

## Ep #77: The Belief Seesaw



### Full Episode Transcript

With Your Host

**Lindsey Mango**

[Anything but Average](#) with Lindsey Mango

## Ep #77: The Belief Seesaw

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 hope you are doing amazing. I have some life updates for you. If you don't follow me on social media, which if you don't, what are you doing? Follow me @Lindseymango\_.

But some big things have been going on in my personal life. And I wasn't sure exactly when we were going to announce it, so this is a little bit delayed because we've already shared it publicly. But my husband and I, Chris, are pregnant. We are expecting our baby in March of 2022. Which is so freaking exciting.

So if there was a time in my podcast interviews for the mastermind, or just in general where I seemed a little low energy, it's probably because I was trying not to puke my guts out because I was in the first trimester. I am now in the second trimester, so I'm feeling like a human again. But we are just so excited.

And it's been so fun to share in the love and excitement with all of you guys. And I feel like I'm gaining a badge into this really amazing club of being a mom. And I just feel really honored and grateful for this experience. And I cannot wait to meet our baby.

And by the time this episode comes out, we actually will have our gender reveal party already. So we will know what we're having and I cannot wait. For those of you who wait until you give birth, I do not know how you do that. I'm like, "There's no way, I have to know what now. I have to start planning the baby room and buying all the clothes and doing other things."

[Anything but Average](#) with Lindsey Mango

## Ep #77: The Belief Seesaw

But I'll tell you right now that my gut feeling is that we are having a boy. So if you see my photos on social media, and it's pink, then you know I was very surprised. So anyway, that is a little update on what's going on over here at the good Mango household.

I have to say I feel so grateful to feel like a human again and be out of the first trimester. And for those of you guys who feel sick the whole time, oh my gosh, I have a whole new appreciation for you, because that was not fun.

All right, so let's jump into today's episode. What I wanted to talk about today is what I call the belief seesaw. And I talk about this in my program, *Anything But Average*. And we've been coaching on it during the live sessions every single week. And after sitting down and really looking at it and teaching them I knew it was something that I had to share with you guys.

So here's the thing, if you've listened to this podcast for a while, if you haven't doesn't matter. One of the cornerstones of building any result in your life is your thoughts and is your beliefs. Beliefs are essentially thoughts that you've had over and over and over again until they become like a belief system that you have.

And every result we create in starting our coaching business, like even getting started, as well as the number of clients we sign, the money we create in our business is a reflection of the beliefs that we have. Because every single thought, every single belief we have drives forward the actions that we take, and in turn the results we create.

I've done podcast episodes on this before. I've talked about the model, which is something that Brooke Castillo created, it's her genius. It's so amazing and I talk more about that in that episode called *The Model*.

[Anything but Average](#) with Lindsey Mango

## Ep #77: The Belief Seesaw

So I just wanted to do like a quick recap before we talk about the belief seesaw and what that is and how to use utilize that in getting started in your coaching business and building your coaching business.

So the reason why belief is so important is I think of it as the lighter fluid to every action you take. So it either makes it work or not. This is why you can try lots of different things to get your business started and you don't produce the outcome you want because you don't have the beliefs and the thinking that you need to have.

Now, again, I mentioned this already, but every single thought we have, every single belief we have, it fuels forward the actions we take and in turn the results we create. It even feels forward which actions we choose to take and how we execute the action. Which in turn produces the results.

So this is like, I feel like the big mystery of the world when we stand back and we look at people who are doing the exact same things we're doing, or trying the exact same things we're trying and they have a different outcome than us. It's because of this right here. It's because of their level of belief.

Belief is also what carries you through when you fail and when things don't seem like they're working. When you first decide to start a coaching business, you're not going to have a whole lot of evidence to support, which we talked about this last week on the podcast, you're not going to have a whole lot of evidence to support that this is going to work.

And if you really believe that your success is inevitable, which is another episode I did that I highly recommend you go and listen to. If you really believe that this is going to work, then when you fail when it's not working, that's going to be what carries you through that to learn, to grow, to evolve, to get better, and then in turn create the coaching business you want.

## Ep #77: The Belief Seesaw

Without that, when you fail when things don't work, you start to pile that up as evidence until you make yourself feel like such crap and you lack so much belief that you're going to start a coaching business and you're going to create the outcomes you want, that you eventually quit and don't continue. And of course, you're not going to produce the outcome you want if you quit your business.

