

Ep #39: Leaning into Trust



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With Your Host

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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. Welcome to the show. I hope you're all doing well. For those of you in the US, I hope you had an amazing 4th July. I hope you had some downtime and were able to spend some time with your loved ones.

We are, as I'm recording this, coming up on the 4th and are gearing up for a great holiday. It's been extremely hot here in Minnesota and we have been spending a lot of time in the pool.

And speaking of that, I cannot believe that it's July. This year is flying by, isn't it? I mean, already being in July, it seems crazy. It feels like it's been the blink of an eye. But I'm really looking forward to these next few months, to ending 2020 strong, and to moving into 2021. And also, for my clients and for what is ahead for them and to see them in such great positions, where they're really going to be able to end this year so strong and really be bringing so many of their goals and dreams, honestly, to life and what's ahead of them in 2021. It's so much fun.

Alright, so today, I want to talk to you all about something that I think is – when I think about, in the grand scheme of building a business and the level of importance of this, as you're in that process, it's something that I think is one of the most important, if not the most important things that I have learned that has to be there.

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But at the same time, it's also one of the most challenging things because I think it's one of the things that's hardest to get. And it's hard to get because when you're in it, when you're kind of in the weeds, when you're building your business and you're in the weeds of that, I think it's really hard to see this. I think it's really hard to see this for yourself.

And that is having trust. And so, when I talk about trust – so, in the context of this conversation, I'm talking about trusting not only the process, but trusting in yourself and trusting in your dreams and trusting in what you're feeling guided to.

And I think this is one of the biggest hurdles that I see both with clients and just in general when it comes to coaches building a business, or really any entrepreneurs building a business, when it comes to this journey, when we're in that process of building a business, it's having the ability to fully trust.

And what it really comes down to is being able to surrender to that trust. So, I want to talk for a minute about why that is and also give you some advice as to how you can do this, so it hopefully makes it a bit easier for you if this is something you might be finding yourself challenged with, if you know that this is something you need to work on, which I do think for all of us, no matter what level you're at, we all have different levels of this.

So, to start out with, I think it's important to first recognize that part of this is due to the way we're wired as humans. And I know, for many of you, if you've been listening to my podcast, you know that I talk a lot about the way that our brain functions. I talk about the role of our brain as it relates how we're wired to operate, how that plays out in our lives, how that plays out in as we're building our business. And why, in most cases, when we really step back and look at what's happening, it's important to acknowledge the role of our brain in the situation, in what we're experiencing. I think that's really important to consider.

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And it's important because, as we're doing this work of uncovering and moving through so many of these mindset and inner challenges that we have in this journey, it's so important to understand that part of this is due to the way that we're wired. It's due to the way that our brains are setup to work.

And as we pull back these layers, so to speak, when we start looking at what's really going on when we're finding beliefs, we're finding thoughts that are limiting us in different ways, what happens is we start to internalize them. And we start to believe them as truth in our life.

And the result of that, in so many cases, is that we start to define ourselves, we start to identify as that in our lives. And what happens is, is the result of that is it impacts how we show up in our businesses. It impacts how we show up in our life.

And so, this is why I think this is something really important for us all to take a look at, to really become aware of. Because so many of these things start to become our identity. And we start to define ourselves and we define our future, we define our businesses by them.

And what I've experienced and what I see with clients is that when you really start to get this – and what I mean when I say that is, you know, there's really two ways with all of this. There's the intellectual way, meaning for all of these concepts that I talk about in this podcast, and as coaches, we have a lot of different approaches and tools and resources. And it's one thing to know these concepts on an intellectual basis. And you hear me talk about this a lot.

You know, we can know things in our head. We can know these things, but it's a whole different thing to come at these things to come at this idea of trust from a place of embodiment, meaning from a place of true experience. And what I see happen is that when clients and even myself, when I really

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started to move into this, into this space of trust, in this space of surrendering to the trust, that's when everything can change.

So, the overall concept of this seems easy, the idea of trust, we can all get that. We can all intellectually understand what that is. It seems relatively easy, right? But the actual practice of it, the actual daily doing of trusting can be a lot more complicated.

And we make it a lot more complicated. But what I want to offer to you all today is that it also doesn't have to be. What I want to offer to you is that I want you to consider and think about whatever it is that you're currently having a challenge with. I want you to think about what it is that, when you think about your level of trust and surrendering to the process, what is it that you're most stuck with? What is it that you feel most blocked with?

