

Ep #93: The Power of One in Your Coaching Business



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You are listening to *The Life Coach Business Podcast* with Amanda Karlstad episode number 93.

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 doing well. I hope you've had an amazing week, and I want to welcome any new listeners today. I'm excited to have you here. Welcome. We're going to talk about a great topic today. This is something that I have definitely learned in my journey of building my business, and now I'm helping so many of my clients with when they come into my programs.

So what I want to talk to you all today about is having the power of one in your business. So before we get into the details, I want to let you know that one of the reasons I decided to bring this topic to you today is because I see for most of the clients that I work with and looking at the industry in general, it's something that I see many, many coaches struggle with. So that's why I want to take some time and talk about this today.

I want to be clear that this isn't just for new coaches, okay. So I see a lot of coaches who have been building their business for several years, who have even reached certain levels of success in their business that are still struggling with this. So I want to be clear that what we're about to talk about is for you if you're working towards that first six figures, but it's also for you if you are scaling beyond six figures. So if you're really scaling into that multi-six figure range, if you have goals of even taking your business to seven figures, I want you to know this is going to be extremely relevant for you.

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So it's a really important topic. As I said, it's going to be relevant no matter what stage of the journey you're at. So when I say the power of one in your business, here's what I mean by that. What I mean is that it's reaching a level of mastery within your business. It's working towards a level of mastery in the critical areas of your business that we're going to talk about today.

Now, one thing I want to be clear about is that I don't believe that you should become a master in every single area of your business. So that's not what I'm saying. So, for example, typically as coaches, if you're a coach, you are great at coaching, right.

So for coaches that I work with and clients that are in my programs, they are great coaches, right. They're great at facilitating transformation for their clients. They're great at helping their clients achieve results. That's really a given for the coaches that I work with. That they're already great at what they do, they have a high level of confidence when it comes to their coaching ability. That's really, really important. Because I think if you're a life coach, for example, I think it's very important that you either have or you're working towards a certain level of mastery in your craft as a coach. That's important on a lot of different levels.

Some of the things that I'm talking about here that I don't believe it's necessary for you to master are things like graphic design, right? Or some of the more technical things in your business. So things that unless you already have a background in or you have a natural ability in these areas, I don't believe it's necessary to build towards a level of mastery in those areas. There's lots of people that can do really great things in those areas. There are experts in those areas that my belief is is that as your business grows, those are things that you ultimately want to be outsourcing, right? So those are the types of things that I'm not talking about here.

The things I'm talking about having mastery in are the areas like being able to very clearly articulate what you do for your clients. So things like your messaging, your copy, your marketing. We're going to talk about that in just a minute. Those are all things that are very, very important that I do believe

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it's necessary to work towards a level of mastery in, okay? Knowing who your ideal client is on a very deep level. We're going to talk about that, again, in just a minute.

So when it comes to the fundamentals of your business and growing your business to whether it's 100K, 250K, 500K, definitely a million plus. You absolutely must be achieving different levels of mastery in these key areas. The truth is is that unless you're achieving a level of mastery or you're working towards a level of mastery in these areas, it's going to get harder and harder to grow your business. It's going to be extremely difficult to scale your business once you get to a point where you're ready to scale.

So in today's conversation, again, what I'm going to teach you is going to be relevant if you're building towards your first 100,000 in your business, but it's actually even more important as you're building your business beyond 100K that you're continuing to work towards a level of mastery in the areas that we're going to talk about.

One of the big reasons for this is because once you are at kind of that first six figures, we can assume typically you are working with a pretty full practice, right? You have a pretty full roster of clients. There comes a certain point where your time is really capped, right? There's only so many hours in a day. There's only so much time, right, that you can spend on the different areas of your business.

So one of the major keys to growth is actually simplification. I know this might seem counterintuitive, and I think in a lot of cases there's a tendency to think that growing and scaling your business actually mean adding more things into your business. What I want to teach you today, today's message is really about that it's the opposite, right? It's one of the secrets to scaling your practice is to actually simplify and to master the key areas that we're going to talk about.