So that is why belief is important. Now, here's the thing, I think of belief in stages. That when it comes to creating any new result in your coaching business there are phases of belief. And I broke them down into four phases. So there's the first phase, the second phase, the third phase, and the fourth phase of belief.

Now, the first phase is 25% belief. Meaning you only believe at a level of 25%, which is pretty low, that you're actually going to start your coaching business and sign your first client.

It's like most of the inner chatter in your brain is heavily on it's not going to work, no one's going to buy what you have to offer. What are you even offering them? All of the thoughts that you have, the things that hold you back from starting or the things that just keep you in doubt. That's the first phase.

The second phase is 50%. That's where you're kind of equal parts, like part of me really does believe this can work and part of me doesn't. I always imagine this phase looks like an inner tug of war game in your brain.

It's like some days you wake up and you're like, "Oh my gosh, this is actually going to work." And other days you wake up and you're like, "This is absolutely not going to work, stop lying to yourself. I don't know why you think it's going to work." And that's what it looks like. That's where you're at, phase two of your belief, half of you believes it half of you doesn't.

## Ep #77: The Belief Seesaw

Then there's the phase three, which is 75%. Which means that the majority of you really believes that starting your coaching business and signing your first clients is going to work. And then there's a little bit of doubt, there's a little bit of fear that plays into it. But most of the time you're feeling very certain about that.

And then phase four is 100% belief. And that looks like believing beyond a shadow of a doubt that you're going to create the result that you want. In a way that is a part of who you are.

It's almost like how when you first learn to tie your shoes, you have to think about it consciously, you have to work hard at it, you have to remember what you're doing. And eventually you get to a point where you don't even have to think about tying your shoes anymore. It's just who you are, you are a person who ties your shoes.

That's exactly what phase four of belief looks like. It's like you are a person who has a coaching business and signs clients and knows you're going to create the desired outcome. It's totally done. You don't even have to think about it anymore.

So those are the four phases of belief. Now, here's the thing, what I see so often is people make it a problem that they're in the first phase. I always tell my clients that the first step to building belief is not believing. It's being in phase one, or even before phase one where you have like 1% belief that it could work.

When you're sitting at your desk job and you're hating it, but you're like, "This is what I have to do." And then there's that little voice in the back of your mind that's like, "Maybe I could be a coach." And then you just shut it down.

## Ep #77: The Belief Seesaw

The first step of building belief, the first step of creating any change and starting your coaching business and signing your first client, whatever next goal you're going towards, is always not believing. It's being in that phase one. It's being in that 25% phase. And that's not a problem. I want you guys to hear that loud and clear.

So many of you say like, "But I don't believe." And I'm like yeah, that is the work. That's one of the biggest cornerstones and focuses of my coaching and my programs is building that up and teaching you how to do that. And that's going to be what produces your results.

But that doesn't mean it's a problem if you're in phase one. We all start in phase one, when we're going after a new goal. When I go after a \$5 million goal, I will be in phase one.

So what I want to offer before we talk about, this is a lot of like pre-frame for this belief seesaw. What I want to offer is that, again, the first phase, the first step of building belief in any new result, in any new outcome, is not believing most of the time. That is your path, that is your journey to success, that is your growth.

Now, there's a difference between meaning like, "I just don't believe in taking that as fact." And making that a problem and deciding, "Well, I just have all these doubts, so I'm guess I'm not going to start my coaching business."

Versus what I want to show you guys is that is like, "Yeah, I don't believe and I need to get in Anything But Average. I need to get coaching from Lindsay. Or I need to grow this belief like a muscle." This is the first phase. My job is to get to phase 2, 50% belief. My job is to get to phase 3, 75% belief. My job is to get to phase 4, 100% belief and that's when I will be producing the results that I want.

[Anything but Average](#) with Lindsey Mango

## Ep #77: The Belief Seesaw

Now here's the thing, this is where what I call the belief seesaw comes in. I imagine these phases like you are literally on a seesaw. And when you start, when you're standing on one side of the seesaw. All of the weight is on that side. And that side is in phase one where you don't believe.

And you have lots of thoughts and lots of evidence to support why it's not going to work. Like, "I've started a business before, I've started five businesses before and it's never worked." Or, "I even tried to promote my favorite restaurant and nobody cared about it the other day when I posted about it." Or, "I've tried seven different jobs, I'm just not meant to make a lot of money or be successful."

