

**Ep #101: Anything But Average Coach Mastermind
Interview Series: Jillie Johnston – Detaching your
value from your business**



Full Episode Transcript

With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

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 interview from the ABA Coach Mastermind Interview Series. Today I have Jillie Johnston on, the life and worthiness coach who helps people see their worth to create a life that sets their soul on fire.

She is the host of The Worthiness Mindset and co-creator of The Woman Up Collective. And she's also been my friend since kindergarten over, we couldn't figure out how old you are in kindergarten, I'm sure I'll figure that out real soon. But over 25 years of friendship which completely blows my mind. And I'm just so excited to have her on. So welcome, Jillie.

Jillie: Oh my gosh, Lindsay, I'm so happy to be here. And yeah, that, I think, makes it even more special because we literally have been a part of each other's lives like through every stage and so to be here is, I think, even a greater honor.

Lindsey: I was just thinking, in high school it would be funny to tell us that this is what we would be doing and what we'd be talking about and that we were life coaches. We would be like, "What the heck's that? It sounds really cool."

Jillie: I actually think about that often because I've always said I just want to be paid to ask questions, and hear people's stories, and be a great listener.

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

That's what I used to say in high school and college. But I thought about like, if we could go back to the ranch, like on JKB in high school and I could tell Lindsey this is where she would be, and she could look at me and tell me this is where I would be, like how much, I don't know, I would like to think less worry that we would both have. But we probably wouldn't be where we are. I don't know. Like it's really interesting to think about.

Lindsey: I think we would both be like, "I totally knew I'd do something amazing." And also like, "What? That's awesome."

Jillie: I totally agree.

Lindsey: So funny, I love it. All right, so let's jump in because otherwise we could just talk about whatever for hours. I want to take your story back to kind of the beginning of, it's really cool you said in high school you always thought I want to be paid to ask questions, I want to do this. But I want people to hear your story of kind of like really figuring out that you wanted to be a coach and your journey with that.

Because we worked together essentially, when ABA wasn't ABA. It was Mango Magic Business Academy. That was kind of your first step and you've been through the whole process and evolution of my programs and also of your business. So I want to go back to before coaching, or before you had your coaching business and how you got into coaching and all of that.

Jillie: Yeah. So I think it's actually really funny, the first thing I ever did with you was your very first webinar of Six Figure Showstopper.

Lindsey: Oh my gosh.

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

Jillie: When you just hit six figures. Yeah, that was the first thing I ever did. And at the time, this was like almost six years ago, I think now.

Lindsey: I think like four and a half. Maybe, I don't know.

Jillie: Okay, maybe it was four. Yeah, I just remember I'd first just moved to Denver and you did that. And so I have been like putting my toes in, in coaching, in speaking, in facilitating for almost a decade now. And there was so much fear and imposter syndrome. And yet like a drive, like this inner piece saying that you're made for more, you're made to serve. You have a message that people need. People resonate with you; they are like magnetized to you.

But there was always this doubt that held me back. Or thinking, and honestly, this has been a huge realization in the past few years, thinking that I would get a big break. Or it was an overnight success, there's someone else who was going to come and save me. And that other people, like you, had something that I didn't have that got you there.

And so I thought that it was always something outside of myself. And that inherently, and this is where the worthiness piece comes in, that I wasn't good enough. Like I wasn't successful enough. I wasn't attractive enough. I wasn't like outgoing enough. I wasn't driven enough. And for anyone who knows me, including you, like drive, commitments, like that is never one of my downfalls. I'm overly driven and overly committed. But it was always something that I held over my head.

And so I would accept jobs, I always wanted a job and a paycheck because I thought that that was safer and more secure. And I'd always listen to

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

outside and societal voices saying like, you need a 401k, you need a paycheck, you need health insurance. You need all of these things, right?

So I would jump from job to job to job trying to fill these needs of money, which I never made more than \$38,000. And then I started going to medical, like I started getting my pre-reqs for medical school because I was like, “Oh, there, I can serve people, I can make a ton of money. I can have freedom in 15 years from now. And so this is going to answer all of my problems. I just have to grind for the next 15 years because that’s the only way I can know that I can get the freedom in all these areas that I want.”

And I had a breakdown. Like I had a mental and emotional breakdown where I was almost hospitalized. And I remember leaving, applying for Medicaid because I was living below poverty line. And I was just like, I don't understand. I know that I'm meant for more. I know that there is so much more to me, but why have I not figured this out yet? What is wrong with me?