I want to tell you all in my own experience, the sooner that you do this in your business. So if you are just starting out, right. So if you're maybe just getting out of a certification program or you're in a certification program, but

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you're kind of just starting out in your business, you're in those beginning phase. Maybe some of you are even kind of around that 50K mark. You're on your way to 100K, right. Whatever that means, wherever that is for you. The sooner that you do this, the better.

The reason I say that is because it will actually help you accelerate your results much, much quicker. Here's the reason for that. When you can show up and speak directly to your most ideal client, and you know that most ideal client inside and out, your marketing, your message, everything that you're doing to talk to that client is going to be that much more powerful.

It really allows your ability to connect with that ideal client, to speak to their biggest pain points, to speak to their biggest desires, to clearly speak to what it is that they want the most. That that message is going to land so much more powerfully than a generic message that doesn't even speak to what their experience even is. That doesn't even speak to what their problems are. That doesn't speak to what it is that they even want from a goal standpoint. The truth of the matter is is that you just won't be that compelling.

So as much as we know how transformational is and can be, especially for clients, we have to consider that or most clients. So for most of you who are looking at your clients right now, I want you to really take pause for a minute. If you really look at who your clients are, your most ideal clients, for many of you I know that many of your ideal clients have probably never worked with a coach before, right. Many of them have never experienced a level of transformation, and don't really have a baseline for how coaching can even help them. Okay.

So in this case when you look at your clients, some of you may have to do more education with your audience, right. So this is a big hint for all of you. A really important question for you to ask yourself is what level of education in terms of coaching actually does your ideal client have? Meaning does this person actually have any experience with coaching? That's a really important question. Have they worked with a coach before? Do they even

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understand what coaching is? Do they understand the difference between coaching and therapy? Right. There's a lot of people out there that don't.

So it's really important to pay attention. This is one of those nuances you're really going to want to pay attention to, and that's really important for you as you create your content, as you work on your marketing. As you are thinking about your ideal clients, you want to keep that in mind.

So this is one of those things that I talked about in last week's episode, which was episode 92, is the importance of understanding the nuances and the intricacies in things like your marketing, especially when it comes to the actual implementation of them in your business.

So I want to give you all an example of this. This is an example from one of my clients. So this client, she's a life coach for women in their 50s, okay. So she is a life coach for women in midlife. She helps them navigate all sorts of things that they are experiencing in midlife. Now, it'd be very easy to show up and say, "Hey, I'm a life coach for midlife women." That might take this particular client, that might be resonant for a certain number of women, right?

But recently this client and I were talking, and we were talking about some things on her messaging. One of the things that became really clear in that conversation was that it's really important that she speaks to her ideal client, so these women in their 50s, in a way that she helps them experience more out of their life and she helps them create a future that's more exciting than their past, right?

So rather than saying, "Hey, I'm a life coach for midlife women," saying, "I'm a life coach for women in their 50s who want to experience more out of their life and create a future more exciting than their past." There's a real big difference between the two. I hope you can really feel the difference between those two, right? The second one is so much more compelling. It's so much more powerful. It's so much more direct as to who she's really talking to.

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So my point is with this is that while yes, we could show up and speak to the fact that this client is a life coach for women in their midlife. We could market it that way. But it's so much more compelling and speaks so much more closely to her ideal clients in that second example that I gave you. So this is just one example of why it's so important to work towards a level of mastery here. How important it is to work towards a level of mastery is to how you speak to your ideal clients.

So let's talk for a minute about where else the power of one, this power of mastery in your business is so important. It's so important because number one, it helps you focus. It helps you discern between certain things in your business that either are or are not going to serve you and serve your business and serve your clients. One of the critical areas that this comes into play, like we just talked about, is in your marketing.

Here's what I see happen both with clients but also in the industry in general. So often we get distracted by shiny objects, and trust me, I have been there myself. Where suddenly you feel like you have to be implementing every new tactic, right? So it could be the latest social platform. Clubhouse is a great example of this. There are reels on Instagram that I think are a really relevant example of this.

