

Ep #53: Having an Attitude of Expectancy



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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. Thanks for joining in today. I'm so glad to have you here. I hope you're having a fantastic day. I have been having so many amazing conversations lately with my amazing clients. And so many soon-to-be clients and I am so excited for the work that I get to do.

And to be able to work with the amazing humans, the amazing clients that I get to work with. And I have to tell you, it is so much fun to be able to help them bring their work into the world and help them impact so many lives and make so much money while they're doing it. So much fun.

Alright, today I want to talk to you about something that I am feeling on fire with. I am feeling on fire for what I'm about to teach you today. And it's not something that I have talked a whole lot about, but today is the day I decided. Today is the day.

And so with that, I want to talk to you today about having an attitude of expectancy. And it's something that is really, really important if you are trying to grow a coaching business or if you're trying to build another type of business, or even just in your life.

And so I want to take some time today and dive into this deeper because quite frankly, this is one of the big reasons that as I observe more and more coaches in the industry, as I observe more and more clients that I work with, as I observe what's really happening in the industry, it's really become clear to me that when you don't live from a place of expectancy, when you

Ep #53: Having an Attitude of Expectancy

don't operate in a place of expectancy in your business, there tends to be so much struggle.

And I see a lot of struggle happening across the board, and here's what I want to tell you about this. It doesn't matter how much "inner work" that you might be doing. So when I say that in quotes, I want to be clear that I think the inner work in this business-building journey is critical. It's one of the most important things that you can do on a daily basis and that is required if you want to grow a business.

And you can listen to any previous episode, I've talked all about the importance of doing the inner work. So here's the thing that I want to talk about with this. I want to talk about the importance of having an attitude of expectancy, especially as you're doing the inner work, especially as you're trying to implement the strategies in your business.

And the reason this is so important is because the truth is if you don't have an attitude of expectancy in your business or in your life, what will happen is that those same results - so the results that we likely don't want, those same results is what we will keep repeating.

And we repeat them because of the programming that we're all conditioned with to a degree, and we're going to talk in a minute about that more in depth. But what happens is we live from a place of autopilot. And when we're living in autopilot and allowing ourselves to really go down the path of disbelief or allowing self-doubt or allowing the fears to take over, what happens is we quickly lose our focus. We quickly lose any traction we might be making in our business. We quickly get confused about what we're even doing.

And so having this attitude and cultivating this attitude of expectancy is really, really important. So let's talk about what I mean when I say living from and coming from an attitude of expectancy. So I want to tell you that no matter where you are right now in your business, if you are just starting out or even if you're at the six-figure or even multiple six-figure or possibly

Ep #53: Having an Attitude of Expectancy

even seven-figure mark, I want you to know that whatever level of expectancy that you have within yourself - and again, this is conscious and subconscious. Whatever that level of expectancy is in your life and your business. That will be proven in your results.

And so I want to give you an example of this. I want you to think about - and some of you might be able to relate to this. But I want you to think about when you just started your business, or if you're in that space right now where you're just starting out and you're trying to build the foundation of your business.

And so for many of you, that might be working towards those first six figures in your coaching practice. And for others of you, if you're already beyond that, whatever that next level is to you. So for this purpose, I want to just focus on working towards that first six figures.

So depending on the attitude that you consistently operate from each day, which is going to be driven from the predominant thoughts that you're having, depending on what level you expect certain things to happen in your business will be what you create.

So if we use that first six figures as an example, let's say that that's your goal, that your desire is to hit your first six figures in your business. And let's just say that you maybe have had a client here or there, but you don't really have any consistency yet in your business.

And so you've made a little bit of money, but you don't have that consistency that you really want, and you don't have that full practice that you really want. And so let's say that you are actively working to build your business and you have that goal of hitting your first six figures in the next year.

So it's likely that you're probably doing some posting on social media, that you may be writing a blog, that you are emailing, trying to grow an email list, and you're probably feeling kind of stuck. And one of the things that I

Ep #53: Having an Attitude of Expectancy

see very, very common for coaches and other entrepreneurs in this place is that you probably know you need more strategy.