And so fast forward probably six months from there, you had launched Mango Magic Business Academy, and I was about to turn 30. And I was like, “It's now or never.” And I had like just enough extra income that I could pay it off over a few months on my credit card. And I love telling this story, I was driving with my now fiancé, but then boyfriend, in the mountains. We were going on a camping trip for like four days.

Mango Magic was about to close. And I got one of your emails and I was like, you know what? Am I going to continue doubting myself? Am I going to continue wishing for seven years, or five years I think it was at the time, five years that my dream is going to happen? Am I going to continue to wait?

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

Or am I actually going to better myself? Because what's the worst-case scenario, it doesn't work and I spent \$2,000? Like, you know, I think I would rather finally look myself in the mirror and be proud and say I'm willing to bet on myself. And so I made him pull over on the side of the highway in the mountains, when I hit submit and joined Mango Magic Business Academy.

And so that's like, I mean, kind of long story. But that's how it got me to coaching. And within that month I signed like four clients, I made \$2,200. I had never made more than like \$500 in a month. I made \$2,200 in that month, paid off that credit card that same month. And then quit my job, I think, three months later.

Lindsey: I mean, that story, every time I hear it, it just like makes me tear up and completely blows my mind. Because I mean after so long of telling your yourself that you're not good enough or that something's missing, like it is the scariest and greatest act of like self-love to bet on yourself. And that's why it's such a transformative moment.

But it's just so crazy also for me to like know you and know how committed you are and know how amazing you are, to hear that and hear that that's how you thought about yourself. Especially with who you are today. Like it just is completely mind blowing.

So you joined Mango Magic Business Academy, for those of you guys who aren't aware, that was kind of the first variation of Anything But Average. And you get your business started and what happened next?

Jillie: Yeah, I quit my job three months later. I joined your first mastermind, your next level mastermind and I replaced my corporate salary, like within a

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

month of quitting my job. And so also, for people to listen who also struggle with comparison, this also wasn't overnight. At that time I think it had been like six years that I had been working and failing, and failing, and failing.

And so I want to reiterate that it's so easy to tell the story now and be like, "Oh yeah, I quit my job and didn't have a financial cushion and made my corporate salary like within a month." And it sounds like so easy. And it wasn't. And so if you're sitting there and that hasn't happened to you, or you're hoping that it happens, I hope that happens for you too. But it also might not go that way, and that's also okay. It doesn't mean anything about you.

Because after that, then it was I replaced my corporate salary and had some great months. And then all of a sudden one month, like all my clients just cut their contract or ghosted me and I made like no money. I just melted down in my kitchen and was like, "Okay, so let's talk about worthiness here. Let's like really learn on a whole new level."

And so it's been this kind of like up and down, but like steadily growing. And then I think I stopped working with you for like a year and a half, and then joined Anything But Average last March. And then from there have created a six-figure business and have served dozens of people, have created my own community and collective with my friend and colleague, Rose.

And it's been the hardest year, the most beautiful year, the most impactful year, the most adventure filled here, like all in one.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

Lindsey: So good. So let's take it back, and just so you guys know, when she said she joined Anything Bout Average, she's talking about the Anything But Average Coach Mastermind.

Jillie: Yes.

Lindsey: I probably could make that easier, right? She joined in March. And so there was, I think there was like, yeah, a stint of two years. So you had started your business, you got it going, you joined one of my past masterminds. And then we kind of had a year and a half or a two-year break where we weren't working together, but keeping up with each other. Tell me what happened in that period of time.

Jillie: Yeah.

Lindsey: You know, before you decided to join the Anything But Average Coach Mastermind.

Jillie: Yes. So I think at the time there was this like deep knowing that I had lived for so long trusting other people and thinking other people had the answers, that that two years was like really learning to trust myself and tap into that fear, tap into the doubt. And work on my mindset and really show up and learn how to coach myself. And knowing that like this falls back on no one else but me.

So no one else is going to create my results. No one else is going to, like I took super, super intense personal responsibility. And it was such an amazing lesson. And I grew and I created my own support system. And it was beautiful and amazing. And then it got to a point where I was like, you

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

know what? I feel a little stuck, I feel a little stagnant. And I want the support, I want the community, I want the coaching.

