can go ahead and do that ahead of time before the applications open.

And the other thing, the minimum in order to apply for this mastermind is that you have to have signed three clients in the last six months or have made \$5000 in the last six months in order to be eligible to apply. The link to that is [lindseymangocoaching.com/abacoach](http://lindseymangocoaching.com/abacoach). Again, applications open August 25th.

You will find out if you've been accepted September 6th and all that information, you'll get a confirmation email once you apply and you'll know exactly what you expect next.

Second thing, next week we start the ABA Coach Mastermind interview series. So starting on August 25th for a week and a half, you are going to hear from five of the students of the Anything but Average Coach Mastermind.

I'm interviewing some of my best students who exemplify the process, who really show what it looks like to apply what I teach in this mastermind and the results they have created. You do not want to miss those whether you're good for the mastermind or not. They're going to show you what's possible with this work.

So tune in to that next week from August 25th to September 5th. Those episodes will be going live every other weekday. Alright, so let's jump in to building a valuable brain. The four things I want to touch on today is why is it important, what does it actually mean, what's possible when you build a valuable brain, and how do you actually do it.

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So first, why is building a valuable brain so important? As a coach, the more valuable your brain becomes, the more value you can add to your clients. So whether that is you're first starting out and you're just starting your coaching business or you want to continue to grow your coaching business, the more valuable your brain is, the more you stretch it, the more you grow it, the more value, the more perspective, the better coach you will be for your clients, which means your clients will get better results.

When your clients get better results, you will be able to help more people. Now, building a valuable brain is how you create bigger results with less work. Just to give you guys a quick example, I think about this all the time with volleyball. If you don't know, I played D1 volleyball and so I like to relate things to sports because it's simple and easy for my brain.

I think about it like when you're learning to serve a volleyball, one of the most important fundamentals is learning how to toss the ball in the exact same spot every single time. Now, this isn't a super sexy part because everybody wants to just start hitting the ball over the net and practicing that part of their serving.

But the reality is if you don't learn how to toss the ball in the same spot every single time, every time you go to serve a volleyball you're chasing the ball all over, you don't know what to expect, and you have no consistency from that.

And so while it may take a little bit to slow you down and learn how to do that, when you set that foundation, you're going to become such a more powerful player and a better server because your ball is always thrown in the same spot. Now you can direct it exactly where you want it to go on the court. Now you know that you can consistently get it over the net.

And so it's slowing down to really speed up to become a better player. And when I think about creating a valuable brain, that's what that's really about

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is setting a foundation of a valuable mind so that any action you take after it is more effective and you become a better player, a.k.a a better and more successful coach.

Now, what does it actually mean to build a valuable brain? How I define it is learning how to create results with simple actions by changing your thinking. By changing who you are, by changing your belief systems.

Now today, I was actually coaching in Anything but Average and one of the students asked a question and I've been thinking about it all the way up to this podcast and she said, "What's the difference between coaches who are wildly successful and then the ones who are kind of just stuck in the same spot or not creating massive results?"

And my response was the only difference isn't that the most successful coaches have something special or they know more tools or they say things that are more profound. I'm sure some of you guys listening have said things that I say, have said things that people who teach and coach on stage have said.

The only difference is that they have a more valuable brain, meaning they believe in themselves at a higher level. They have higher quality thoughts about themselves as a coach, about their clients, about what people will pay for their coaching. That's the only difference.

They're not doing more. They just have a more solid belief and thinking and a more valuable brain. And again, I don't want you guys to hear this like, more valuable brain means you're better and less valuable brain means you're not.

But I'm just saying that they've built a brain that has a higher level of thinking and a higher level of belief systems, which is why they have bigger results. It's the only difference.

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So when you learn how to challenge and stretch your mind to think in a different way, to build belief systems that support an even more successful business and more freedom in your life, your brain gets valuable. Your brain becomes more valuable.

And that means every single action you take is more effective. Now, on the flip side, the other option is to do what most of us like to do, myself included, which is just work harder and harder and harder. And now, one thing I want to share is I'm not saying that starting a coaching business and building a successful coaching business is easy. It requires hard work.

