

Ep #81: Empty Action vs Potent Action



Full Episode Transcript

With Your Host

Lindsey Mango

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Hey guys, before we jump into today's episode, I have a big announcement about my program Anything but Average. Up until now, you've been able to enroll in this program at any time. We are now closing Anything but Average for enrollment on November 8th and it will not reopen again until next year.

So if you want to become a great coach, launch your coaching business and start signing clients before 2022, now is the time to join. Go to lindseymangocoaching.com/anythingbutaverage.

I want you guys to imagine for a second, every day waking up knowing you are doing the exact work you were made to do in the world. You wake up excited to work with your clients who love to work with you and pay you. You help your clients have breakthroughs, accomplish goals and you help them create results that blow their minds and yours too. Imagine being able to work from anywhere, leave your job next year. Travel to dream destinations and give your family experiences you never even dreamed were possible for you.

Imagine making more money than you ever thought was possible doing work you love, spending all of your time the way you really want. Creating the life you want becomes a lot more accessible when you have a dream business. Starting your coaching business is just the beginning. This is what we do in Anything but Average. I love you guys. Go to lindsaymangocoaching.com/anythingbutaverage and I will see you on the inside.

Now if you are on the fence, if you have questions, if you are curious about coaching, you have questions about starting a coaching business, or you have specific questions about Anything but Average, up until Anything but Average closes on November 8th I'm going to give you the opportunity to ask me those questions. So we are doing an exclusive event called Coaching Q&A every Tuesday until November 8th where you can ask me

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these questions. Go to lindseymangocoaching.com/q&a or go to the link in the show notes to join us.

Alright, let's jump into today's episode.

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? A couple things, if I sound a little stuffed up it's because I just went downstairs to put some chicken in the crock pot and used taco seasoning and I'm not sure if I accidentally inhaled it. But I think I sneezed 15 times, no joke.

And I'm learning that with pregnancy comes all these other things like I don't even know what the hormone is called. But something happens where your ligaments get looser so that you can make room for a baby. And that also means congestion for nine months. So this might be a permanent thing.

Anyway, I am looking ahead and when this episode drops, Chris and I are actually headed out to the Biltmore for our second wedding anniversary, which is so fun. I can't believe it's been two years since we got married. It feels like I've known him my entire life and we've been married for so long. And then it also feels like our wedding was just yesterday. I'm sure a lot of you guys can relate to that.

But if you've never been to the Biltmore, it's where we got married. It's in Asheville, not Nashville, Asheville, North Carolina. And it is one of the most magical cities. And also the Biltmore is just one of the most beautiful

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places. I highly recommend that everybody goes. So that's where we're headed.

So today what I wanted to talk about is a concept that I call empty action. And you guys all know I am all about taking action that works, taking action that is effective. Not I imagine when you're not taking action that works, it's like you're a hamster running on a wheel not getting anywhere. And all that does is it tires you out and makes you exhausted. It makes you burnt out and frustrated, because you're trying really hard, but you're not getting anywhere.

I will tell you guys, this is one of the things that coaching, when I first hired a life coach, it just like profoundly impacted me because I've always been such a big action taker. My old slogan was if you want something, you work for it. And in sports in a lot of ways that was an asset. But now seeing the work that I have now, I can see how knowing what I know now would have been really beneficial back then.

But it was like, hey, if you want to be better, you have to practice another extra hour in the gym. And so I found myself in my life taking lots of action, trying lots of things, but not getting anywhere and feeling really stalled. And so learning about a different way of doing things is what really started to change the trajectory of my life and made me passionate about this work.

And so I've been thinking a lot about this as I'm coaching my students, as I watch people, as I do all of the things and I created this concept called empty action to help you guys identify when you're taking action that isn't going to produce the result or that isn't going to yield the most, the best outcomes. And how to actually change that. So how to catch yourself in it, how to know what it is and catch yourself in it, and then make an adjustment to create a different outcome.

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So we're going to talk about empty action. And then we're also going to talk about what I call potent action, what those both mean, some examples of what that actually looks like. And what are the two keys to actually changing this so that you can take action that moves the ball forward in starting your coaching business and in building your coaching business. Or in any outcome that you're working towards in your life.

So the definition of empty action as I define it is, taking action that produces minimal or little results. The cause of this is that you're taking action without the mindset and the feelings. Some people would call that the energy that you need behind it. So I'm going to actually show you guys three examples of this so you can actually start to put some color on this canvas and understand what this actually looks like.

