

## Ep #133: A Personal Story - Investing in My Joy



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With Your Host

**Lindsey Mango**

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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? Before we jump into today's episode, which is going to be a little unique, I was on a walk this morning and words started pouring out of me and I was writing them down. And I just felt deeply that this was the message that had to be shared today.

And it's funny because my brain was like, this probably isn't how you're, "supposed" to do it because mastermind applications close tomorrow. And I have a human brain like you guys, and it's like wait we should probably talk about all of the results that people have gotten and talk about these specific things because our mastermind is closing tomorrow.

But I know that this personal story and reflection and what I'm going to share with you guys today is the message that needs to be heard. And so quite honestly, I don't really care whether it makes sense or not. And I actually think at the end of the day, it is the exact message that needs to be shared at this point with applications closing tomorrow.

So before we jump in the *Anything But Average* Coach Mastermind applications close tomorrow, October 13th at 11:59pm Eastern time. Payments are due for the mastermind on Sunday, October 16th by 11:59pm Eastern time.

Now, before we jump in, I just want to offer that whether you haven't even considered yourself for this room, or maybe you've already decided not this round, or you want to be in it, it doesn't matter, I just want to offer you guys the opportunity to just be open. Be open to hearing this message. Be open to the idea that you are meant to hear this message today, right now for a

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reason. And be open to what this story is going to show you and share with you. And the idea that this might be the exact room that you need to be in.

And maybe you didn't even think that before you heard this. Or maybe you are planning to apply and you really want to be in the room, but this just confirms exactly what you needed to hear in order to do that. So I just want to set that intention of openness. And yeah, I don't know why, but I don't feel nervous. I just feel a little bit like this certainty, and this openness, and this vulnerability to just share this with you guys.

So yeah, what I'm going to do is I'm actually going to share what I wrote. It's not perfectly executed, it's not well edited or written. I haven't gone through it with a fine tooth comb. And I just want to share it because it's my thoughts. It's about the story that I'm going to share with you guys and I think it's really important.

And I also want to use this as an opportunity to show you guys that this is where the mastermind is going, is taking it to a whole new level of letting go of the rules, letting go of how you think your business and your life is supposed to be done. And doing it the way that feels aligned. Doing it the way that feels simple, fun, easy, like the greatest of service.

Even if it means recording a podcast and reading something you wrote that isn't well edited. Or it means putting a message out there on Instagram that you feel called to share, even if it's not perfectly said, because it's the message that you're meant to share.

So I'm going to read this and then we're going to talk about it. So here's what I wrote, wanting something is a good enough reason to give it to yourself. A couple of months ago I hired a joy coach. And I have to say it was one of the hardest decisions I've made for myself in a long time, and here's why.

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For a long time I've justified investing in coaching because it was a business investment. Now I'll add, I didn't write this, but my first investment was in a life coach. And it was such a powerful shift because I was claiming that me and my life and what I wanted was worth it. But slowly after that, as I started building a coaching business, I started to mostly pretty much exclusively, except for a couple of small things, invest in business coaching.

So I said for a long time I've justified investing in coaching because it was a business investment. If this is how you are thinking about your business investments, I would take a good hard look at what I'm about to say. Hiring this joy coach wasn't really about my business. It was an investment in my desires, my joy, my happiness.

And that challenged my growth in more ways than I could have anticipated. Because my brain has started justifying its investments because I knew I would create money in return from it. Which I'll offer a sidebar, isn't a problem but just hear me out here.

My brain thought if I continued to make more and more money, it's going to solve any "problem" that I have. If you are only able to get yourself on board with investing in something just because you're going to get money in return, it's time to wake the fuck up to recognizing that your happiness and joy is the way to the life and business and money that you are going after as a coach. To see that a woman who claims what she really deeply desires is a woman who actually gets everything that she wants.

The answer isn't in making more money so you can feel more happiness, fulfilled to do more of the things that you want and have more freedom. The key is knowing that that is the path to creating more money. If you don't believe that, if you don't believe that a woman who claims what she deeply desires is a woman who gets what she wants, this is exactly why your joy

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and desires keep coming at a cost to your financial goals. It's why you're not creating more money.

The decision to hire a joy coach, for me, was about drawing a line in the sand and saying my joy is worth this, my happiness is worth this, my desires and wants are worth this. And in the moment I decided that, I became someone who doesn't just believe in the value of investing to create more money, but someone who values investing in my desires and my wants.

While yes, putting yourself in the Anything But Average Coach Mastermind is a business investment, I have zero doubt that you will create more money, that's part of the mastermind. But more than anything, this is an investment in your desires. It's an investment in what you want. It's an investment to create everything you want. It's an investment in surrounding yourself with soul filling connections. It's an investment in your joy.

It's an investment that says me, my life, my joy, my freedom, my happiness, my life, and of course my business is important. And that is a decision you will never be the same because of. Because when you decide something you want is a good enough reason to invest, you show other people that investing in themselves and having you as their coach just because they want it is a good enough reason.

And that is a woman who leads a life unlike anyone else. She treats her wants with this level of regard. No, you don't need to be in this room. But if you want it, if you feel that little spark of possibility, desire, joy, excitement when you imagine being in this room, having the support, being at the retreat, celebrating and coaching in a room with coaches who care about you, your life, your goals, as much as they care about your own, this is where you're meant to be. Wanting something is enough of a reason to give it to yourself.

