

Ep #76: Invisible Evidence



Full Episode Transcript

With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

Ep #76: Invisible Evidence

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 am so excited because the weather is finally cooling off. It has been such a hot summer in Kentucky. And the fact that it's like 80 degrees high and like 50 or 60 low makes me so excited. I am, yes, a basic white chick sometimes. And I love fall.

All right, before we jump into today's episode which is so freaking good, I know this episode is something you are going to come back to over and over and over again. So I don't know if you can do this, but bookmark it, save it. What I'm going to teach you today is going to be so valuable for starting your coaching business, creating new levels of results in your coaching business, and any result in your life and with your clients.

But before we jump in, I just want to welcome the fall class of the Anything But Average Coach Mastermind. Applications closed this past Monday. And for those of you who are right on the line of qualifying to be in the mastermind, the next round of this mastermind opens for application on February 23rd.

This will be the spring 2022 class that we are enrolling for. So make sure to mark that down in your calendar. All of you guys listening should be able to sign your first or next three clients or make \$5,000 in the next six months in order to apply for that mastermind. Even if you haven't even started your coaching business yet.

So if you didn't join the mastermind, make sure to get yourself into Anything But Average where I teach you how to start your coaching business and how to sign your first client, your second client, and your third client so that

[Anything but Average](#) with Lindsey Mango

Ep #76: Invisible Evidence

you can get into that mastermind and learn the foundational tools you need to take the mastermind to the next level.

All right, so let's jump into today's episode. What I want to talk to you guys about is something that I call invisible evidence. So here's the thing, the bigger change you want to make in your life, the less evidence you will have available to support it.

So what I mean by that is if you want to start a coaching business, if you want to make six figures in that coaching business, if you want to lose 50 pounds, it's likely that you have never done that before successfully and maintained it. Otherwise, you would already have that result, right? And you would have a different goal.

And it is likely that you don't have much evidence to support that you can do it, because you've never done it before. Now, this is totally normal. This is a part of the process of creating new results. And the key to creating new results in your life, in your business is believing in something. Believing in the result before you have evidence that it's going to happen.

I'm going to say that again. The key to creating any new result in your life, in your coaching business, is to believe that the result you want is going to happen before you have evidence of it. Now, this is the hard part and here's why.

The reason our brain likes to look for evidence, and when I say evidence, I mean like signs that it's going to work or the result you want is going to happen, is because it feels very risky to believe, to go after something. To go after a goal, to go after a new result in your life, in your business without it. It feels like free falling and it feels like death to your brain.

Ep #76: Invisible Evidence

Because showing up every day, putting your all into something and into a goal without knowing whether it's going to happen or not poses the risk of disappointment. It poses the risk of failure. It poses the risk of feeling a lot of negative emotion that your brain associates with death, emotional death. And so it wants to avoid that at all costs.

That's why any time you want to go do something new and create a new result your brain starts to look for evidence of whether it's going to work or not. So that you can give yourself that certainty that you're not going to be disappointed, that you're not going to fail, that you're not going to lose all of your money, lose all of your time and never get where you want to go.

But here's the thing, when you do that, when we use current evidence to predict whether the result we want is going to happen or is going to work, we're using the current evidence that has created our current results. Meaning the results that we don't want, or not the result that we do want. That's why you desire this new goal or this new result.

So it goes against everything in your brain, in your body, to go after a goal or outcome that you don't feel certain you're going to hit. But this is the requirement to start a coaching business, to sign clients, to make more money than you've ever made, to create the freedom you want. And to help your clients do the same, because they also have to believe in possibilities. They have to believe that the result they want is possible before they have evidence of it existing.

And that is the hard part because our brain wants to use evidence to protect us from potential failure. Our brain says, "Before I go all in on this, before I make an investment, before I start putting myself out there online, before I start showing up at the gym or putting myself out there to date, or whatever it is, I want reassurance that this is going to work and I'm not going to be disappointed." But by doing that, you get yourself stuck in a

Ep #76: Invisible Evidence

cycle where you keep producing the same result over and over and over again.

This is why so many humans, because this is how our brains work, it's like groundhog day, all of the time in their life, over and over and over again. Because their brain is like, "I want this new result but I don't have evidence of it. I'm going to use the evidence I have which supports the current results I have. And I'm going to just keep recreating that over and over again."

Actually, as I was preparing for this, I was writing it out. There's really two cycles. When you want a new result your brain automatically looks for evidence in your life, like, "Have I done this before? Where is there proof that this can happen for me?" To support it, or to disprove it.

