

## Ep #52: 5 Lessons That Will Change 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 52.

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 am so excited to have you here today. I am super excited about today's episode. It's a really special day to me because this is episode number 52. That means I've been recording this show for an entire year.

An entire year of this podcast. I am so, so excited about that. And so to me, this is a huge milestone and when I think back to when I started this podcast over a year ago, it honestly feels like it was just yesterday.

So it is crazy to me that it's already been one year since I've been recording. And I'm just so, so grateful for all of you, for those of you that are tuning in and I'm super grateful that I get to deliver this content to you every week, that I decided to do the show in the first place, that I get to celebrate this milestone with you all, and I'm so grateful to have you all here.

So thank you, thank you, thank you from the bottom of my heart to all of you listening, to all of you who have subscribed to the show, who have rated the show, who have given the show - I've gotten some just amazing, amazing reviews. Thank you, thank you so, so much. I'm so grateful to all of you.

Alright, so with that, I've been thinking deeply over the last couple of days - I always think deeply. I'm always thinking deeply. But I've been thinking especially deeply over these last few days about this particular episode. And I was thinking about the message that I wanted to deliver this week.

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And because it is such a big milestone for me, I wanted to do this episode a little bit different. And so just like with every week, I feel like I have so much that I want to share with you. There's so many things that I could talk about. There's so many messages that I feel like I want to be sharing.

But as I was thinking about it and thinking about what I wanted to - how I wanted to deliver this to you today, I started to just reflect on these past 12 months of this show. I started reflecting about my business. I spent some time reflecting about my life, about my clients, and I started reflecting on just how much has changed in the past 12 months.

And so when I look back to where things were even just a year ago, I have learnt so, so much just in this past year. And I have done some really, really deep and intense internal work over this past year, and I've also at the same time implemented a ton of new things in my business.

And so there has been a lot of work that has gone into me personally behind the scenes with that inner work that I've been doing, and also in my business. In the actual building of my own business. And so I decided that because of that, I wanted to share with you and have a conversation with you today about some of the most important lessons that I've learned.

And some of the most important things that I've learned through this process I think can really help you. And one of my goals for doing this show and for really frankly doing the work that I do with my clients is to help shorten that time, is to help kind of fill in the gap as far as that process, to help you all go quicker.

And so the first lesson that I want to share with you all is that wherever you're at right now in your business, wherever you're at right now in your life, I want you to know that whatever desire you have, whatever vision you have for your business or for your life, I want you to know that you can absolutely have it.

And I also know that for many of you, you feel very far away from your goal. And what I want you to understand is that no matter if you've made zero

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dollars in your business or maybe you've made \$100,000 in your business or more, whatever your goal is, whatever that dream is, I want you to know that it's available to you.

I want you to know that it's within your capacity to reach that goal, whatever that is for you. And I share this with you because I think so often as entrepreneurs, it's so, so easy to start losing our faith, to start losing our belief about what's possible for us.

And what I want to share is that for each and every one of you, that you are 100% absolutely capable. I want you to know that you are absolutely enough for whatever that goal is. And so even if it feels impossible to you right now, I want you to know something very, very important.

What I have learned is that the fact that you have this dream, the fact that you have this goal or this idea in your mind, the fact that it's even there is all you need to know. It's all you need to know to have faith in your ability to achieve that goal. It's all you need to know, whether or not it's possible for you.

And the reason for that is because if you can see it in your mind, you can hold it in your hand. And I want you to really think about that. If you can see it in your mind, you can hold it in your hand. That is so, so profound. And it's also something that I've known and learned to be true.

So I want to encourage you, if you are currently feeling discouraged or if you feel like you're not moving closer to your goals, if you feel like right now your goal is impossible, I want to offer you this; it is 100% without a doubt possible for you. So that is the first lesson I want to share with you.

The second lesson I want to share with you is that success is always, always, always an inside game. Always. Success is never outside of you. It's never anything external. And I think this is one of the most important lessons that you can learn, especially as an entrepreneur, especially if you're building and growing a business.

