

## Ep #47: What Energy Has to Do with Your Business



### Full Episode Transcript

With Your Host

**Amanda Karlstad**

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You are listening to *The Life Coach Business Podcast*, episode number 47.

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. So glad to have you here today. I hope you're all doing well. For those of you who are new to the show, welcome. I am so glad to have you here. For those of you that listened to the show last week, you heard that we were headed, my family and I, we were headed up to the lake for a long weekend.

And so, we just got back from spending a few days up north on the lake in northern Minnesota. And we had an amazing time. We had beautiful weather and were able to be outdoors all weekend. And I was telling my clients this week in my high-level mastermind, I was literally on a paddleboard or on the lake for pretty much the entire time. And it was just absolutely amazing.

And so, coming off that time, I was reminded, it just hit me how important it really is to be able to spend time outdoors, to be in nature, to disconnect and to just really breathe. And so, I would encourage you all, in any way that you can right now – I know we're all navigating these times in different ways. And it looks different for each of us.

But I know that for me, it's really important for me and for my kids, for us to be able to spend as much time as possible outdoors and to do things that we may not have taken advantage of before. And so, that's been definitely a byproduct of this time and it's been really, really great.

So, before I dive into today's topic, for those of you that listened to last week's podcast, I talked all about divine timing. And I talked about divine

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timing in a way in that it's important to understand and to acknowledge that things are always happening for us. And also, that we understand that they're happening for us in divine timing.

And one of the reasons that I wanted share that message with you all last week was because I found myself thinking about it a lot, especially as it related to my business and how I have structured my coaching programs, how I work with clients. And so, if you haven't listened to that show, I encourage you to do that because one of the things that I mentioned was that I was in the process of welcoming this whole new group of clients into my six-month program which is called The Mastermind. And it's just an amazing group of clients and we officially kicked things off last week. And I'm just so excited for this group of coaches.

And it was interesting because I had each client post their wins from the first few days in the mastermind and immediately one of the clients had already posted that she had already made \$6000 in her business in literally just the first few days.

There are other clients who are finally solidifying their niche after months and months and months of what we call niche drama. One client has already transitioned out of her fulltime job. She's now in her coaching business fulltime. Other clients are launching their businesses and building out their entire brands through this process.

And in every single case, every client, my goal for each of them is so that they have a crystal-clear plan on their next steps, on their next launch, on their pathway to six figures and beyond. And it's so, so exciting to already see the momentum that they're creating. And I'm just so, so excited for this group and the energy and the high level that these women are already coming in with. And I know this is just the beginning for all of them.

So, if you're in a position right now where you're not sure exactly what your next steps are, if things aren't quite working yet in your business, if you're not making the revenue you want to be making, if you don't have a plan or

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a strategy on how to grow and scale your business to six and seven figures, I highly encourage you to reach out and schedule a call with me.

You can go to my website at [amandakarlstadcoaching.com](http://amandakarlstadcoaching.com) and do just that. We'll have a conversation about your business and your goals and I can give you all the details from there.

Alright, so today, I want to talk to you about something that I haven't talked a whole lot about before in previous episodes. Yet, I've alluded to it in many of them. But I want to start the conversation and talk a little bit more directly about it today because it's been a big part of my own personal work and it's been a big part of my own personal journey in building my own business.

And when I look back at some of the biggest transformations that I've experienced personally, it's also a big part of that and what I bring into my coaching when I'm working with clients in my group programs, and also when I'm coaching my clients on a one on one basis.

And I believe it's something that is really, really important to understand if you're growing a business and you have aspirations to build a highly successful business, which I know all of you do. And it's also something that I believe you have to master if you want to bring your business to that level.

And what that is, is understanding the importance of your energy when you're building a business. Now, I'm not talking about energy in the common ways we normally think about energy. I'm talking about energy in terms of your frequency, in terms of your vibration. So, I'm really talking about quantum physics here and the fact that we're all made up of energy and that everything is made up of energy.

So, some of you might be familiar with this concept. You might be familiar with this concept. You might be familiar with the concept of energy and frequency and vibration. But I also recognize that for some of you, this might be an entirely new concept.

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So, I want to take some time today and talk about this because, again, it's something that, again, 100% without a doubt has been a huge contributor to my own success. And I will say it's also contributed to the success of my clients. And I see it contributing to the success of so many that are highly successful when it comes to building businesses.

So, I think it makes sense to start this conversation with the fact that we have to acknowledge that everything is energy. So, if we take a step back and look at this from a scientific point of view and if we look at what we're actually made up of, when we look at everything in the world, what it's made up of, from a molecular level, it's all energy, including us as humans.

And I think this is really, really important to understand. And the reason it's so important to understand is because if you followed my work or you're familiar with my work, you know that I talk a lot about the power of our thoughts. And the fact is that our thoughts and the thoughts that we think on a daily basis have specific vibrations to them, which in turn directly create and form the reality that we experience.

I don't know about you, but I think that's pretty important to understand. So, it's important to be looking at our own thoughts, to really be looking at what's happening in our minds on a daily basis. So, when I talk about how our thoughts are creating our results, I say that because our thoughts are literally shaping our reality.