Now, some of you guys might be thinking when you tried to start your coaching business, or you tried to do something new, you really believed it was possible. But here's the thing, our subconscious mind is super sneaky. Our fears are super sneaky. So you might believe it on day one, but on day five, on day 30 are you still believing without the evidence that the result you want is going to happen?

So what happens is our brain starts to look for evidence to support the stronger belief that we have or the stronger fear that we have. And naturally, when our brain is looking for evidence of something, it finds it. So if it's looking for evidence that this isn't going to work, or it might not work, it will see that. And once it sees that evidence, then that starts to dictate the actions you take.

And that shows up in three different ways in this specific cycle. You either keep taking action, but it's what I call empty action. So it's like you're going through the motions but you don't actually believe it's going to work. So it's like you're posting on social media, you're going to the gym, you're dating but your energy isn't behind it.

[Anything but Average](#) with Lindsey Mango

Ep #76: Invisible Evidence

You eventually stop taking action because you make yourself feel so bad and feel like there's no evidence to support in this new possibility and you just stop and you quit. Or you just keep trying harder and harder and doing more and more and burning yourself out. But again, you don't have the belief and the thinking you need to produce the outcome you want.

Then you see more evidence, right? Look, I'm trying harder, this isn't going to work. Or I posted today, I had less likes than ever. Or I did a consult, someone said no. Or I did network marketing before and it didn't work. It sees more evidence and then it proves that original belief or fear true. And you get stuck in that cycle over and over and over again.

This is what you have to avoid. This is what being in Anything But Average and coaching with me and going through the process teaches you how to get out of. If you do not know how to get out of this, you will continue to create the same results over and over and over again in your life. And your clients, if you have them yet, will also continue to produce the same results over and over and over again.

Now the way out, the cycle you want to be in is you have a result you want and you have a new belief you want to have like, "I can actually start a coaching business." Or "I really can sign clients, make money doing what I love, and eventually leave my job."

Your job is to look for what I call invisible evidence. Meaning evidence that may not seem to be something that smacks you in the face, like someone reaching out to you and saying, "I want to hire you yet." But evidence you choose to see.

Like, I know I'm helping one person today. Like five people liked my post, or 30 people are watching my story so I know this is helping someone. Or someone is connected to someone in my audience right now who needs my help. Someone's at coffee, having a conversation right now, talking

[Anything but Average](#) with Lindsey Mango

Ep #76: Invisible Evidence

about what I do and the business that I started. Or I'm capable of changing, so even if network marketing or any business I started before, there's evidence because I'm still showing up, I'm still sticking with it.

Now, all of those things feel invisible, right? They feel elusive, you don't actually know if they're true or not. But looking for invisible evidence and evidence that you can't yet see, or touch, or taste, or however you want to call it is going to help you build the thinking, and the belief, and the result, and the outcome you want before it exists. That's how you change your results. That's how you change your outcomes.

Now again, in this cycle, you look for that invisible evidence, you start to build that belief that this is going to happen, this is going to work. And you start to feel confident. And then that fuels your action forward. That fuels consistency, showing up consistently. That fuels you taking action that has the energy you need behind it. That fuels your commitment that, in turn, over time that cycle produces the outcome you want.

Over time, that belief that this is going to happen gets stronger and stronger and stronger until it does. That's how you create new outcomes. That's how you start a coaching business when you've never saw yourself as a business owner before or you failed 20 times before. That's how you start signing clients when maybe you've had your business for six months, and you haven't signed a single client yet. You look for invisible evidence.

So invisible evidence is looking for and believing and evidence you can't yet see or touch. Now, some of you guys might be hearing this, and you're like, "That feels delusional. That feels crazy. I'm just going to believe that I'm helping one person every single day?" My answer to you is yes. This is the only way to create different results and different outcomes in your life.

And the truth is, you are delusional either way. You're choosing to believe that no one's paying attention. You don't know that. Everyone's not saying,

[Anything but Average](#) with Lindsey Mango

Ep #76: Invisible Evidence

“We're not paying attention to you.” You're choosing to believe that invisible evidence.

You're choosing to believe that out of the 30 people who are following you on your story, even if you scroll through every single one and you don't think they're interested in what you have to offer, you're choosing to believe that they're not interested. You're choosing to believe that they don't know somebody who wants your work. That's delusional too.

So the question is, which one are you going to choose? You want to choose the evidence, the invisible evidence that's going to serve you to build the belief that you need in order to create a different outcome.

Now, again, to your brain this feels very scary. This feels like free falling. This feels like potential death because you're believing in something you can't yet see. But this is the only way. This is your only choice. And that invisible evidence that's going to support the results and the outcomes you want is equally as true as the evidence you're choosing to believe right now.