By the way, I want to say that I'm not telling you to not explore these things. But my advice is is that before you go out and you explore these things that you first master the areas that we're talking about. Because until these areas are dialed in, unless you've reached a certain level of mastery in these areas, the truth is you're probably not going to get the types of results you want anyway. You're probably going to end up even more frustrated. The reason for that is because your messaging probably isn't landing, right?

So let's talk about the critical areas here. So the first critical area, which actually might be different from how you've thought about this before, but it's an extremely important area to be thinking about. What are you best at? So when it comes to how you can help clients, I want you to really ask yourself what are you the best at?

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So even though if you're a coach that has gone through a certification program, if you've got through any type of training as a coach, you're typically going to have several tools that can help and be applicable to a lot of people, right? Just because you can help everyone, for example, doesn't always mean that we should, right?

So, for example, I think about this a lot. So I know in my case that without a doubt I could and can coach anyone that comes to me with a problem, right. So it doesn't matter if they're a coach, if they are just a different type of entrepreneur, if they are even still in a corporate job and they don't even have intentions. They're nowhere near a coach, and they don't have any intentions of starting a coaching practice. I know that without a shadow of a doubt that I can help anyone, right? I know that because of the tools, because of the training, because of the years of experience that I have.

I also know that what I am best at, and I would also add most passionate with, is helping entrepreneurs and even more specifically coaches to build, grow, and scale highly successful coaching practices. I'm so passionate about this because I love being able to help coaches work in their zone of genius. And make a big impact in a way that ultimately creates a huge ripple effect in the world and really helps them to live the type of life they most want to live.

For most of my clients, having a business that makes a certain level of revenue—so six, multi-six, seven figures—is really important to them. That's what I know I'm best at is literally helping my client's dreams come true. Because I'm an alchemist by nature, it's actually one of my gifts. It's one of the reasons why I love being able to help my clients really expand their vision, really come up with the clarity that they need in terms of all the different areas of their business, and then really help them build the actual structure that supports that. It's part of what I love most about the work that I do.

So I share this example with you because I think it demonstrates what I'm saying here. When you can narrow it in, when you know what it is that you are the best at—and I would also say most passionate about—it allows you

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to then focus and get extremely clear on that most ideal client. That one most ideal client that you know without a doubt you can help.

This is really important because you've probably heard the saying before, but if you're talking to everybody what ends up happening is that you actually don't talk to anybody. This is absolutely true. So knowing what you're best at, having your one most ideal client, and then having clarity in how you help your clients is extremely important.

So I want to take a minute and talk to you all about the importance of your program. Your program is how you facilitate transformation for your clients. It's how you're able to take your clients from where they are to where they want to go. Something I see happen very often with coaches who are in more of the build phase, right, when they're building their business and they're kind of trying to figure things out is that a lot of times they want to skip this step. They kind of want to just glaze over the program part.

What happens here in a lot of cases when coaches try to do this, so when I'm working with clients, is that in some cases they want to just jump right into the marketing. The truth is is that if they're not convicted first and they're not solid in what they're even offering, it becomes extremely difficult to be able to articulate what you're even selling in the market. It becomes even more difficult to sell your program when you're not convicted in it.

What happens then is they start to offer, for instance, one off sessions, or they start offering packages that make it very difficult to deliver, right? Or they might sell session by session. What happens from there is it doesn't provide any consistency in their business, how they work with clients. Because of this, clients typically also don't get great results in that kind of container. It's because there isn't consistency in that approach. So there isn't that consistent work being done on a consistent basis.

So the other issue is is if you don't have one irresistible program that you deliver that you are offering to your clients, not only is it going to make it more difficult to sell the problem, clients typically aren't getting as consistent results as they could be. Something else that's important to

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understand here, which again is why I'm talking about all of this today, is that your ability as a coach to work towards a level of mastery in the delivery of your program, it's really hard to do that when you are not clear on that one program.