And it moved from a space of like, I need it, I'm not good enough, Lindsey has all my answers. To, okay, no, this is what I want now. And I've done it on my own for two years and I don't want to do it on my own anymore. And I'm stuck and at a stagnant place, I need to breathe a little life back into myself. And circumstantially I think we had lost my mother-in-law and been through Covid. And there was a lot of different stressors in my life and I just wanted the support around coaching in my business.

And so that's when you had been posting about the mastermind. And it was like on my radar, on my radar, on my radar. And then finally, I think you started using the phrase like "in this room," like you want to be in this room. And I was like, "Yes, you're right. I totally want to be in this room."

And then the next thing I saw was like it's full. And I was like, "Oh no, it's full. I am so disappointed." And I was so disappointed and then I saw you opened up one more spot. And as soon as you did that, I think I either texted you or emailed you, I forget, right away. I was like, I want this spot. I need you to let me get on the phone and say yes. Like I don't actually need any coaching, I just need you to let me get on the phone and say yes. And so I did.

And I waited until the last minute because, I personally, like now I don't need that anymore. But at the time that feeling of disappointment was so profound for me, because I realized that my inaction was going to either keep me stuck. Or if I would listen to my intuition and that I wanted this, it was actually going to propel me forward. And so that disappoint was so enlightening for me. And I'm glad that you opened up that one spot.

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

Lindsey: So good. And by the way, kindergarten friends get text message access, so I do think you texted me. What I remember too, about that conversation was that the decision was still really uncomfortable. And I think that's something to point out that I think oftentimes we have that first investment or that first leap and it's like super uncomfortable. Like it's the first time most of us have ever bet on ourselves and decided like I'm going to do this.

And I think sometimes it's easy to think that it'll be easier after that, or like that it should feel more comfortable after that. And I find that it just doesn't. Like every level brings a new growing opportunity. And I mean you had created lots of success in your business, and yet it was still uncomfortable and still you felt like, you know, you waited until it closed. So how did you get past that? Or what did that look like?

Jillie: The discomfort of making the decision?

Lindsey: Yeah. Like why was it so uncomfortable?

Jillie: Well, I think that whenever, and you talk about this a lot, that money spotlights the disbelief you have in yourself, right? The belief or disbelief that you have in yourself. And so when you put five grand behind that decision, it makes it more weighty, right? And so it was like all of a sudden it was highlighting all of the places that I didn't believe in myself, and what I was capable of, or maybe my luck ran out, or maybe this wasn't for me. You know, there was so many different things.

And I think that I needed to remember that I was worthy of being in that room. That I was worthy of whether or not that I made that investment back, and I did like eight times over or whatever. That I was worthy whether

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

I succeeded or failed, right? Whether I like blew myself out of the water or fell flat on my face. I knew that just betting on myself enough was this thing that I would gain confidence in myself.

And it was a challenge that I needed to do at that time. And it was so scary and so uncomfortable. And it is every time and I wait until last minute every single time, right? And yet at the end of the day I look at myself and say, okay, what decision is going to make me, like when I look in the mirror, I can say I'm so proud of you, whatever happens, I'm so proud of you. And every single time it's making the investment in myself, regardless of what the outcome is.

Lindsey: That's so good. I love it. So okay, so you get in the room, what do you feel like your biggest work was for kind of this next level in your business?

Jillie: So I feel like everyone's biggest work is whatever they teach. So mine has like always been remembering that I'm worthy and enough no matter what, right? Like I can slow down, I can not grind, I can not burn myself out and still achieve massive success and massive impact and, and fail and still be enough, right? And I have constantly attributed my outcomes to my worthiness. Like my achievements to my worthiness and like how I feel about myself.

And so, in the past year, 2021, it was me learning to separate those things on a whole new deeper level. And I'm still learning to separate those things. But knowing that I am enough and I am good enough.

And I remember I had lost my aunt who I was super, super close to, this was in October. And I still showed up for a workshop that I was putting on

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

for a group that I was doing. And I didn't show up because I felt like I had to or felt like I owed them something or whatever. I could have easily canceled.

But I decided that I wanted to show up in grief, and in mourning, and raw and real and still facilitate a workshop and let these women see me in that space and still sit in the belief that like I am enough no matter what. Even in my grief, and sadness, and sorrow. And can still lead an extremely powerful workshop. And that's exactly what happened. And that example would not have happened if I had not done the work for the previous six months.