That is where you're at in phase one, you're standing on one side of the seesaw. And you have lots of stories, and thoughts, and beliefs, and evidence to support that. Again, not a problem. Your job is to get to the other side of the seesaw, 100% belief.

And your journey to creating the coaching business you want, getting started, like putting it out in the world and actually launching. Signing that first client, signing that third client. And then getting in the mastermind and signing that 10th client, that 20th client is all about this seesaw and how well you work your way over, inch by inch, little by little to the other side of that seesaw.

So I say all that to say, your job, our work together, this is why having a coach is so important, it's because you're like – I love the saying, you're in your jar, you can't see the label. I kind of butchered that, but you can't read the label when you're in the jar.

It's hard to see that there's another way to look at something, or another piece of evidence to show you that it could be possible, that it could be working when you're in the jar, when all you can see is evidence that it's not going to work, it's never going to work. But that is the work.

[Anything but Average](#) with Lindsey Mango



## Ep #77: The Belief Seesaw

So what you want to do is you want to inch your way over a little bit every single day. Look for new evidence. Look for new beliefs in thinking about yourself, about the world, about your results to help you just get one centimeter closer to the other side of the seesaw.

Now, sometimes you fall back. You do something, you step back, not a problem. Again, your job is to just keep moving along that seesaw and continuing to work and grow at this. Again, this is one of the biggest things, this is why you get access to coaching with me in Anything But Average, my flagship program that helps you start your coaching business and sign your first three clients.

We work on building this week after week in the group. During our live sessions, when you post in the group and ask for support. And over time, what you do is you start to shift the seesaw, you start to put more evidence on the other side of it. You start to get closer and closer.

Now again, where a lot of people also get stuck is they get to the middle. And this is where they're in phase 2, 50% and they like wobble back and forth and it feels like this tug of war. Again, some days they wake up and they're like, "It's happening," and some days they wake up and they're like, "It's never going to happen for me. Stop being delusional."

That's okay, that is a sign you've made progress on the belief seesaw. Now you got to get to work and you got to look for more evidence to support why it's going to happen. You have to keep showing up from that place, if there's one person out there right now who needs my help, and only focusing on them.

Then you move another inch then you move another inch. And guess what happens, you start the flywheel. You start the compound effect and you start to create results that help you build that belief even stronger until you

## Ep #77: The Belief Seesaw

are sitting on the 100% side, you've started your coaching business, and you've signed your first client.

Then here's what happens, we set a new goal. And you start back over on the other side of the belief seesaw, and you inch your way, day by day, to the other side again. This is how you create any results in your life. This is how you create any result in your coaching business.

So when it comes to starting your coaching business, believing you're a coach, believing you have something to offer, believing that you can sign clients, this is where it starts. This is where it matters. This is the work so many people are unwilling to do.

And we go straight to the source in my program and in my mastermind to work on this. Because the better you do this, the more valuable brain you build, the better your results become over time. Every single action you take, remember belief is like lighter fluid for your actions.

Every single action you take becomes more potent; it works even better. Because think about it like this, when I have the thought, "Someone out there wants this right now and they're ready to change their life." And then I create content on social media, that's how I market my business.

I'm going to speak in such a different way about what I have to offer, powerfully, wholeheartedly, knowing that this is going to help them and change their life forever when I have that thought process, when I'm in that belief system. Versus if I'm thinking, "Nobody wants this. No one's ever going to care. No one's paying attention." And then I try to market from the same place. That is why belief is so important. And your level of belief is always going to dictate the outcomes you're creating.

## Ep #77: The Belief Seesaw

So welcome to the party. Being on the belief seesaw is literally the lifelong journey of creating new goals at every single level. And your job is to not make it a problem that you're ever at any point on that seesaw. Your job is to grow inch by inch, mile by mile to improve those belief systems until you are creating the result you want.

Anything But Average is always open for enrollment. Go to [lindseymangocoaching.com/anythingbutaverage](http://lindseymangocoaching.com/anythingbutaverage) if you are ready to start your coaching business. To sign that first client and sign those first three clients make sure you are in this program. If you weren't a right fit for the mastermind, all of you should be in Anything But Average. 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](http://lindseymangocoaching.com/anythingbutaverage) and I will see you on the inside.