But what I'm saying is hard work that's unproductive, what I'm saying is just grinding and pushing harder and harder and harder and harder. When you do that, you don't actually increase the value of your mind because you're not problem solving in a way that's going to say okay, how can I make this post even more effective? How can I think at a higher level about my business, about my clients, about what I have to offer to make this one post that I put out today actually convert and create clients?

You're just approaching it from I just need to put out as much content as humanly possible. Do you see the difference? One you're actually challenging and stretching your brain at a higher level and that brain gets to go with you. That highly valuable brain gets to come with you in every single action you take thereafter.

If you just push harder and harder and harder and do more and more and think quantity over quality, what you do is you don't ever stretch and grow your brain. You just get really good at grinding and working hard, which is fine, but there's only so far you can go with that.

There's only so big you can go just doing more. And when you want to create even better results in your coaching business, what will be required

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is that you do more because you haven't learned how to increase the value of your brain to make any action you take more effective.

Now, how do you actually do this? You have to stretch your brain in different ways. You have to challenge the current belief systems that you have. You have to learn how to think differently to produce better outcomes with every action you take.

This is one of the values of having a coach and being in either one of my programs, in Anything but Average, which helps you start your coaching business, or being in the mastermind. You have someone on the outside challenging you to change the way you're thinking so that the actions you take are more potent and more effective.

Otherwise, what our brain does is it goes down the typical path it only knows how, which is to do more and try harder. And it never stretches and grows in a way that will build an even more valuable brain. It truly is that simple.

Now, at first, this process can be very challenging because most of us have been taught by society that we just have to do more and work harder, that's how we get better results. That's how we make more money, that's how we build a successful business.

Not in the Anything but Average world. Not with what I teach. Now, at first it might be a little bit more challenging because if you're used to grinding it out and it's the only way you've known how to create any results in your life, it's going to be very uncomfortable to learn how to question your brain, think differently, build new beliefs to create better outcomes.

But what you do is again, it's like throwing the volleyball. You learn how to toss it in the same spot every time so that when you do go to take action,

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you get an ace every time or you score a point or you know exactly how to direct it.

So it's really about pulling those reins in and challenging your mind so that you can create more value, and then you can create better results over time. When you do that, when you create a more valuable brain at every step of the way, when you think differently, when you create new beliefs about yourself and what you have to offer the world as a coach, you can multiply that over time without exhausting yourself, without sacrificing your freedom and your life in the process.

That is the difference between successful coaches and unsuccessful coaches and that is the difference between coaches who will go on to make six figures, multiple six figures, and beyond. Now, this is what I teach you. This is what I coach you on in my program, Anything but Average, and in my mastermind, which is opening next week.

This is one of the key components we work on and coach on in the program. The goal of the mastermind is that you create a full-time coaching business without sacrificing your life. You do it while creating the life you really want.

The only way to do that is to create a highly valuable mind. And you don't only get that from the process that I teach you. We walk through an entire workbook at the beginning, make all of these decisions for your business and commitments for your business, and coach throughout the entire mastermind, elevating the value of your brain so that you get bigger results without sacrificing your life.

You also get it by being in a room of 19 other high level coaches who are going to show your blindspots that you didn't even realize you had and make your brain that much more valuable. That's why so many of the students in that mastermind are creating six figures in their first year, are

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creating full-time businesses in the first six months of being in this mastermind and the second six months of being in this mastermind, are creating bigger results with less work.

And this is also why the students in Anything but Average, my foundational program, signs clients in the first 30 days. This is the work that it takes. So if you want to build a coaching business that supports a lifestyle that you really want, this is the key to getting there.

If you want to start a coaching business, make sure you're in Anything but Average. Go to [lindseymangocoaching.com/anythingbutaverage](http://lindseymangocoaching.com/anythingbutaverage). And if you are ready to take your coaching business to the next level, if you're ready to make it full-time, hit six figures and beyond, go to [lindseymangocoaching.com/abacoach](http://lindseymangocoaching.com/abacoach). Mastermind applications open one week from today on August 25th.

I will talk to you next week when the interviews go live. You're actually going to hear this over and over and over again and the stories and these interviews of how this work of building a valuable brain pays off over and over and over again for these mastermind students. I love you guys and I'll 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](http://lindseymangocoaching.com/anythingbutaverage) and I will see you on the inside.