

## S1. Ep41: "Can I grow my business the way I really want to?"



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With Your Host

**Lindsey Mango**

[The Life Coach Hotline](#) with Lindsey Mango

## **S1. Ep41: "Can I grow my business the way I really want to?"**

Lindsey: Hi, welcome to *The Life Coach Hotline*. This is Lindsey Mango, your life coach. How can I help you?

Olivia: Hey Lindsey. I'm excited to be here and it's really about business things today.

Lindsey: Okay.

Olivia: Sometimes I can feel like I'm all over the place. And that's okay, I've learned that I'm a visionary. And I do struggle with ADHD. But that's okay, it's not like that's an excuse or anything, there's superpowers to it. For eight years I was helping pregnant moms and postpartum moms with diastasis and leakage and all kinds of things. I created programs and did online.

Before I did that, I actually built websites for people, got them on the first page of Google and then kind of went into that for creating my own programs for eight to nine years. And then in 2020 I just felt a real need to shut it down and to do something different, but mainly just to rest and to take a break. It's hard for me to take a break, to be honest, sometimes. That's okay.

Lindsey: I'm celebrating you for doing that.

Olivia: Yeah, but I did. And now I still have like three clients I'm working with right now where I do coaching, I do mindset coaching, I do inner heart healing work, I just kind of combine the two and I love it. I'm really good at it, but I keep feeling like I'm not going to be doing it, I'm not supposed to be doing this right now.

Like for a year I even worked with the ministry here and they paid me to come in and work with the people there that needed help. So I did that in

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person locally with mindset coaching and inner heart healing and it was amazing.

So I'm kind of reversing again, going back to the beginning and wanting to start stepping into helping businesses grow with Facebook ads, Instagram ads because I've been in this online world for so long. And with some business coaching and strategies, I do love to do that. I just kind of feel like I need something not as heavy. Does that make sense?

Lindsey: Mm-hmm.

Olivia: So it's been really heavy because a lot of stuff that I walked in with my life and got healing for, and now I'm kind of, I do a lot of that with people. But there's just something in me that's like, there's so much more to do. I just have this feeling inside.

And so I guess the thoughts that I have with it is I've been a coach for so long that stepping into this feels like it's a completely new identity. Does that make sense?

Lindsey: Mm-hmm. Yep, absolutely.

Olivia: And it's like, is this as important? It is as important. It is. And I'm really good at that part too. And it's something my husband and I have talked about, like he may even come on board and may do some stuff together. But it's like, I feel like if I'm not called a coach, it's like what if it's not as good? Does that make sense?

Lindsey: Yeah.

Olivia: Or am I smart enough to do this? And I know I am, it's just all these thoughts.

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Lindsey: Well, let me ask you this. I'm just genuinely curious. Is this like where you're feeling really called? Because you're saying like, I feel like there's so much more in there, so much more within me.

Olivia: Well, a lot of it too is money things. I know that when I – We've had a lot of medical issues come up and we don't have insurance because we work for ourselves. So a lot of medical and a lot of other things have come up. And I said, anytime that I've started a service-based business, this is when money comes in and we can do this just to, let's just get out of debt right now. And that's what we can do.

But the more that I have done it and started doing it, the more peace I've gotten about it, the more excitement I've got about it, stepping into it, how I know that I can help businesses. It's kind of exciting and not as heavy. Does that make sense?

Lindsey: Yeah, absolutely.

Olivia: But there is this part of me that's like, I'm not helping people heal, this is weird.

Lindsey: Okay. Well, I think that there's a couple of things. I think that you're kind of – Two things. The thing that is sticking out to me the most is it sounds like starting kind of the business aspect of this and helping people in ads and all of that is, I don't know how else to describe it, but more of a logical business decision, financial decision. And it seems like you're trying to match that decision with your calling.

Olivia: Oh, yeah, maybe so. That makes a lot of sense.

Lindsey: And it makes sense, you've done that your whole life or for a really long time. And I don't think it necessarily has to be a problem, especially if

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you're knowingly going into it with that's the energy behind it. That's the decision that you've made.

Again, this is different, but in a way it's the same. It's like if someone were to get a job temporarily or for a few years to support themselves, support their family, get out of debt, that can be a very powerful and amazing decision. And that job doesn't have to be their life's calling and that doesn't have to mean anything.

But it's almost like you're so used to doing something like that, and now you've made this very like, you know, this is what I want to do to support my family right now. You're trying to match those two things up. And I'm like, what if they just don't and that's okay?

Olivia: Yeah, that's an amazing thought, Lindsey. I love that. That's so good. That's a good feeling to have. And that's okay to not match it. And I find my brain going, well, you know, some business owners may need the coaching and the healing too. And I'm like, okay, Olivia, I know you can do this, but maybe that's not what we need to do right now. And if that pops up, we could do that.

Lindsey: Yeah.

Olivia: And so I can lead into that with them if that's something they need. But I just feel like, okay, I need to put this little thing right here, just on my website, just in case that businesses need that.