Lindsey: That is so powerful. I think sometimes people watch business ownership or watch people online and they think that showing up in your business means showing up and feeling happy all the time, or perfect all the time, or winning all of the time.

And I think that's such a great example of what's actually happening and the work that is actually required to build a successful business and build a life alongside that business that is real. We're not going to deny that. There's human emotions, there's things that are happening in our lives and that's what it takes to run a business while being a human. And I feel like that's such a good example.

Jillie: Yeah, and I think that that's also a huge piece of this mastermind and of learning within community, is the biggest gift that you're given is not the highlight reel. You're inspired by other people's successes; you're inspired by the actions they're taking and the people that they're becoming and who they're growing into. But it normalizes and humanizes their whole process.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

So in this room you get to hear how normal your doubts are, and how normal your imposter syndrome is. And how normal every thought that you ever have that you've isolated yourself because of or shamed yourself because of, you will see how every other woman in the room, at whatever level they're at, is also sharing that same thought that you have.

And it immediately lessens the magnitude and the pressure that you're putting on yourself be like, “Oh, hold on a second. She is at that level and she's having that thought too? Maybe there isn't something wrong with me. Maybe this is truly just a thought and I can create, regardless of what this thought is telling me.”

And I think through all of the masterminds that I've been a part of with you, that has been, to me, like one of the most impactful and powerful experiences of any investment I've ever made, is the normalizing and true humanness that you get to see when you're in that room.

Lindsey: That gave me chills. It's so fun to witness and so powerful to just be a part of and see.

Jillie: Yeah.

Lindsey: So I want to go back to, you know, you were talking about one of the biggest transformations has been tying your worthiness to your achievement and to your business success. And just so you guys know who are listening, this is round two of Jillie. So most of our mastermind students come back for multiple rounds because the compound effect of doing that, it just grows and grows and grows because we keep implementing the process at new levels.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

And Jillie is on, this is her second round of the mastermind. And like she said, one of her biggest challenges has been working through tying her personal value to her business results. And so I think this is one of the biggest foundational things that we work on in the mastermind. Because the whole premise of it is that you are going to create a business that continues to grow and help more people and make more money, while creating the life that you really want.

And this is one of the big reasons why people don't, is because their business starts to take over their life and take over their brain essentially, because they're in this sprinting game of trying to feel good enough and trying to whatever compete and stick with all of the success of everybody. Or whatever it is, right? Whatever your thing is. And then your business turns into this like beast that is just sucking the life out of you and out of your life.

And so I think, Jillie, it would be really interesting for you to share what were kind of the problems? Or what were the things that when you first joined the first round last March that were showing up as a byproduct of tying your personal value with your business success? What were you struggling with?

Jillie: Yeah, I'm just laughing because I remember like the weekend before I talked to you. Or maybe it was like the weekend before we started the first round, I woke up in the middle of night like having an anxiety attack, like sobbing because nobody signed up for my launch. And it was like I was a complete failure, right? Like I like was destined to fail for the rest of my life because like this one failure happened.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

And that was my breaking point. I was like, I cannot do this anymore. Like if I continue to hold this against myself, I am not allowing myself to be a business owner because this will kill me. I am in so much stress, this will kill me.

And so like that was an example of that is how much I tied it to. To the point where like there's so many people out there that won't launch or won't put themselves out there because they're afraid of failing. And what that means about them or whatever, what other people are going to think. And I finally, at that point, was like I'm letting this go. When I show up in this round, that's what I'm focusing on, is loving myself enough that I can fail and be kind to myself.

That I can love myself enough and know my worth enough that I can fail, or I can succeed, because I'm not going to take that off the table, and not let it affect how I feel about myself. And so I think it was, I think it was the weekend before we started, it was just so real and I don't want to live like this anymore. And so the next six months was also, like my first round, I feel like, was so uncomfortable. Like so uncomfortable because that inner piece of me was like kicking and screaming, like she didn't want to go away.

And we were talking about this before we hopped on, I like to use this analogy, I think it's perfect, that my work ethic and identifying as like I may not be the smartest one or whatever, the most talented one. But I have the best work ethic and the most heart out of anyone that no matter what I will succeed if I work hard enough.