I'm going to give you guys a couple examples of this so you can really see how it plays out. One of the things for me when I first started my coaching business, I spent every single day, every single time I put content out, every single time I showed up for my business, thinking that there was one girl sitting in her bedroom, feeling alone, feeling like she was stuck, feeling like she had nowhere to go.

And she was reading my content. And she didn't like it. She wasn't commenting on it. She wasn't messaging me saying, “This impacted my life so much.” She wasn't giving me any tangible evidence. But I chose to believe that she was out there. And I showed up every day for her. I showed up talking to her every single day. And do you know what

Ep #76: Invisible Evidence

happened over time? There she appeared. She hired me as her coach. And then more of them appeared.

You don't need, especially when you first start your coaching business, you don't need 500 people who want what you have to offer. You need one to start. You need to believe in that one person. You need to believe that that invisible evidence is there and hold on to it with everything that you have. And that's what I did.

So here are the two examples, let's just say you want to start a coaching business. That's why you're here. That's why you're listening to it. You're inspired. You're like, "Oh my gosh, I would love to do this."

Now, on one side, if you're not looking for invisible evidence and you're looking for other evidence that's not going to serve you, you might say, "Well, I started a network marketing company twice. I tried this other thing and nobody wanted what I have to offer." Now you're looking at the evidence that supported the results you currently have.

If you're going to look for invisible evidence, you could look for something like, "Well, I'm still showing up and looking for my purpose." Or "That wasn't my purpose. I know this is truly what I'm meant to do. And when I'm committed to something, there are five other areas in my life that I have evidence that I always show up for it."

Or "I'm capable of change. Look, I changed this area of my life, I've changed this area of my life." This isn't even invisible evidence, this is actually tangible evidence that you can look at, which is just as powerful.

Then you're going to create the feelings of like, "I can actually do this." You take the action you need, like get in *Anything But Average*, start learning,

Ep #76: Invisible Evidence

start growing, to start that business and create a different outcome than the other businesses in the past.

Another example would be, let's just say you want to sign your first client. Now your brain might be saying, "I've been posting for X amount of days, time, whatever, and no one's signed, why would they sign now?" Again, you're not looking for invisible evidence, that evidence is only going to support the current outcome you have, no clients.

What invisible evidence exists? There's someone out there listening, and watching, and waiting for my message. I don't comment on every single thing that I see. I don't message Lindsey all the time telling her that her work is changing my life, but it is. So there's got to be someone out there who's watching and following me thinking the exact same things.

Something I like to think about all the time is like if I need a dog trainer and I go to Google it, they don't know I'm going to call them. They don't know that I'm struggling with my dogs barking. I just call them out of nowhere.

So I also have the thought like, "Literally people are finding me out of nowhere all of the time, who want exactly what I have to offer. Someone's at coffee right now talking about the work that I do. Someone just found me on IG today and is interested. Someone could find me tonight and decide they want to hire me." This is invisible evidence. This is what's going to fuel you forward to take the action you need in order to produce the outcome you want.

So the question I have for you is are you relying on your current evidence to believe in the outcomes you want? If you are, you will only continue to create the current outcomes you have. Your only job is to look for invisible evidence.

Ep #76: Invisible Evidence

Your only job is to look for tangible evidence that will support the beliefs that you need to have, that you can do this, that you can start a coaching business, that you will find clients. That your next client is right around the corner. That you can actually create freedom and do what you love and make money doing it.

This is the only way. This is what I teach you in Anything But Average. This is what I coach you to do over and over again because your brain is going to want to keep looking for that other evidence. Because it feels like it protects you, it keeps you safe, it keeps you in your comfort zone.

And your job, and my job with you, is to keep you coming back to new evidence, to looking for invisible evidence so that you can create different outcomes so you can create a different life. This is what you'll have to do for your clients and this is what you have to do for yourself first.

I love you guys, go to lindseymangocoaching.com/anythingbutaverage if you are ready to start your coaching business and sign your first three clients and learn how to do this for yourself. Otherwise, you will continue to stay exactly where you are, looking at the same evidence producing the same outcomes.

I love you guys, I say this with so much love because I want every single one of you to change your life to. change your outcomes drastically. If I didn't do this work five years ago, I would have the exact same life I had five years ago today. And in 10 years I'd have the exact same life.

But because I've learned how to do this, my life completely is like 1,000% different today. And I know every single year it will continue to change because I do this exact work. I look for new evidence to support new beliefs and create new outcomes.

[Anything but Average](#) with Lindsey Mango

Ep #76: Invisible Evidence

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.