Because when you hear this, it can feel kind of elusive because I feel like in the world we're just taught that the way you get outcomes is you take action. But there's so much more to the equation than just that. There's an entire mindset behind the actions you're taking, entire feelings and energy behind the actions you're taking.

And that is actually the difference between the people who get the results that they want and the people who don't. Or the people who work 10 times harder to produce the same results that someone else produces in a lot less action.

So I'm going to start with three different examples. The first example, and this is all an example of empty action. The first example is when you have the thought or the belief in coaching. And maybe you want to start your coaching business so that you can create the anything but average life you want.

Maybe the thought you have is, "I have nothing to offer. Who am I? What do I have to offer?" And that's the mindset and the energy you have behind

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it. And then you take this and you go get certification after certification. You go learn, and read, and study, and take on free clients because you don't feel ready yet.

And what ends up happening, some of you guys might be shaking your head listening to this, is that you still don't feel like you have anything to offer. That is empty action. You've done a lot, but it's produced minimal to little results because you don't actually feel like you have anything to offer even though you've done all of this stuff.

Another example is if you have the thought or the belief, "People don't understand what coaching is." And then you go out and you spend all of your time trying to prove it to people. Trying to convince people what coaching is and that it's powerful. And then you end up attracting a bunch of people who don't believe or don't understand what coaching is. You continue to show up to keep trying to prove it to them to have conversations with them.

And the result you get, the outcome you get from that is that people don't get what coaching is. And then your brain is like, "See, there's even more people who don't get what coaching is." But that's only because that's the mindset and energy you're bringing to that action. Again, another example of empty action. You're doing a whole lot, you're trying really hard, but you're producing minimal to little results.

The last example I want to use is if you have the thought, "No one wants this. No one wants my coaching or no one wants what I have to offer." And these are all thoughts I see from people who want to start a coaching business and they're kind of talking themselves out of it, or people who are even into their coaching business. They've started, they've launched, and they're wanting to build their business.

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So the thought is, or the belief, or the mindset is, “No one wants what I have to offer. No one wants this.” And let's just say you're using social media as the medium to grow your business and promote it. So you're posting and telling people about why they should want this. And again, trying to convince them, trying to prove it to them, trying to sell them on why they should want coaching.

Guess who you attract when you do that. A bunch of people who don't want what you're offering. And then the result you get, the outcome you get from this is that no one wants what you're offering. This is empty action. Empty action is when you are taking action that produces little to no outcomes because you're not using the mindset, feelings, or energy behind it that you need to produce the outcome you want.

Now, why do we do this? Why do we get stuck doing this? There's two main reasons. One, we're not even aware of this. I didn't even realize that there was a whole— I thought action was the only way. So I didn't know that there was beliefs, and mindset, and energy, and feelings behind the action I was taking that was contributing to the results I was getting.

I also wasn't even aware of the sentences my brain was having, like the feelings and thoughts that I actually had when I was taking the action or that was driving the action forward. So one of the reasons is we don't have awareness of it. Now, all of you guys are listening to this so you do have awareness now.

Now, something I teach us on my program in *Anything But Average* just how to elevate that awareness. How to really start to witness what's happening so you can pay attention and know why you're taking empty action. Because when you're aware of it, then you can actually change it and make your action potent.

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The other reason is because we believe our brains. Our brains are wired to be efficient. You've heard me say this 100 times, our brains are wired to be efficient and to protect us. Not to produce new outcomes, not to produce new results.

So our brain would rather keep believing and thinking the same things over and over and over again. And so what we do is we literally believe things that aren't facts. It's not a fact that you don't have anything to offer. It's not a fact that people don't get what coaching is or that no one wants what you're offering. That is your perspective.

But when we believe those facts, we don't question them. When we don't question them, we don't find different ways of believing and thinking. And then we don't create different outcomes, and we continue to take empty action.

This is also something that is hugely beneficial for being in Anything But Average because, one, I'm in there coaching you. You can post and get access to coaching at any time, ask questions, tell me where you're at, tell me what you're doing.

And I'm going to ask questions to dig in, to bring awareness to what you're thinking and feeling and what's happening below the surface that's causing the empty action. And also challenge you on the things that you really are believing as fact that actually aren't, so that you can make the adjustments, and I help you do that, and then make your actions potent.

Now, again, I also teach you how to do this in the process of the program, in the modules, in the videos. This is also what's going to make you be a better coach. Because if you're not doing this within yourself, you're not going to be able to do that with other people.

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This is why changing your own life and using coaching tools to get your own transformation is the first step of the process. But without the awareness and without challenging your own brain, you're going to continue to take empty action. Which will continue to produce the same outcomes over and over again, even when you try many different things.

