

Ep #24: How to Keep Going



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With Your Host

Amanda Karlstad

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You are listening to *The Life Coach Business Podcast*, Episode number 24.

Welcome to *The Life Coach Business Podcast*, a show for coaches who are ready to up-level their business and take their impact, leadership, and results to a whole new level. If you're ready to start taking powerful action and become the leader your business needs in order to grow and thrive, this show is for you. I'm your host, Amanda Karlstad, certified life and business coach, and entrepreneurial leadership expert. Now, let's get down to business.

Hello and welcome, everyone. I'm so happy to have you join me today. I hope you are well. And I mean that in all ways, truly. I hope you are healthy and staying well with the current virus situation happening. Thankfully me and my family, we are all healthy and well. And I hope you and your family are healthy and well also and continue to be well as we move through this crazy unprecedented time. It really is an interesting time.

Alright, before we dive into today's topic, I want to give a big shoutout to IVSSMN who left an amazing review and said, "One episode in and I love her clear concise guidance. I'm a brand-new coach and desire to build a strong foundation in my business for long-term success. Thanks for this podcast. I look forward to learning more."

IVSSMN, thank you so much for your amazing review. I love that you're looking to build a strong foundation for your business and I love that you understand already, even as a new coach, how important this will be to your long-term success. I'm so glad you're listening and I'm so glad you're finding the content helpful as you're building your business. And I want you to keep tuning in because my plan is to only continue to give you more and more content that I know will help you in building your business.

And I also want to remind you, IVSSMN, don't forget to email me at amanda@amandakarlstadcoaching.com to also be entered to win a free VIP strategy session. Alright, so much fun.

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Okay, today we are going to talk about something that is really important for you to understand if you're a new coach, if you're just starting out in your business and it's something that is really important for you to understand, even if you've been in business for a while.

And it's something that I feel inspired to talk with you all about because I think it's something that is one of those things that I see over and over again that we actually try to move away from, and in most cases, as quickly as humanly possible. It's something that we have a really hard time embracing, and I see over and over again that when we don't embrace what we're going to talk about today, it really does have the potential to cost you your dreams.

It can cost you your business and your ability to keep moving forward. And for those of you that have been listening to the podcast, you know that I don't want this to happen for you. So, if you've been listening to the podcast for a while, you know that I'm all about giving it to you straight.

I am all about giving it to you in a way that cuts through the noise and helps you to keep moving forward in a way that's going to serve you in your business. So, for those of you who are in the early phase of your business, or those of you that have been working to build your business over the last couple of years and you're at a point where you still haven't quite gotten to where you want to be in your business, this episode is really for you.

And right off the bat, I want to tell you that even though I know all of you that are in this place, that you want more results in your business. And I know that some of you might be frustrated that you don't have the number or the level of clients that you want yet in your business.

I want you to know that this time, this struggle that you're in, I want you to know that it's 100% for you. Now, some of you might believe that, but a lot of you might not believe that. And especially for those of you who don't quite believe that, what I'm about to talk about is going to be really important for you to hear because, in this journey of building your business,

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which really is a spiritual journey I believe, you're going to be required to evolve to levels that you can't even anticipate right now.

There is literally no other way to get to where you want to go without first becoming the next version of yourself. And part of evolving into that next version of yourself requires you to go through what I see as really a rite of passage. It's a phase, it's a chapter in this overall journey of what it takes to build a successful business.

Yet, what happens with almost every coach that I work with, with every coach who is in this phase of their business where they don't have the level of clients they want or their revenue isn't where they want it to be, it's that by human nature we try to skip through the pain, we try to skip through the challenge, we try to skip through the hardness of what it actually takes to build a successful business, to earn that first six figures, to build your business to the level where you have a full practice.

And what ends up happening instead is it's like we know intellectually that we need to do the work. We know intellectually that it's going to be hard and we tell ourselves and we think that we're up for that challenge. But when we're in it, when we're in the hard, when we're 100% in the thick of it, I also see that we tend to want to escape it as soon as possible.

And ends up happening is we start doing things that sabotage our success. So, we start turning our focus to things that take us off course or we start to doubt if we're on the right track. We start losing faith. And at the end of the day, we allow fear to really overtake us.

Yet, what I want you to hear that it's exactly here in those moments where we actually have to develop the skills, the knowledge, and resiliency, and honestly the technical aptitude that it's going to take to be in the industry today. Because the reality is, if we're not gaining this knowledge, if we don't have the resiliency, if we don't understand the tech side of things, we're going to be lost. And it's almost as if you're literally not even going to be in the game. And that's what I'm talking about here.

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So, I'm talking about being willing to learn and develop the skills that you need in order to run a business so that you can be in the game. Because so often, I see so many who want to have a successful business. But at the end of the day, they're not willing to actually do what it takes in order to get up to bat, in order to even step onto the field.

So, if you're in this place right now where you're feeling overwhelmed, where you're feeling full of doubt, where you feel like you're not moving forward, not making the progress you want to be making, you might be questioning whether or not it's all worth it, I want to tell you with 100% certainty that it is.

But in order to get to where you want to go, you're going to need to learn and develop in ways that honestly right now you don't want to. You're going to need to learn things and develop in ways that aren't convenient. You're going to need to learn things and develop in ways that don't feel motivating, they don't feel good. You have to be able to learn the skills and develop in ways that are going to challenge you in new ways, in ways that you've never been challenged before.