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It's so important to understand that any level of success, whatever you define that as is in direct correlation to your growth, to your own level of being, to who you are being as you are growing that business. That is always, always the case. There aren't any exceptions to that.

So even when it seems like all we need is that next thing, that one next thing that once we implement it, that everything will change, what I want to offer to you is that that one next thing, whatever that might be, whatever that looks like, it's only going to be as good as the you who is implementing it.

So even though it might appear like this thing over here or that thing over there is going to be the answer, is going to suddenly unlock everything for you, what I want you to know is that you already have it. You are that thing. It will only and always be who you are.

The next lesson I want to share with you is that it is only when we take 100% full responsibility in our lives for our businesses and for every result that we either have or we don't have that we can then move forward. And again, I think this is one of the most important lessons to know if you're building a business.

And the reason this is so important to understand is because it is required of you. If you want to grow a business, you must take full 100% responsibility for that business and the results of that business. Because a business cannot and will not grow unless it is being cared for, unless the person running that business is operating in full responsibility of that business, operating in full responsibility of every result in that business.

And it's only when we step into that that our business will grow. There's so, so much power in knowing this, in the understanding that you are in full control and this isn't about an intellectual understanding. This is about a deep knowing, a deep embodiment of this, of taking 100% full responsibility, to understand that you and only you are in control.

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And I think that's a really beautiful thing. It's such a powerful thing to know. And I will tell you, the sooner you can embody this in your business, the sooner you will start to see growth in your business. I promise you that.

Okay, the next lesson I want to share with you is how important being in alignment is to the success of your business. Here's what I want to say about this. I think one of the most beautiful and deepest and important things that we have the absolute gift of doing as entrepreneurs is to have the ability to fulfill our deepest purpose while we're here on earth.

I think this is one of the most beautiful gifts that we have in this entire journey is to step into and live out our own purpose. And I want to share with you that over these past few years, I have gone very deep into my own personal work.

And I have gone very deep, as you all know, into growing my business. And as I work with more and more clients, I see more and more how important this really is. The importance of being in full alignment to your purpose. It's one of the most powerful things you can do in order to grow your business.

And I also want to tell you that being in your purpose is also an ever-evolving process. And so it's important to understand and to be open and to know that that evolution will happen. Knowing that shifts can and will happen.

And so recognizing and doing the deep work in order to understand what your purpose is, that is such a gift. And to me, this is one of the most special gifts that we have as entrepreneurs. And it's part of the reason that I tell my clients all the time that building a business will be a spiritual journey for you.

Okay, the next lesson I want to share is this. You can make quantum shifts in your business and in your life and you can make them very, very quickly. And I want to tell you that this is a really important lesson to me. And the

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reason it's so important to me is because it's something that I have experienced.

And it's something that I'm also extremely passionate about, and I know that it's also part of my own bigger work in the world. It's part of the big work that I do with my clients. And it's also why when I started this conversation by saying that wherever you are, no matter if you're at ground zero in your business, it doesn't matter.

What only matters is where you decide you're going. And I think this is just one of the most profound and beautiful lessons of life. Not just in business. To truly understand how powerful you really are. To know that you are in control and that you have the ability to make a quantum leap, that every one of you has the capacity to make that quantum leap happen, and you get to decide how and when you make that happen.

Alright, the last lesson I want to share with you today is this. Whatever that desire, whatever that dream is that's inside of you, I want you to know that it's inside of you for a reason. I believe that we are all here to serve a very specific purpose while we're here on earth. And so that voice that you might keep hearing, those dreams that you might keep seeing, those ideas that keep popping up, I want you to pay attention to those.

Pay attention because those are the signposts of your soul. And I want you to know that you're hearing them for a reason. You're seeing them for a reason. You're being called to them for a reason. So I encourage you to stop and listen and have faith and remember that the moment you can see it in your mind, know that it's already begun. It's already here. It's just a matter of time.

Alright my friends, have a beautiful week. I love you all. Take care. 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

[The Life Coach Business Podcast](#) with Amanda Karlstad

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[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).