So one of the things that I teach all of my clients is this concept that we're talking about today. The power of one, right. This working towards a level of mastery in all of these areas. I want you to think about for a minute the importance of having a process. The importance of your method as it relates to your coaching program that you're offering.

I actually just had a coaching session with one of my cohorts in my mastermind program. We were talking about this topic. I was coaching them on the importance of first developing and then secondly to mastering the delivery, to mastering the actual art of delivering a program because there's a real art to that. Having that one irresistible program that allows you to become a true master of facilitating that program, of delivering that to your clients, of really taking your clients through that process. There's a lot of power in that.

I've experienced this myself with my mastermind program. So my mastermind program is my foundational program that helps coaches build a solid and sustainable foundation in their business, which ultimately allows them to scale. So we're really setting things up no matter where they're at in a way that allows them to build momentum now, but also allows them to really scale their business in the future.

I just think that this program is a great example of this because this is a program that I've literally been honing, I've been perfecting now over the last couple of years. It's not just something I decided to throw together at the last minute and just see what happens. It's completely the opposite.

This program has become, because of my extreme focus on this program, because of my extreme dedication to delivering this program, because of the way that I have structured this program, what I've included in this program. This program has become, in my opinion, the program that every

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coach no matter what niche, what type of coach I believe needs in order to grow and scale.

The reason for it is because it's such a comprehensive program, and because my clients get phenomenal results. Results that are not normal, results that are quantum level, okay. So because of this, it allows me to give my clients exactly what they need in order to grow and scale their business.

Because I have been working for so long to master this program, because I have continued to optimize this program. Because I have now taken so many clients through this program, not only does it get very consistent results from my clients, but it also, as a coach, allows me to work from my zone of genius. It allows me to work from a very high level of mastery in this program.

I will tell you, there's a very specific process, a very specific method that I have built, that I have created for this program that produces consistent results. Because I'm able to spend time in my zone of genius, it really allows me to be present with my clients and really home in and laser in with them specifically to really customize different strategies and different approaches and really meet them at where they're at.

So this is the power of one, of having that level of mastery. Not just from a marketing perspective, not just knowing who you're talking to. What I'm talking about here is how you actually work with clients, right? The product that you're delivering. When you can be at place where you're so confident in your process, when you know that your process works.

I have several clients. It's so amazing when I see this click for my own clients, and I see them. It's almost like it just unlocks a whole new level for them. When they have that confidence, that level of confidence in their own process, in their own program, it allows them too to step forward and serve their clients from such a more deeply powerful place. Okay? So this is really important.

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So the next critical area that requires the power of one is in your marketing. So I've talked about it. I've been alluding to it throughout the episode here, but you can probably see at this point just how important it is that you are working in your zone of genius. That you know what your zone of genius is. That you know that one ideal client that you're talking to. That one ideal client that you know without a doubt that you can help, and then from there that irresistible program that you offer.

Once you have that foundation, that's when we can then bring your marketing in. Again, it's something very important when it comes to your marketing. That you're marketing you're always working towards a level of mastery with it, right? So not only is this the messaging component of it, but it's also the actual strategy that you're using, right? So it means what channels are you using to market? How are you setting things up? Are you actually optimizing that for the audience that you're talking to? There's a lot of considerations with this. These are all things that we go very deep in in my program the mastermind.

I want you to see here that it's not just always about the message. It's not always just about that one poor message. There's a lot of other considerations that we have to make with this. So it's something that I think for all of you is really important to understand. That if you've been building your business, if you have been in this game for any length of time that you've experienced, especially in the recent months. That online marketing especially there's been a ton of changes.

So if you've ever run paid ads or you have been running paid ads, you know that all of the changes with iOS 14 has completely changed the paid ad game. There are all sorts of algorithm changes that are happening. The truth is is that more and more people are coming into the coaching space, right. There is more and more people entering into the coaching industry, becoming coaches and also people looking to coaches to help them.