And most days, it's going to feel really, really hard. But here's the reality; I think a lot of times we see others, whether it's in the coaching industry or even in different industries, where we see these seemingly overnight successes and we see or hear stories of people that have what seems like this overnight success where they've created this million dollar business and now they're only working part-time and they're traveling the world and they're living this lifestyle that looks like a dream life. And I know you all know what I'm talking about here.

But what we don't see is what it actually took in order for that person to get to where they are. We don't see the hours upon hours, the blood, the sweat, the tears, all of the things that they had to go through. And in so many cases, the years before they saw any results, years before they started to make money in their business.

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And instead, we have this expectation that it should be happening overnight. And when it doesn't happen overnight, we get frustrated and we start to fill ourselves with self-doubt. We start to question everything. And the whole time, all we're doing is moving farther and farther away from where we want to be.

So, I hope you can really see this right now. I hope you can really see the reality of what this is because here's the truth; if you want to create and build a successful coaching business in the industry today, there's going to be things that you're going to have to learn.

And for some of you, these are going to be things that you're not going to want to learn; things like Facebook ads, CRM systems, landing pages, all of the tech things that you're going to need to learn if you want a multi-figure business. These are things you need to know and understand if you're going to operate a business in the industry today.

Yet, we all want to skip over it. we just expect the results now and we get frustrated with ourselves or with the process or with others when we don't get the results right away. And we don't see the value in what the actual experience is teaching us. We don't see that it's actually teaching us how to operate as a competent strong business owner, or that all of the tech stuff that we're learning and that it's teaching us how we're going to reach that first group of clients that honestly wouldn't know that we even exist if we couldn't reach them in that way, and why slowing down and building a solid foundation for your business is only going to support your growth in the long-term and it's the only way that you're going to be able to sustain success and scale your business in the future.

This is such an important part of the process, so don't become impatient when you're not getting the results that you want right away. Don't start questioning if you're doing the right thing. Don't give up.

I want to be really real with you all, if you're trying to skip through this process in your business, I want you to take pause and look at this. And I want you to start to think about all of the skills that you have to gain from

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this process. And if you've been resisting this process, I want to tell you that it's time to get in the game. It's time to start learning what you need to learn so that you're giving yourself the best opportunity for success, because if you're not, you're going to be lost on the sidelines. And I don't want that to happen for you.

In fact, this is why I have structured my coaching programs the way that I do. It's why I take very seriously in my coaching program all of these things. It's why I teach all of my clients the tech, the Facebook ads, the funnels, the strategies, all of the things that are proven to build highly successful coaching businesses. And that's all in addition to helping them develop their mindset of a six and seven-figure business owner.

Because the tech stuff, let me tell you, it's not always glamorous. In fact, as a coach, I'm telling you, it would be a lot easier for me if I didn't teach my clients these things. But at the end of the day, as a business coach, and being that integrity is one of my highest values, that wouldn't sit well with me because my goal is to help my clients build, grow, and scale highly profitable and successful coaching practices and fully step into their potential.

And in order to do that, there has to be some strategy. There has to be some tech involved. Building a business to a multi-six or seven figures will not happen without those things. So, I want you all to really consider this.

Consider where you're resisting these things in your own business. It's likely because you don't know how to do them, or you might not know where to start or you might feel overwhelmed. And I want to tell you that all of that is okay.

It's okay not to know how to do this stuff. I didn't know how to do this stuff. It's okay not to know where to start. I didn't know where to start. It's okay to feel overwhelmed. I felt overwhelmed for a long time. But what's not okay and will not get you to where you want to go is not learning what you need to learn. It's not working through what you need to work through in order to be able to reach your clients.

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It's not okay to not understand these things yet expect to have a multi-figure coaching business because it just doesn't work like that. And I know, all of you listening, I know you want to be in the game. And I want you to be in the game. And so, in order to do that, I've got to tell you, you've got to be willing to go through the "Grind" of this all.

You've got to be able to learn how to build that funnel. You need to learn how to run those ads. You need to understand how positioning works in the marketplace. And I promise you, you will be such a more effective business owner and coach because of it. You will develop so much more knowledge and aptitude and confidence through this process.

And that alone has the potential to be worth literally millions in your business. So please, don't underestimate this phase, this phase where you feel like nothing is happening, where you're struggling to find that next client, where you feel frustrated because you're not further along by now. And know that at the same time, you're exactly where you need to be.

Understand that the lesson in front of you that you must learn in order to get to that next level is exactly what you need to learn in order to reach your long-term goal. So, stay the course. Keep working hard. Be patient with yourself and with the process. Know that in the end, it will only pay off if you do the work, if you learn what you need to learn. And know that sometimes you've got to slow down in order to speed up. You've got this.

Alright, have an amazing week. Take good care. Stay well. I'll talk to you all again very soon. Bye-bye.

Hey, before you go, I have something amazing I want to share with you. To celebrate the launch of the show, I'm going to be giving away three free VIP Strategy Sessions where I'll be diving deep into your business and helping you put a strategy in place for the next 90 days, so you have a real game plan on how to create results in your business, and finally gain momentum.

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I'm going to be giving away one free VIP Strategy Session, the same VIP Strategy Session I offer to all of my highest-level clients, to three lucky listeners who subscribe, rate, and review this show on Apple Podcasts. Visit amandakarlstadcoaching.com/podcastlaunch to learn more about the contest and how to enter. I'll be announcing the winners on the show in an upcoming episode. Thanks so much.

Thank you for listening to this episode of *The Life Coach Business Podcast*. If you want to learn more about how to build, grow and scale your business and accelerate your results, visit amandakarlstadcoaching.com.