You know that you need more of a roadmap to help you take things to the next level. But let's just say for example that you are actually given a clear roadmap. Let's just say that you were given a very clear roadmap on a strategy that had the potential to help you build your business to your first six figures.

And so with that, you are able to really start to see how you could start to build your business to that level. And let's assume that by implementing the strategy and doing the work every day that's required to implement that strategy, you were open to doing that.

But let's just kind of fast forward a little bit and say through that process, that let's just say that you started to have some doubts come in, that you have some doubts as to whether or not the strategy is going to work for you, that you have doubts whether or not you will be able to find your people on either Facebook or Instagram, that you have doubts whether or not anyone actually wants to buy your program.

And ultimately, you're starting to doubt whether or not you can even have a successful coaching practice. So I want you to really consider that. And let's just say that you go out and despite all of the disbelief, that you go out and you start implementing the strategy and you're posting on social media, and again, you feel like you're doing all the things.

But when we really step back and if we really get honest about what's happening underneath the hood, what's happening is that we're really doubting whether or not things will even work out. What's happening is that there's really the doubt that is causing you to believe and start to think about the possibility of this not working out for you.

So even though you are doing all the things, even though you may be doing the inner work that you feel like you should be doing, you're still not

Ep #53: Having an Attitude of Expectancy

getting the results that you want. And here's what I think is really important to see here.

When you do all of these things from an energy of disbelief, when you do all of these things from a place of non-expectancy, that the belief that this won't work or this isn't possible or whatever that belief is for you, when that's the predominant belief, what will happen is that will always come to surface for you. And it will always show through your results.

Because even if you're doing everything that you think you should be doing externally, it's always, always the case that our beliefs, what those deep and true beliefs truly are within us will always be present on the outside. And what happens is as we get more and more evidence of those beliefs that are in conflict with being in a state of expectancy, what happens is that those beliefs become stronger.

And when they become stronger, we start to believe them harder. And ultimately, we strengthen them. So this is why having an attitude of expectancy is so, so importance. Because when you can operate from a place of expectancy, when you are in a deep place of belief, true authentic belief, knowing that what you want, that what you desire is possible, is already done, even if it isn't yet, that is true power.

That is living in a powerful state of expectancy. And the reason this is so, so powerful is because when you are truly in this place, when you can literally get up every single day and start a new day and know that you get to create whatever you want to create within your day, when you start your day with expectancy and you maintain that state of expectancy throughout the day, no matter what happens, I promise you will be so much more productive.

You will be so much more focused. You will move yourself closer to your goal every single day. So when that self-doubt or those fears do end up coming up, you're going to be able to choose so much more easily non-You

Ep #53: Having an Attitude of Expectancy

won't be swayed by them as easily. And you start to appreciate them for what they are. Your belief and your faith will be strengthened.

And lastly, another reason why cultivating an attitude of expectancy is so, so important is this; for those of you that have worked with me, you know that I talk a lot about making quantum leaps, and I talk a lot about this in the work that we do together.

And what I want you to know is this; quantum leaps can happen. Exponential growth can and will happen when you cultivate an attitude of expectancy. And it's been proven by many experts that as humans, we only are using about 10% of our true potential at any given point in time.

So I want you to think about that for a minute. So right now, in this moment, it's very likely that you're only using about 10% of your true potential. So that means that at any given moment, you're still capable of doing 10 times more and as well as you have been doing.

And you can do the math on this for yourself. Take what you've earned in your business and times that by 10. What is that number for you? For some of you, that might be \$100,000. For others of you, it might be a million dollars or more.

And I want you to know that you are capable of this in this moment. And this is why having an attitude of expectancy is so important because you are capable of so much more. Right now in this moment, you have the ability to create whatever result you want to create in your business, but it will not happen when you're operating in a state of disbelief.

It will not happen when you are operating in a state of doubt. It will not happen when you're operating from a place of skepticism. It only comes from an attitude of expectancy. A true deep belief that you are in control and have the power to create whatever it is that you want to create.

I challenge you all to try this on this week. Every day, shift your focus, set your intention, operate only from a place of expectancy. I promise, it can

Ep #53: Having an Attitude of Expectancy

change everything. Alright my friends, have an amazing week. I'll talk to you all again very soon. 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 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.