So what is happening is actually requiring a much greater level of skill when it comes to your marketing. I've been saying this over the last couple of months to my clients and have been putting an even deeper focus on

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these things in my programs. The truth is that it's going to require an even greater level of skill here, okay?

So one of the reasons that I teach my clients how to effectively run paid advertising as a coach, which is different from if you're running paid ads. Let's say if you are in ecommerce or if you are in a different type of business model, there are different strategies, there are different ways that you want to be running your ads. So this is why in my program I teach completely A to Z how to essentially set up an entire paid ad campaign and get it to a point where we're scaling that paid campaign.

This is also why I'm teaching all of my clients how to implement effective organic marketing strategies that also layer in with the paid strategies, right, or that can stand alone if they want to, if maybe they don't want to use paid ads. That's totally fine. Every client is different.

It's really important to understand this right now if you are trying to build a coaching business is that it's requiring you to basically step up your game. It's really leveled up the game. I don't think it's a bad thing, but it does require an even greater level of skill when it comes to your marketing. So it's one of the reasons why my clients are getting such extraordinary results is because they're ahead of the game when it comes to these things.

So this brings me to the last critical component when it comes to the power of one. That is where you put your focus in terms of platform. So yes, there are all sorts of different platforms you could use to build your business, but there is power in choosing one platform and focusing and going deep on one platform.

I know for some of you this, again, might feel very counterintuitive, but the truth is that yes, we could probably identify several different platforms for you. If you and I were having a conversation, I could probably very quickly identify several platforms where your most ideal clients are. The truth is that we want to only focus on the one. We want to work to a level of mastery with one. We want to go deep with that one. The reason for this is so that we are consistent to develop a certain level of mastery with that

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platform, to deliver content that matches that platform, to be consistent in how we're showing up on that platform.

This is when you can really start to build a strong muscle of mastery, and that's when you can start showing up with such a different level of consistency and a level of mastery that is ultimately going to help you move the needle to where you want to go. So I want to encourage you if you are feeling overwhelmed or you're not sure what to be focusing on in your business right now, I really encourage you to look at the areas that we just talked about. Really identify what are the areas to really home in and work towards the power of one. Really start working towards a level of mastery.

I will also say that if you are ready to make a quantum leap in your business and you want to accelerate your growth over the next few months, you know that you need a coach that has real business expertise in these areas, I want to invite you to apply to the upcoming cohort of The Mastermind. That's my business accelerator program where I will tell you, you will be 100% clear on every area of your business.

I will help you get fully clear on not only the areas we talked about today, but in every area of your business. We go very deep with that so that you can go out, you can start building momentum in your business. In this program, as I mentioned, it is really a comprehensive program that I believe every coach needs in order to be successful.

Not only do you essentially get full access to me, you're going to have my eyes, my brain, my expertise on your business while being in this program, but you're also going to be among a very supportive community of coaches that are extremely driven, that are raising the bar, that are expert coaches, that are really showing what's possible in this industry.

So I want to encourage you. If you are ready to become an example of what's possible, I want to invite you to apply at amandakarlstadcoaching.com/themastermind. I encourage you to do that sooner rather than later. Applications are open. There are limited spaces in this cohort because of the intimate level of support. Because I work with

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clients at a very intimate level and there's a lot of access that I give, there's a lot of support, a lot of resources that I give, I do cap the number of coaches that I work with in this group.

So if you're ready to be personally mentored and personally coached by me, if you've been trying to piece together things in your business or if flat out you just don't have the results that you want yet in your business for whatever reason, I really encourage you to apply. I really encourage you to take that first step. I know that this program can help you get to where it is that you want to go. Again, it's the program that I believe every coach no matter what their circumstances are really need this level of support, really need this comprehensive level of program to really help them build the business they truly want.

So, again, you can go to amandakarlstadcoaching.com/themastermind. We will have that application link in the show notes as well. I really look forward to seeing your application come through and having a conversation and seeing if it's a fit. All right my friends. Have an amazing week. I will 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 to 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.