

Ep #90: Believing “I Can Help You”



Full Episode Transcript

With Your Host

Lindsey Mango

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Hey guys, before we jump into today’s episode, I want to make sure you know the next enrollment dates for Anything But Average, my program that teaches you how to become a great coach, start your coaching business, and sign clients.

Anything But Average will open for enrollment January 5th and close January 11th. Make sure to mark your calendar. If you are ready to join this round go to lindseymangocoaching.com/anythingbutaverage. Click the button that says join the wait list, it’s right at the top, and you will be put on an exclusive email list where you will get sneak peeks in the program, sneak peeks of our live coaching sessions, as well as bonus content until the program re-opens. I love you guys and I can’t wait to see you on the inside. Let’s jump in.

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.

Hey guys, welcome back to another week and another episode of *Anything But Average*. Happy Holidays, Merry Christmas. I'm so excited, I freaking love the holidays. And before we jump in, I actually want to share something with you guys really quick. I don't work the week of Christmas. And I don't work the week of Thanksgiving.

And I want to share that because I actually had a student who, or someone, I can't even remember exactly who it was. But they were saying that one of their mentors emails out the week of holidays and I was like we're not working this week. And she was telling me how inspiring it was for that permission and to see that that was a possibility.

And so I want to share that with all of you. That when you build your business in a way that works for your life, in a way where you're not

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grinding and hustling, this is what you get to do. So it's so fun, I get to spend the whole week making Christmas cookies and having fun with my family and just soaking up my last holiday without having our little bundle of joy here, which is so exciting.

We're getting closer and closer to her being here. And it's also like mourning the closing of a chapter where it's just Chris and I and we don't have the hecticness of everything. So anyway, I just wanted to share that with you guys.

Before we jump in, I have a couple things I want to make sure you know about. So Monday, December 27th, we officially open up Three Days to Launch. This is an event I only do twice a year and on the 27th you can sign up for it. The actual event will take place January 3rd to the 5th.

This is a three day training where I walk through launching your coaching business in three days. Yes, we launch your coaching business in three days. I walk you through a simple process in order to do that, where you're going to get stuck, how to get around it.

And whether you want to become a coach and you're not even sure where to start, you've been thinking about launching for a while and you haven't yet, or you've launched but you want to continue to grow and sign more clients make sure to get in this training. It's like a three day extravaganza where we're in a group, we do three hour long training sessions, coaching in the group. It is a huge event so make sure to get in on that.

Again, it opens the 27th and we don't do the training until after the holidays. So it's January 3rd through the 5th. More details are coming. The links will be dropping but I just wanted to give you guys a quick heads up.

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And again Anything But Average opens for enrollment January 5th and closes the 11th. Make sure to get on that wait list, lindseymangocoaching.com/anythingbutaverage. You'll get exclusive sneak peeks into the program and get prepared to join the program so you can get results as soon as you start and hit the ground running.

All right, so today what I wanted to talk about is one of the most powerful thoughts you can have as a coach and getting started as a coach. It really applies no matter where you are. At 100K, creating 100K, creating 200K, creating 500K, creating a million. And that thought is I can help them. I can help you, as in your ideal client.

Now I actually want to share a testimonial with you guys. I know we've got lots of intro stuff but it's such a good example of this and what it looks like when you apply the work and really build that thought to get started, like the results that it will create.

Here's what Summer had to say, “Before Anything But Average I was in a constant cycle of buying new programs to help me launch my health coaching business. Anything But Average felt so different from the other programs I had invested in. I realized I had everything I needed but I lacked belief in myself and that I could actually do this and help people.

After three years of buying program after program and waiting to feel ready, I launched my health coaching business just three months being in Anything But Average. The program brought me so much awareness of why I was stuck where I was. Lindsey helped me shift my thinking and gave me a different perspective that helped me launch even though I didn't feel 100% ready.

Not only did I launch my business, but I've helped over six clients improve their health, and I have lost over 20 pounds as I've applied the tools to change my own life. My favorite part of the program is having live coaching

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every week and being able to ask for support anytime in the community. Looking back, I can't believe how far I've come in the last year. My life looks so different, and I know this is just the beginning.”

So good. And this is what happens when you really build the belief that you can help people, you start to create the feeling of readiness. Now, yes, you'll never feel 100% ready, it's going to feel uncomfortable. But what it does is it gets you inspired and ready to face the discomfort that will show up.