And that led me to like a division, like varsity as a freshman, Division One scholarship, I started a nonprofit, I traveled the world, I built out a van, like I

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

did all of these things, right? And that version of me helped me create those incredible results in my life until it was at the expense of my well-being.

And I finally had to be like, it was kind of like a boyfriend, right, or partner that they're great and they've helped you do all these amazing things. And they've loved you in all these great ways, but you know that they're not for you. You know that life or relationship could look different and yet you can't really give them a good reason.

Because they've helped you do all these things, they've helped you create all these goals, they've helped you live this amazing life, but you look at them and just say like, you're just not the right one for me. And they'll be mad and feel hurt, and betrayed, and act out, right? And that's like that version of myself, I was like breaking up with that version of myself because I knew that there was a more loving, a more self-loving way to do this.

And so that ex kept showing up over six months, and still shows up to be like, "You made a mistake, you can't do this without me." And like rears their ugly head. And like there have been times where I'm like they might be right, but I would rather live this life without them and try, than continue to put myself in that situation.

Lindsey: That's such a good example. And I think that's one of the hardest things, we were chatting before we started recording for this interview. I think that's one of the hardest things about kind of that next level in your coaching business. I think, I mean, my whole premise from the foundation of Anything But Average, the first program, before the mastermind is that

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

you can build the life you want while building the coaching business you want.

But I think it's a little easy to just like hustle a little bit and get yourself there. And it is the hardest thing to go to the next level of creating the life you want and creating even more success in your business, to break up with the thing that feels like it's been working.

Jillie: Yes.

Lindsey: And to let it go. To break up with the boyfriend, or girlfriend, or partner that you're like, "It's pretty good. And I want so much more, I want better." Because our brain will just automatically go back into that old pattern when we're not paying attention and kind of just keep doing the same things because it's just easier, because it's what we've known. And I think that takes a lot of courage and a lot of risk to let go of that.

And I think that's one of the biggest things we work on in this mastermind. Whether you tie your value to your achievement, meaning if you fail it means you're the worst thing ever and you're constantly comparing yourself. Or you tie how smart you are to your results.

Anytime you tie your own personal value to some outcome in your business, and that can look I mean, everybody in the room kind of has different variations of that. You're just always trying to use your business to fight, to prove yourself in some way, shape or form.

And it creates this never-ending cycle of burnout, and fighting, and never being able to actually rest or take time off because that's always in the back of your mind. And breaking up with that is very uncomfortable and it's

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

really, really hard. But it is the thing that will change the entire trajectory of your business and of your life so that you can actually live the life you want and create the business that you want.

Jillie: Yes. And I feel like that, I mean, it has been key for me. And of course, I'm not there, there's no such thing as a destination or an endpoint. But I currently am feeling the effects of all the work I've done in the past 10 months.

Lindsey: So good. So what made you so committed to that part of the process? I mean, you kind of touched on it. But everyone comes into this room and they want to sign more clients, they want to make more money. That's what we're here to do. And do it simultaneously while they create more of the life that they want.

So what really pushed you to lean into that process? And that's essentially like the workbook that we walk through, all the decisions we make at the beginning of the mastermind, and the coaching we do throughout the entire thing is focus on that. But what's required is a high level of commitment to that result, to the fact that you want to create all of that success while creating the life that you want. What really created that commitment for you?

Jillie: I think it was how I felt, right, and my pain and my suffering. At that time, I think that's one of the things, that's kind of like what pushed me over the edge. But I also think, for me, I'm so impact driven, right? The money is a bonus, right? And I've learned to love the money and like develop a really good and supportive and reciprocal relationship with money, which I never had before.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

And I want to impact people. And I also want to feel like what I'm doing is enough, right? And you talk all the time about being in awe of my life. And I was looking at my life, and I have a super awesome life. Like I have a life people dream about and having their vision boards. And yet I was looking at my life and kind of being like, "Eh, nah." And like looking at my impact, and I've literally helped like thousands of people. And still being like, "I want more. It's not good enough, I want more."

And I wanted to see myself and everything that I've done, because it has taken so much and I've become like a whole different person. And so I think it was how I was feeling and the suffering I was creating, the fact that I'm impact driven, and looking at my life and still feeling like it wasn't good enough. When intellectually I knew that I want to be mind blown by it.

Lindsey: One of the things I jotted down when we were talking about that is how failure plays into, you know, when you're tying your value to your business success, how every time you fail, it becomes a harder and like harder hit essentially. You feel worse and worse.