And I want you to think about this in terms of your business. Or it could be in your life. And I want you to question and consider what would happen if you were to just trust? What would happen if you were to surrender to what is? Instead of fighting, instead of resisting, and just leaned into a place of trust?

And I want you to question, what if you knew 100% and you trusted with 100% of your being that what you wanted most, that what you desired most was just a decision that you had to make? I want you all to really think about that.

So, what if that six-figure business or that million-dollar business, that freedom, the flexibility that you want, the ability to live your purpose and to bring your passionate work into the world, what if you knew that 100% without a doubt that, in the future, it was already done? How would you be thinking about what it is that you're currently feeling stuck with? How would that change where you're spending your energy?

Where are you focusing your energy, both your time and your mental energy? How would that shift if you knew that what you most wanted was

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already done? And I want you to really feel into that for a minute because that is the power of trust.

And when you can reach a place of full trust, in the knowing that what it is that you most want can already just be done, just by deciding, it can shift everything. And I want to share with you that I've been experiencing this myself over the past few weeks.

And so, as many of you know, I have two group programs that I currently run for clients. One is my mastermind program, which is my six-month foundational program for coaches and business owners who are building to their first six figures, typically, or more. So, it's for those business owners who are ready to take things to the next level.

So, in some cases they may be newer in the building phase of their business. And in other cases, they may have been at this for a while. But in general, they're in need of more clarity. They need help when it comes to overall strategy and getting marketing systems in place, for example.

And so, this is really the container where we create their brands, where we create their long-term brand that's not just for today, but also is going to be scalable and sustainable for them in the future. And so, part of this is we have to get fully clear on who they are and what they truly want to build in their business.

And we work on doing just that. And so, part of that is building out a cohesive strategy, which I've talked about a lot on the podcast, that essentially attracts ideal clients. It helps them build to their first six figures or possibly more through accelerating their results. And it's really foundational work that has to be done in order to build a business to that level and to build a business that is really sustainable and scalable in the future.

And I have another program, which is my high-level mastermind program, which is my millionaire mentorship, which is helping clients scale to multiple

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six and eventually seven figures. And in that program, we go much deeper into strategy, into the overall brand, into the scaling and turning up the dial and becoming the expert, the authority in the market.

And what happened was, a few months ago, I noticed I was starting to feel some resistance. I was starting to feel a bit out of alignment with some things. And what it really did is it forced me to go within and to get curious about what was going on and to really look at what was happening.

And what came from that process, that I realized, was that I was putting so much energy into resisting certain things, into resisting what was. And when I realized that and I turned my energy and I did – and I've been doing a lot of work around where I want to go, where I want to take things, and ultimately trusted that it was already done, I'm telling you, everything has shifted.

And everything has started to just fall more and more into alignment and just started to flow. And there's just such a greater sense of ease in everything that I'm doing.

And so, that's what I'm saying here to you today. What if it could be just as easy as that? What if we could just fully trust, knowing that we're on the right path, that our dream, whatever that is, that it's there for us? What if we really believed that whatever it is that we hold in our heart and in our mind, that we can hold it in our hand?

This is a universal truth, my friend, that we all have access to. And the sooner that we can surrender to that trust, the sooner we get the results, the sooner those results manifest in our lives, in our businesses.

And I know this sounds easy, and it is simple. It's not complicated. But what gets complicated, what gets in the way is our conditioning, are those belief systems that we've developed, many times in childhood, in some cases they've been passed down to us generationally and we've adopted and we start to define ourselves by.

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And we start to believe the stories; the stories that we're not worthy, that we don't have what it takes, that we can't actually do what we really want because it's not possible for us. But what I want to offer to you all today and tell you all is that 100%, I can say this with 100% certainty, that it is all possible, that whatever it is that you're right now holding in your heart, whatever it is that is your dream, I want you to know that it is 100% absolutely possible for you.

But you also have to trust. And you have to believe. And you have to be willing to surrender to that truth. I want to challenge you all to try this and release the stories, release the narratives, and lean into trust and see what happens. Alright, everyone, have an amazing week. Take care. I'll talk to you all again very soon. Bye-bye.

Hey, if you're ready for a real breakthrough in your business and want to grow and scale your business to at least six figures or more in annual revenue, I invite you to apply for my exclusive program The Mastermind at amandakarlstadcoaching.com/the-mastermind. I look forward to seeing you there.

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.