So here's why this thought is so important. When you believe you can help somebody, when you believe you can help your ideal clients, then you believe you have something valuable to offer people. And when you believe you have something valuable to offer people, you will offer it to them.

I always use this example of if you make the best chocolate chip cookie recipe around and you really believe that, you're going to bring them to a party and you're going to be like, “Guys, you have to try these cookies.” You're going to tell them about it, you're going to make offers because you believe that your cookies are so good and valuable that people want them.

So I say all that to say when you believe you can help them, when you believe it's valuable, you will easily talk about it. It still might feel a little scary, but you will effortlessly bring it to the room and bring it up or talk about it on social media because you know it's valuable.

And here's the thing, when you believe it's valuable, they will also believe it's valuable. When you don't, they will not. So how do you actually create the thought and the belief that you can help your people? One of the things I want to point out I've said throughout this episode is your ideal client.

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Somewhere I see people get stuck as they're thinking about everyone. They're thinking about every single person that's ever brought a problem or all these other potential scenarios. They'll play them out in their mind and they'll be like, “I don't know how to help that person with that. I don't know how to help that person with that.” And they focus on all of the people.

Your job isn't to be able to help all of the people. Now eventually our goal in Anything But Average is for you to feel like such an awesome coach that you do feel like you can help anyone. But when you first get started your job isn't to be able to help everyone. Your job is to be able to help the person who's a couple steps behind you. It's to help a very specific person with their issues and challenges that you feel confident you can help them with.

So that's one of the first things, is focusing on one ideal person, not just this whole group of people with all these problems that you don't feel like you can help them. And focus on the problems you can help people with. So that's the first thing.

The second thing I want to offer is you have to stop seeing this as a problem. If you're listening to this and you're realizing you're not believing the thought, “I can help them” I don't want you to spin out and be like, “Oh my gosh, I've done everything wrong. This is a major problem.”

I just want to offer this as awareness, as your opportunity. That if you've already started and you're not believing this thought, this is the gap you have to close in order to start signing clients. If you haven't gotten started and you're sitting there waiting, this is the only gap you have to close to start your coaching business. So this isn't a problem, this is just an opportunity.

Now the next thing you need to do in order to change this is you have to change your own life with coaching. You have to be an example and your

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best testimonial of what coaching can do for others. If you do not do that, in the back of your mind you're not going to believe what you're offering is very valuable because you don't think it's valuable. And you're not going to be confident in your ability to help them.

Anywhere you get stuck in your own brain and don't know how to get past and don't know how to create the result that you want is also where you're going to be stuck in helping other people.

So this is why we start with you. This is why the Anything But Average way is to start with you and your own growth and being your own testimonial. So that you feel confident, I know exactly how to help myself. I know exactly what type of coaching I need and where to go when I get stuck. And so I know exactly how to do that for my clients. I know how to help them.

And when you create the result, you also feel confident I know how to help them get the result that they want. So when you know how to help yourself, you'll know how to help them. When you know how to build confidence in the thought “I can help them” you will feel confident to help them and you will create that result.

Now the last thing is focusing on what you do have to offer, not what you don't have to offer. This is something that I coach so many students on in Anything But Average because our brains are naturally wired to look at all the things we're going to get stuck on because it wants to protect you. It's like, “Oh, don't put yourself out there yet, don't start helping people. What if they bring something to the call and you have no idea how to help them?”

What that does is it keeps you from putting yourself out there and taking the risk. And you guys all know if you've listened to my podcast at all, that that's what your brain wants, it wants to keep you safe. So part of our work and my work as your coach in the program and through the process is to

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help you learn how to shift your focus on what you do have to offer and what value you do bring to the table, not what you don't.

What this is going to do is help you build confidence in the fact that you can help them. And when you believe you can help them you will. You will start, you will feel inspired to put your work out in the world. You will sign clients and you will help them change their lives. And you will make money when you do that.

So if there's one thought you should focus on to start your coaching business and create success, it's this one, I can help them.

I love you guys. A short episode today, I hope you have a beautiful holiday. Make sure to join Three Days to Launch, I will see you inside that training. And for those of you who are ready to take the step and close this gap so you can start helping people, I will see you on the inside of Anything But Average, again, it opens on January 5th.

All right, talk to you guys soon. 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.