And I would love for you to share about how your relationship with failure has changed. And how that has made an impact on the business that you've built. Because I think that's been such an integral part of your work and how I've seen you transform over the last nine months in this mastermind.

Jillie: Yeah, well, I think it's been like with failure, instead of it meaning like I'm going to fail for the rest of my life and I'm doomed for failure. Which is always how I would take it, is like I'm not meant for this. I'm not capable of this. I don't have what it takes is now. I was thinking about this today

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

actually, how it's like what if I looked at it as just a puzzle piece? And I've been really into puzzles recently.

And there are puzzle pieces that you try, and you try, and you try, and you flip them around and they fit. And sometimes they don't fit, and sometimes you're just not doing them right, or sometimes you just are looking at them wrong. But it doesn't mean anything about the puzzle piece or about yourself if you don't get the puzzle piece to fit. And sometimes it just takes time for you to fit the puzzle piece exactly where it's meant to go. And it takes perspective, and building, and vision.

And so I think that this year I've learned that failure is just a puzzle piece that maybe I don't have enough of the puzzle built yet. Maybe I'm looking at it, maybe I need to shift it. Maybe I need to try it again, maybe it goes in a different spot. And so it means so much less do I get disappointed? Absolutely. Do I doubt? For sure, I'm human, right? But it has not stopped me from launching.

When before I would have like panic attacks and hold myself hostage. Now it's just like, okay, that worked, or this worked, let's keep going. Or this didn't work, okay, let's try again. And knowing that it's on its way, knowing that every result I've ever wanted in my life has been created.

And like trusting myself and just learning to tweak it and adjust, I've become so much calmer and also strategic. Like calmer, strategic, and trusting in the whole process. And so I put a lot less weight and also celebrate a whole lot more along the way of getting there.

Lindsey: The concept of failure, I feel like is something that we hear so often. But to really implement it and truly get to a place where it's more

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

neutral and where we can use it as the learning opportunity that it is, is just huge. And it just compounds your success.

Because when you're in that panic mode, right? And I know you see this now, you can't see it for what it is. You can't really see the lesson because it's just so, like it feels so awful, your brain is just freaking out and panicking that it doesn't really get to learn what it could learn from the failure if it didn't feel so personal.

And that really is what compounds your success, is taking those lessons, looking at that puzzle piece and going, "Oh, we're going to fit it in over here." And that's what you've done. I mean, when we were talking about, again, before we hit record, you had your first six figure year, right?

Jillie: Yeah.

Lindsey: You celebrated that in the mastermind. Since joining the mastermind in March of last year, again, this is her second round, you've made \$84,000 from just, the investment is \$5,000 but she's done two rounds, for a \$10,000 investment in your business. And along with that, what have you been able to create?

Jillie: Yeah, so, I mean, tangible results is I've signed nine new clients, I've re-signed a bunch. I've created custom packages, I've put myself out there for speaking, right? So I've been paid and done more speaking events, I think I did over 40 since, I guess, last February.

Lindsey: What?

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

Jillie: Yeah. And so there's been like all these tangible results. So like, the money piece, the client piece, the speaking piece, the six-figure piece, all of these things, right? And like all of them, I'm super proud of and in awe of, right? And like have to remind myself to be in awe regularly.

But also in that, I've taken more time off. I have gone on more vacations. I've gone to, and I posted this in our mastermind at the end of the year, but I didn't make time for doctor's appointments because I didn't want to spend the money. And I didn't think that it was worth it. And like all of this stuff.

I have gone to so many doctor's appointments, gotten so many tests done, gotten like all of the things to make sure that I am healthy, and taken care of, and loved, and supported. And seen it, not as like a waste of time, but like just as important and just as productive. And so I've loved myself.

I've invested in therapy, I've started therapy. I've done, yes, like two rounds of mastermind coaching. I've created so much and this year I've grieved more than I've ever grieved of like losing some really important people in my life. Taking like weeks and even a month completely off to allow myself to process.

And so in that it's been this amazing, it's been, like I said, one of the hardest years of my life. I live in a van with my fiancée. So we got engaged, we've traveled to 32 different states, we've done so many amazing things, all within the past like 10 months. And so this life that I've led, one of the affirmations I've used for like 10 years has been I have complete balance in every aspect of my life.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

And I can sit here today as I'm talking to you and say that I've actually created that. And I think that I am so in awe that as I've had this massive success and massive impact, I've also created this beautifully balanced life.