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I feel like that really describes so much, I mean, pretty much everything that I want to say. But I'm just going to go into a little bit more detail. So a couple months ago, like I said, I hired a joy coach. And it's really funny because I thought about hiring her for like a month. And what's fascinating is, I hired a life coach at the beginning of this entire journey. And it is one of the biggest shifts I ever made because it was me claiming that my happiness was worth it.

And over time, like I said, the reason why I started hiring my coaches started to change a little bit. I kept thinking, and I still invest in business coaching, but I kept thinking if I make more money then I'll create more happiness. If I hit my goals, then I will get everything that I want.

And while yes, I have hit goals and I continue to create more money, what I realized was that denying myself investing in my wants and making that the top priority was what was keeping me from blowing my mind and creating the life and business that I really want.

Because here's the key, if you think that only investing in a mastermind or in something to create money is going to be the thing that solves all of your like happiness, joy, all of that, then you are literally perpetuating the same cycle that's creating the life and the results that you have now.

Because the answer to creating more money is by following your joy, is by following your desires, is by becoming a woman who believes that just because she wants something, just because it would be fun, just because she has that desire, just because she has that pull on her heart is enough of a reason to fight tooth and nail to put herself in the room.

And I've been thinking a lot about this mastermind and what it represents. And while yes, you guys have seen the results, we have clients and students who were making \$8,000, in a whole year when they first joined,

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who made six figures, who have \$20,000 goals. Clients who signed two to three clients in a year who just signed like 10, 15 clients in the last 30 days.

So yes, the money results are there, that is a part of this mastermind. But what I've realized is the biggest hump that keeps coaches and keeps people from creating everything they want, everything they truly desire, is that they don't believe that their joy, and their life, and their wants are the path to getting there.

They don't believe that that is, that must be the priority in order to get everything that they want. So they're constantly sacrificing their joy, desires, their wants for later because they think if they could just make more money, if they could just solve this business issue, then they will have the life that they want.

And that's not true because we are the ones in charge of creating it. Because desire, joy, and our wants and prioritizing that are how we create in the here and now the life that we deeply want, the money that we want, the freedom that we want, and later.

I have clients in the mastermind who have realized they were putting off getting married, having families, doing the things, taking the trips, creating the retirement plans now because they were waiting for their business to get to a certain place. If you're doing that you will always be putting your dream life in the future.

The way you create the life and the business success that you want, is by prioritizing it now. It's by becoming the person who claims what she wants right now. It's by deciding that that is the most worthy thing that she could spend time, energy, and resources towards. And when you do that, it literally translates into money in your business.

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And here's why, because you are a coach and no matter what you sell your number one job is to be in integrity. Meaning that you practice what you preach, that you do what you ask your clients to do. And unless you're selling money, which most of the clients in my mastermind aren't, a couple are.

But unless you're selling that result, if you're not seeing your desires, your wants, your dream life as enough of a priority to invest in, if you're not seeing your wants as a worthy reason to get uncomfortable and put yourself in the room, they are thinking the same thing. They are thinking if I finally find the job, or fix this thing, or fix this circumstance, then I'll have the life that we want.

And we all know as coaches that that's not true. That we are the ones that create that right here in the here and now, no matter what. And when we start to do that, when we claim that power, that is how we create the life that we want. That is how we create more. But if you don't do that, you don't lead by example.

And so for me, I experienced such a powerful shift when I hired this joy coach because it was me claiming that my desires were my top priority. That that was the most important thing, that my wants were worth having uncomfortable conversations with Chris, deciding to allocate money to this. And that has changed everything.

Since that moment, my life has never been the same. And who I am as a coach to my clients and this room has never been the same because I see when my clients are doing it. Because every day I'm making my desires and my wants a top priority, that has changed my business, that has changed my money and my financial world, that has changed my experience of being a mom, of my health, of literally everything.

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And isn't that why we all started coaching businesses in the first place? Whether, I mean, some of you guys, I know you're not coaches who listen to this, but this is also a powerful message to you too because if you're not making your desires a priority, you know exactly why you're not creating the life that you want.

If you're always letting other people, other things take priority over you and what you want, then what you want will always be an after, like an afterthought. And the life that you want will always be an afterthought. So choosing to put yourself in the Anything But Average Coach Mastermind while, yes, is an investment in creating more clients, creating bigger impact, creating more money, even bigger than that it's an investment in your desire.

It's an investment in your wants. It's saying the life and the business and everything that I want is the most important thing to me. I'm willing to prioritize that right here right now and stop waiting on business success, on external things. And when you claim that, that's when everything changes.

So that is the message I wanted to share with you guys today, that maybe it's been hard for you to get your brain on board with this decision because it brings up all of your shit around making what you want a priority. Around deciding that your desires are worth a \$10,000 investment just because. That borrowing money, that finding a way to put yourself in the room because you want something is a good enough reason.

And when that becomes a good enough reason, then you start creating the life that you really want because you make that a priority in every aspect of your life. And when you do that as a coach, you lead by example, you show clients what's possible, you will sign more clients and you will make more money. And you will do so by following your joy, by following your desires. And that is the magic of this room.

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I love you guys, applications close tomorrow October 13th at 11:59pm Eastern time. I will see you on the inside. Go to [lindseymangocoaching.com/A](http://lindseymangocoaching.com/A), B as in boy, A coach. 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.