You try Facebook ads, you try funnels, you try talking to people, you try it all. You keep getting the same level of results, because you're not addressing this. You're not addressing what's happening below the surface.

Now, where you want to get is to potent action, which defined is taking action, minimal action that produces massive results. The cause of this or what creates this is taking action from the mindset feelings, or energy if that's what you like to call it, that will create massive results.

That's how people who do exactly what you do, or do what you want to do, make it so simple and get really big outcomes. Now, again, let's take those same three examples. And I'll give you a different perspective on them so you can see how it actually changes.

Let's use the example of I have nothing to offer. Now instead, if you focus on what you do have to offer, like what one thing you do have to offer, what one transformation you've gotten with coaching. Or one thing you understand that you can help other people with, and you believe that, then you're going to go out and start telling people about it.

Start taking on clients. The more clients you take on, the better you get at coaching, the more you have to offer, the more results these people get. You start your business, the result you get is that you have something valuable to offer.

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Second example, people don't know what coaching is or they don't get what coaching is. Let's just say on the flip side you believe that people want results. They want to change their life, they're constantly buying crap to try to change their life but it's only temporary changes, so they don't need it.

I love this thought, I'm like they don't even need to know what coaching is, they just need to know that they want a different outcome. People know they want a different outcome. Now imagine you go out with that intention, with that energy. Everyone wants this. Everyone wants a different outcome in their life, and I can help them.

You're going to post saying that. You're going to show up with that certainty. People are going to feel it, people are going to know that you can help them, that this is going to help them finally get the outcome they want because you believe it and you're going to talk to them in a way where they believe it too. The result you're going to get is that people want it.

The last example where I said no one wants this or believing nobody wants this, it kind of coincides with what I just said. But I said let's just say you believe that people do want this, or maybe even just one person wants and needs this. And you show up every day thinking about that one person, talking to that one person, making offers to that one person.

The result you're going to get is that one person is going to find you, buy from you, change their life because of you. And the result you get is that people want this. And you go and you do that again and again and again.

Now, again, in both of these examples, you may see that you're actually taking the exact same action. I mean, not always, like if you believe you do have something valuable to offer, you're not necessarily going to get certification after certification and studying and reading. So it does drive forward different actions.

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But the amount of actions are actually less in the potent action category, but the results you get are better. The results you get are more effective. The results you get actually help you grow to where you want to go.

Again, in order to go from empty action to potent action you need to have awareness and you need to challenge your brain. And again, this is why coaching is so valuable. This is why being in Anything But Average is so valuable because you have a process to work on those two things, to elevate your awareness and to learn how to challenge your brain.

When you do that, you become a better coach for others and you also have access to me. I always love the saying like, you can't see the label from being in the jar. That's how our brains are, they hide stuff from us. They make us believe things that aren't true, that aren't helpful, that aren't going to help us get the outcome you want. I'm on the outside of it saying, "Here's what I'm seeing, this is what we need to change."

Potent action is how you get bigger results with less action. Empty action is how you stay in the hamster wheel and you continue to do the same thing. This is why the \$2,000 investment to be in Anything But Average is a no brainer.

Because when you learn how to create potent action, when you learn how to make these adjustments efficiently and effectively over and over and over again, what you do is, I imagine it's like getting a bowling ball to the top of a mountain. It starts to roll down and it gets faster and faster and faster.

And you help more and more people, and you get out there and you start the coaching business you actually want that's going to help you create the life you want and impact the people you want. You start helping people, you start making more and more and more money.

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I have people who take that \$2,000 investment and turn it into \$30,000. Because of this, because they went from taking empty action to taking potent action. There was no reason if you want to start a coaching business or if you have a coaching business and you're not signing clients that you are not in that program. Go to Lindseymangocoaching.com/anythingbutaverage to join us. You can join us right now.

Now, if you're on the fence about the coaching business, also realize there's probably some empty action happening there. The program is to help you get really clear on what type of coaching business you want to have, how to fit it in with your unique passion, and how to build it in a way that works for you and your life.

This isn't a one size fits all approach. My business manager actually told me that she loved this, like we're editing some of our website and I said "Starting a coaching business is like having a coloring book where you have a very like loose outline and you get to color in whatever color, whatever design you want it to look like."

So you just have to know that you're drawn to this. You have to know that you're drawn to an anything but average life. You want to make changes in your own life and grow and create a life that blows your mind. And then there's some part of you that knows you want to go out and help other people do that. If you just know that, you also need to get in the program.

I love you guys, I hope you're having a beautiful week. I'll see you on the inside and I will talk to you next week.

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

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start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.