Lindsey: Well, I guess well, then that leads me to my other question, which is it sounds like part of you doesn't want to "leave that behind." And not that you have to leave it behind, but I'm just curious, or that it's permanent, right? But I'm just curious, what comes up when you think about not offering that? Like, what does that mean?

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Olivia: Hmm. I think it's what you said before, maybe that I'm trying to combine the two. And that it's okay. I think I really need to be okay that I don't have to offer that. But I know I have those skills in me if something pops up.

Lindsey: Yeah. And if you feel desire, right? Rather than right now it's kind of like you're trying to like, bully yourself into doing it and being like, well, this is what I should do. This is what I'm great at. I can help people like all of that. Rather than allowing that to kind of bubble up from inside of you to fuel forward that decision.

Olivia: Yeah, that's good. Yeah, because I kind of feel like it's a, I have to because this is part of who I am.

Lindsey: Yeah.

Olivia: And that's not a good feeling, it's not going to create good actions in me.

Lindsey: Yeah.

Olivia: And so I think it's lighter if I just say, nope, I know I have this skill. If it pops up, then I can discuss it.

Lindsey: Yeah, and you want to. You know what I mean? Like you just want to do something else with it and you're inspired, like great.

Olivia: Yes. Yeah, because it's a lot lighter that way, so I can focus. You know what ends up happening is it's confusing. Like if you're marketing, well, are you marketing for this or are you marketing with ads? And I don't want to be double-minded here, but know that I have this in a toolbox of mine if it does need to be presented, you know?

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Lindsey: Yes.

Olivia: Think maybe that might be a lot better. But what you said, you nailed it already.

Lindsey: Good. That took 10 minutes. I love it.

Olivia: About my call. I'm like, because if it's really your call, you can just step out and be like, hey, wherever I'm at, if you run across somebody, that's in me to help people, you know?

Lindsey: Absolutely, 100%. And I think the one question, the one last thing that kind of pops up for me is, do you think you're doing this out of not wanting to offer more than one thing and like, think that you need to just focus on this one thing? Or does it genuinely feel like a desire right now that you just kind of let that, this thing that you like to offer, that you have to offer, just sit on a bookshelf for a little bit?

Olivia: You know what I really want? I'd rather hire people to do some of the technical stuff. I know how to do all of it, the Facebook marketing, the emails, the funnels, I know how to do that. But I'd like to hire some people and just be able to come in and give strategic advice for businesses and do some business coaching and then have people in the background helping implement that, if that makes sense.

Lindsey: I love that.

Olivia: Yeah, so that's really what I'd like to do because I know being a visionary I'll be happier doing that. So I just have to believe that, you know, I don't have to believe, but what I want to believe is that all the people I need to do this, I'm going to find them, you know?

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Lindsey: Yes. So good. Can you believe that?

Olivia: I can. I can believe that. But I really had to get this, it was kind of mucked up.

Lindsey: Yeah, this is going to help so much.

Olivia: The whole coaching, inner healing thing, because I've just done it for so long.

Lindsey: Yeah. Well, it's a part of it. It's kind of like, I'm just using this as an example, but it would kind of be like when a mom's kids get out of their house and then they're kind of, like they grow up or whatever and they go to school or they move on. It's like, you can kind of compare it to a transition like that. Like for a long time you've been like, in this instance, like I'm a coach, I do inner healing. This is what I do.

So it would make sense that you would feel a little discombobulated by not doing that. It doesn't mean that you're not that anymore. Just like a mom isn't not a mom when her kids grow up, but she's got to kind of fumble her way through being on her own again.

Olivia: Right. Yes, it's a huge transition for me. But it's an exciting transition and it feels good. It feels exciting. It feels light. I was just trying to figure this out, this part of it.

Lindsey: I love it. Well, one last question for you and maybe not to open up another can of worms, who knows, but if you could make the amount of money you wanted to make and pay off the debt and all of that doing the inner healing and coaching work, would you want to make that choice or would you still make the choice you're making?



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Olivia: I've been thinking about this. I don't know, maybe I'm transitioning out of that because I really feel like I would love to have an agency and be able to bless businesses that are making a difference in people's lives and that they're doing it out of love, out of joy, out of their purpose. And actually have a team of people helping where I can be the visionary. Having a team of people help me be the visionary actually feels so good to me and I'm just now discovering that's one of my gifts.

Lindsey: I love it. Well, then I feel like that's all the clarity you need. I think that's a very clear answer.

Olivia: Yeah. That's a good question, Lindsey.

Lindsey: Good. I wanted to make sure I asked it. Well, you sound clear. How do you feel?

Olivia: I feel good. I feel a lot better and just knowing, hey, this is just part of who I am. I carry this with me wherever I go, into whatever I do and that it'll be a blessing to people who I work with no matter what.

Lindsey: Yes, I love that. So good. Well, thank you so much for calling in, Olivia. I am so grateful that I got the opportunity to help you.

Olivia: Yes. This was awesome. Thank you.

Lindsey: You're welcome, I'll talk to you soon.

Olivia: Okay, bye bye.

Lindsey: Bye.

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