And when we look at the fact that our thoughts, the ones that we think on a habitual basis, on a consistent basis from day to day, we can see that they're literally shaping our experience of the world. So, I want you to stop and think for a moment on how this relates to your business.

I want you to take a moment and think about your business. Think about where you're at in your business right now. And I want you to think about the thoughts that you have on a consistent basis as it relates to growing your business. So, take a minute and just think about that and think about what those thoughts are.

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And I would really encourage you all to write down these thoughts. I would encourage you to do what I call a thought download of the thoughts that you're having when you think about building your business. So, really looking at what those thoughts are.

This is a very interesting exercise. It's also essential. So, I really encourage you, if this is something you haven't done, I want to encourage you to do this exercise. Either pause the episode or take some time after the show to sit down and write down your thoughts and just allow yourself to write down what comes through when you ask yourself that question, when you ask yourself, "What are my thoughts about building my business?" I really encourage you all to do this.

And once you've done that, I want you to look at what you wrote and I want you to be an observer. And I want you to ask yourself if whatever the most predominant thoughts are, and it could sound something to the effect of, you know, "Building my business is easy," and it could also be, "Building my business is hard." I want you to ask yourself, what is my current experience of building my business?

And I want you to question if it matches the level of thought that you're having. And the reason I want you to do this is because this is really, really important awareness for all of you to have. And it's also why I devote so much of my work and my time, both with clients and also personally, in looking at what is actually happening from a mindset perspective. Because it's everything.

And so, what I want you to understand is that literally the thoughts that we are having on a daily basis are shaping our reality. They're shaping our experience of the world.

So, not only is this important to understand about business, but it's important to understand about life. So, when we think about life in general, we can also see that we're literally shaping our reality and our experience through the thoughts that we're thinking.

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Now, I will see that there are a lot of layers with this. And we're not going to be able to get through all of this in this episode. But as we move forward, I'm going to be sharing more and more of this with you because I want you to really understand this from both a conceptual, but also a scientific perspective, the fact that our thoughts are made up of energy and that energy has a frequency, it has a vibration to it which then literally creates our reality.

And I remember, when I first started learning about all of this a few years ago, it completely blew my mind. And I will say, to this day, the more and more I dive into this work and learn more and more and practice in my own life, I have found that this really is the secret, this really can change everything for you.

So, let's talk a little bit further about frequency. And I think the best way to explain this, to describe this, is to think about this in the same way we think about radio frequency. At least that's how I like to think of it.

So, when you think about your favorite radio station or you think about a radio station that you might have listened to recently or maybe the radio station you have on in your car right now, or one that you've recently listened to, it's all the same concept.

And that concept is that in order to hear what is playing on that station, we must first have to have that frequency dialed into our stereo. We have to have that frequency, that station number, the frequency number in our radio or in our stereo in order to hear that station.

And so, when you think about the fact that when you're not programmed into that exact station – and so, let's just take, for example, one of my favorite stations. If I am listening to the radio, it's typically 89.3. It's a local station here and they play great music, at least in my opinion. So, if I'm choosing to listen to a radio station, there's a good chance I'm listening to 89.3.

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But I want you to notice that if I have 89.1 or even 89.2 programmed into my stereo, I'm not going to get the crisp clear sound I get when I dial into the actual frequency, when I have my stereo programmed to 89.3. And in fact, unless I have it tuned into 89.3, I'm probably hearing static. There may or may not be music playing, but it's likely not very pleasant to listen to.

But as soon as I turn that dial to 89.3, the music is crisp. It's clear. I may be hearing great conversation. It's pleasant to listen to. So, in the same way, I want you to consider that your thoughts, just like a radio station, are on a certain frequency. And depending on what that frequency is, is going to determine what we hear.

And in the case of your thoughts, it determines your experience. And the reason it determines your experience is because each of those thoughts has a certain vibration. They have a certain frequency. And once that thought vibration, that thought frequency is emitted, it immediately puts us on the same frequency of that which we're thinking about.

So, this is why, when we hear things like your vibe or your frequency, et cetera, it's really something to consider. It's really something to not discount. And I think, a lot of times, it's easy to forget. It's easy to lose sight of where our actual vibrations are, where our frequencies really are tuned into on a consistent basis. And it's one of the biggest determining factors to our success.

And so, this is why I always talk about why success is an inside job. It's why I believe that, while yes, the strategies we implement in our business are important, but we always have to first start with our internal game. We have to start with where we are on the inside, where our frequency is. And we have to cultivate our awareness to see how that's impacting our outer game, how it's actually creating the results that we're experiencing.

Alright, my friends, we'll be talking more about this in future episodes. I hope this brought some new levels of awareness to you in terms of why

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energetically it's important to be tuning into the right frequencies in order to create the results you want.

I want you to think about this over the next week. Really take a look at what is happening in terms of your thoughts. Take some time and write down what your predominant thoughts are and look at the results that you have. And I want to leave you with this. The greatest power that we all have is to choose, to choose our thoughts, to choose our frequency in a way that aligns with what we most want.

Alright, have a great week, everyone. I'll talk to you all again very soon  
Take care.

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](http://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](http://amandakarlstadcoaching.com).