

Ep #115: Greatest Hits: What's Keeping You From Signing Clients on Social Media



Full Episode Transcript

With Your Host

Lindsey Mango

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Anything But Average is officially closed for enrollment and will reopen on July 6th. If you want to join the next round of Anything But Average, go to lindseymangocoaching.com/anythingbutaverage and join the wait list.

On the wait list you will receive a step by step process on how to start saving for the investment so when enrollment reopens you are ready to join. You will also get a bonus of how to start preparing for your coaching business and how to start preparing for the program so that when you join you can hit the ground running as soon as you enroll.

You'll also get sneak peek access into the program, into the live coaching sessions, into the portal, and exactly what you get in the portal as well as the results people are creating every 30 days. Again, go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.

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, this is Lindsey from the past coming to you, before Eva was born and before my maternity leave, recording this. And really quick before I jump in I just want to send myself some good vibes to sleep really well, hopefully when this comes out I'm sleeping great. And I'd appreciate it if you sent some good vibes my way.

But I am so excited to introduce to you guys the greatest hits podcast series where we have taken the six most listened to, most sought out podcast episodes, not just from the Anything But Average podcast, but

[Anything but Average](#) with Lindsey Mango

Ep #115: Greatest Hits: What's Keeping You From Signing Clients on Social Media

from my original podcast, Soul CEO. If you haven't been with me from the beginning that was the old name of my podcast.

We have dug into those archives to find some of the favorite podcast episodes from that podcast as well as the current podcast, and we are bringing them to you over the next six weeks.

So have fun, enjoy some of our most sought out topics, and I also want to offer that you're going to hear such a shift in me from my old podcast episodes to my current ones. And that the old ones are going to be a little bit more broad and general for life, and some of the newer ones are more coach specific. But all of them are here to add tons of value and offer you an opportunity to hear some of our greatest hits.

So, with that being said, let's jump in.

Today I'm super excited about what I'm teaching you guys because it's a little bit different than normal, it's a little bit more business specific and I am just pumped to share with it you because so many of you guys ask me like how do I build my business using social media. I built an over, well over six figure business using social media as like my main point of marketing.

I went out and met people, I networked a little bit, but I've really built the majority of my business using social media. And at that time, I didn't have over 3000 followers on Instagram. I didn't have over 3000 friends on Facebook. I didn't even really have a business page, or at least I didn't use it.

So the biggest thing I want you guys to take from this is that you can build a very successful and a very solid foundation in your business using social media without having this big giant following. But usually we're not signing

[Anything but Average](#) with Lindsey Mango

Ep #115: Greatest Hits: What's Keeping You From Signing Clients on Social Media

clients for a number of reasons, but first, it's important to break through the things that are holding you back.

The mindset things that are keeping you from really stepping into social media and utilizing it as the tool that it is. It doesn't have to be hard; it doesn't have to be complicated. It can be fun and it can help you create amazing results and get your impact out into the world and sign clients and all the things.

So really, this kind of pertains to the first BS story you might be telling yourself, but here it goes. So the first BS story that is keeping you from signing clients on social media relates to what I was just saying, which is I don't have a huge following so I can't sign clients from my social media.

And here is the reframe I wanted to share with you guys. The number of followers you have is especially not important when you are pre-six figures in business. In fact, having a smaller and loyal following of people who love you is much more valuable than having 100K followers who don't care about what you're doing. Your smaller, more intimate following is an asset. Like I said, I had under 5,000 followers when I got past six figures in business.

And believing that you need to have a huge social media following is keeping you from showing up and speaking to your ideal clients and adding value the way you could be, and ultimately signing the clients. So that's number one. I would love to hear if you guys are sharing this on social media, which one is the biggest one for you.

Number two, the second BS story you are telling yourself that's keeping you from signing clients is my value doesn't translate in that medium. Or maybe you're like, I don't know what to say or people aren't getting it, it

Ep #115: Greatest Hits: What's Keeping You From Signing Clients on Social Media

doesn't seem like they're getting anything from what I'm saying. Here is the thing; value is value, period. If you can write or speak words, you can translate your value on social media.

If there was no right way to post, speak, or write on social media, what the hell would you want to say? What would you feel inspired to offer your audience and the world? Remember, your value isn't for everyone. It's for the right people, and the right people will see value no matter what or how you decide to put it out there. Just get it out to them.

Usually people get stuck in this the most because they feel like it's supposed to look a certain way or should be something, and that's what blocks them from just speaking their message and sharing their heart on social media, which will immediately make you magnetic for your ideal people.

All right, number three. I don't even know what to say. I love this one. Sometimes this happens to me too, guys. Like, this is reality. But my response to this and a reframe for you guys to see this differently is the only reason you don't know what to say is because you think you're "supposed" to say something or you should say it in a certain way.

If you were to just have fun with it, what would you feel inspired to say? If you had an audience of 100 ideal clients who are captive and listening, what would you want to tell them? It is your job to be inspired, not social media's job to inspire you. What things get you connected back to your work and offer? Go do that and then come back to share your message on social media.

All right, number four. The right people aren't following me or aren't seeing my stuff. My response to this and my reframe is I would be willing to bet

Ep #115: Greatest Hits: What's Keeping You From Signing Clients on Social Media

that there are at least 10 humans who follow you who are the right fit, if not hundreds more who are the right fit for you and what you offer. It's your job to be the light and be the magnet.

Your milkshake has to bring, my clients love this, your milkshake has to bring the clients to the yard. If you knew the right people were following you, how would you show up? What would you say? Be that person now and know there are humans who follow you who are ideal and more are coming and you may turn some people into ideal clients by sharing your message and your work.

All right, number five. The fifth BS story. My stuff doesn't look pretty enough or good enough, people won't buy it until it does. I said value, content, and authenticity beat looks and appeal any day. If you want it to look pretty, make it look pretty, but know the right people will love what you offer no matter what. They don't care if it looks pretty. They care about getting the message you intend to share.

Now, you guys know if you follow me on social media or just in general, I am big on aesthetics. I enjoy that. I spend time making my photos look great and it took practice. I'm willing to take 20 photos to get the right one because I'm committed to it. I like it and I want that to happen.

So what I think is important about this one is, you know, something that I asked myself very early on in business is if I was a six-figure earner when I first launched my business and had no clients, how would I be showing up on social media? What would I be saying? What would I put for photos?

And I made sure that I aligned those actions with what I would be doing at six figures. I wouldn't be posting a dingy photo of something. I would want it

Ep #115: Greatest Hits: What's Keeping You From Signing Clients on Social Media

to be bright and well lit. And so I spent time doing that because that's how I would personally show up.

So you don't have to have perfect content. It doesn't have to all match. That stuff is not that important. But also know that if you would show up and make that important and make the aesthetic important, then you can still do that now. It doesn't have to be perfectly Photoshopped photos or having a photographer take your photos and all well-lit.

Again, it takes practice. Put your face in front of a window, take selfies. People want to see your face. Take pictures of things that you think are beautiful and pretty and that you enjoy and that you like. Share it with the world and get your message out there. Make sure that you love your content and your photos and what you're putting out there because that's going to reflect in the energy you put behind it.

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.