Lindsey: And I just can't imagine anything better than that.

Jillie: Yeah.

Lindsey: Like what else are we here to do? I think that's like one of the saddest things I see sometimes, is where people just don't know any other way. That they have to sacrifice themselves and their lives for the success of their business.

And I think where we get it all wrong is we constantly are fed the story or think that when I get there, then I'll rest, then I'll take care of myself, then I'll live the life that I want. But the way you build the success in your business is the way you're going to maintain the success in your business. It's the way you're going to build it to the next level.

So if you don't learn how to create the life you want, how to take care of yourself, how to prioritize your time, and grieving, and your human experience alongside your business, when and if you get “there,” wherever that destination is, you will only continue to do more of that.

And I think that's the biggest value of being in this room and hearing Jillie's story and sharing Jillie's story, and watching her build this and transform over the last nine months, is seeing her not only become somebody who's impacted thousands of people's lives, made more money than she's ever made. And she's I've made more money than she's ever made, but she

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

also has learned how to do it by being a person who has the life that she really wants.

And that skill set, she will take with her for the rest of her life and only continue to help more people, create more success, make more money, and get more of what she wants.

So Jillie, what would you say to somebody who is kind of where you were when you found the mastermind? I mean, I know we keep up with each other, so you probably saw it before. But you joined and you were like on the fence or you were really worried and you were waiting till it closed almost. What would you say to somebody who's in that position?

Jillie: That remember that you're worth it and trust yourself to know that whether it is the actual financial piece or just the intangibles in life, like you will get back tenfold. You can trust yourself to show up and be in this room to make sure that you do that for yourself.

And I think, like I get coaching almost every single week, right? My hand is always going up because I think as soon as I did, I trusted myself to say that no matter what, I'm going to get what I came for, because I can trust myself to do that. And you will get it back 10 times in every aspect of your life. And at this point, how you're feeling and like looking at your life, you can't afford not to.

Lindsey: Is there anything else you want to add that we didn't get to talk about or share about?

Jillie: I'm trying to think. I think we hit on everything that we wanted to hit on. And, yeah, just like remembering that life doesn't have to feel this way.

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

And business doesn't have to look the way that you're doing it. And it can look differently and it's time to like break up with that version of you. And trust that it can be done differently.

Lindsey: So good. I love it, Jillie. Thank you so much for being here today and sharing your story, and just like sharing your light. I feel like every time I get to chat with you, just outside of our mastermind and just in general, you just are always shining so much light in the world and I'm just so grateful and honored to be alongside you on this journey. So thank you so much.

I want you to share where people can connect with you and find you when they listen to this episode and totally fall in love with you. So where do they need to go?

Jillie: Yeah, so my website is jilliejohnston.com. My Instagram is @JillieJohnstoncoaching. And on the website also check out Woman Up the collective, a woman led collective that Rose, Rose upwards and I, or Rose Up Coaching started. And yeah, check all those things out as well as my podcast at The Worthiness Mindset Podcast.

And yeah, Lindsey, I tell you all the time but my life wouldn't be what it is without you. And thank God you said yes to yourself and thank God you went first. Because if you didn't, I know that I would probably eventually have figured it out on how to get here, eventually. But I think it would have been maybe a decade or two down the road. And I just couldn't have done this without you.

So as my friend, and as a coach, and as a leader, and fellow woman, you inspire me. You blow my mind all the time. And I think this is also the

[Anything but Average](#) with Lindsey Mango

Ep #101: Anything But Average Coach Mastermind Interview Series: Jillie Johnston – Detaching your value from your business

newest and most important thing, is like you've also inspired me to want to be a mom. And I've never wanted that before. And so I think that that also needs to be said.

Lindsey: Well now that I'm crying, thank you so much. That literally means everything to me and, yeah, I just love you. Thank you very much for that.

Jillie: I love you.

Lindsey: Pregnancy brain, tears. Oh, what I was going to say was if you are ready to join this room and be alongside with women like Jillie and do this work and create more of the business that you want and help more people while building the life that you want, go to lindseymangocoaching.com/ A, B as in boy, A coach and apply and we will see you on the inside.

Thank you so much, Jillie. We'll talk to you 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.