

Ep #110: How to Unlock the True Potential in Your Business



Full Episode Transcript

With Your Host

Amanda Karlstad

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You are listening to *The Life Coach Business Podcast* with Amanda Karlstad episode number 110.

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 with me today. Welcome to any new listeners. I'm so excited to have you with me. I hope you're doing well. I can't believe we are almost through November already. How is that even possible? It's crazy.

One of the things that I love doing this time of year is spending some time reflecting on the year and reflecting on the wins and on my clients and reflecting on their growth and just looking ahead to the new year. I have to tell you all I am so excited. I am so excited about the things that I have planned and the things that I have planned to help even more clients grow and scale in the coming year, and to really step into the next versions of themselves so that they can lead their business forward. So they can scale their business to new heights.

In order to do that, I've got some big goals in 2022. One of those goals is to continue and to make an even bigger impact in the coaching industry with my work, with the ripple effect that you are all doing as coaches, and to help my clients really become true examples of what is possible in the industry.

So I've been thinking a lot about this over the past few weeks and what that looks like and all of the ways that this is already happening and all of the ways that I plan to make even more of an impact. It is just so, so exciting.

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So I want to invite you. If you are a coach and you're serious about going to the next level in your business, whether that's building to your first \$100K or if you're a more established coach and you're ready to scale and you ultimately want to take your business to that seven figure mark and beyond. I want you to apply to my High Level Mastermind.

What we do is we take everything to the next level. This means your mindset, your strategy, your leadership, your team, your marketing, your sales. Everything you need to truly scale your business. The best way that I can describe this is this is where we literally create your million dollar plus business.

So if this sounds like you, I want to invite you. Go to amandakarlstadcoaching.com. We're gonna link this up in the show notes as well. I want to invite you to apply. There is a quick application so I can get a good idea of where you're at in your business. With that, we'll also set up a call and talk about what's really possible for you in the coming year and what that could really look like. So if you're a coach and you're building to that first million, I want to invite you to apply to my High Level Mastermind.

If you're a coach that's building to your first \$100K. So maybe you've been certified or you're in the process of becoming certified and you're working with some clients, but you know you need more support. You know you need expert coaching. You know you need strategy.

You know that you need more support than what you're doing, and you have big goals and you're committed to really building to that first \$100K and beyond, and you're ready to do the work then I want to invite you to apply to my upcoming cohort of my six month business accelerator program, which is called The Mastermind. This program is designed to give you literally everything you need to grow your business to your first six figures and honestly well, well beyond.

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Now I will tell you this month program is only open a couple of times per year. The next cohort is going to be officially kicking off after the New Year. With that, spaces are limited because of the high level of support that's offered, because of the customization that happens, because of the level of coaching that happens in this container.

So I want to invite you if you are serious about growing your business to that level and if you've been thinking about it for any length of time. I want to encourage you now is the time to apply. Now is the time to really start that process. Because this program is capped and because of the high level of support that is offered, it is a first come first serve. I want to make sure that it's, again, a good fit. Because it only opens a couple of times per year, now is the time y'all. Now is your opportunity.

All right. So if you're serious about your business, if you're serious about creating real success in 2022 no matter where you're at right now, go to my website amandakarlstadcoaching.com. You're going to see links there. We're going to also link up the application links in the show notes. I can't wait to have a conversation with you and to really talk about what is possible for you in 2022.

All right. Let's dive in. Today I want to talk to you about something that I've spent some time thinking about over the last few days. It hit me as I was thinking through some of my clients, and I was thinking through just some of the observations that I've been having recently just in the industry as a whole. So today I want to talk to you about unlocking the true potential in your business.

What prompted today's topic is that I've had a couple of recent conversations. As I mentioned, it's been an observation that I've had for a long time in the industry. I realized that I'd never really brought this topic to the podcast. So I decided that it was time.

What I mean by unlocking the true potential of your business, I want to explain what I mean by that. When I think about unlocking the true potential

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in your business, I think about it from the lens of creating a business, of building a business, of growing a business that comes from the highest expression for you.

So what this means is that as you're creating your business, as you make decisions in your business, as you go out and you do all the things to grow your business that you're doing it from a place where it's coming from the highest and the most expansive version of yourself and the importance that this really carries in the process. So it's really about operating from your future self as a representation from being the highest expression of you.

So one of the things that I think is really important in the process of building, growing, and scaling a coaching practice is that you operate with the end in mind. That you operate on a daily basis from that highest and biggest vision, from that expansive vision that I actually spoke about a couple of episodes ago that was episode number 108. Be sure to go back and check out that episode if you haven't listened to it yet.

It's being able to stay really laser focused on that vision, being able to stay focused on the business that you have the vision for and that you're probably at the same time not sure exactly how you're going to get there. So this is where I want to start out today's conversation, and it's where I want to encourage you all to really start operating from.

Here's why I believe this is so important for you. Something that I am seeing over and over again in the industry is that there's a tendency to become overly influenced, and I think this happens especially in the earlier stages of your business where you might see someone else or another coach who has created a high level of success with a certain niche or perhaps with a certain business model or a certain way of doing things.

So what happens is because I know all of you have such a desire to build, grow, and scale a highly successful business. That's why you're here. So because of that desire, there is that want to rotate a similar level of success. That might be in the revenue number. It might be in the number of

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clients. It might be in the type of lifestyle. What ends up happening that I see happen over and over again is that a lot of coaches then go out and they start to replicate what other coaches are doing.

On the surface, this might not seem like a big deal. In some cases, I will say there are certain things that I do think are important to integrate into your own business. I don't think that you have to always recreate the wheel with everything.

Where this starts to become a problem is when it starts to overtake that vision. When it starts to supersede what it is that you really want to build. One of the ways that I see this present itself is that in some cases, a lot of the same messaging starts to get used. Similar business models are being replicated. I've even seen in some cases where content might be reproduced. There becomes almost this language that gets created around certain things and starts to be accepted and used.

Before there's even an awareness to it, what happens is that I see so many coaches who are grinding and hustling to build businesses that they think they should build, but that they're not lit up about. That they're not experiencing the level of success in terms of revenue, in terms of impact. Instead they're experiencing so much resistance in their business.

I have to tell you one of the reasons why this happens is because of this, is because there's this tendency to not create the business from a truly authentic place. Instead you might start building the business from a place of what you "should do" either maybe based on what you see or what you've heard or maybe even what you've been taught.

This happens because in so many cases, when you're new on this journey, when you are coming in and if you've never built a business before especially, it can be an extremely overwhelming process. The other piece to this is that in these cases what I find is that so many of you are not asking yourselves the question of what do I truly want and then answering that question with full honesty.

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I have to tell you all. This is a starting point with all of my clients, and it can also be a very confronting place to be in. It can be confronting because in some cases what you truly want to build, what you truly want, the business you actually really want might not match up with where you're currently at. It might not match up with where you've been putting your focus.

So what you truly desire, what you truly want might not be in alignment with what you've currently built. I have to tell you. This is an extremely confronting experience. The good news is that in order to get to that future vision, in order to build that future vision, that expansive vision, it's also necessary to go through this process.

So one of the places that this really tends to come up that I see happen very often is with your niche. I was recently having a conversation with a coach who has created some success in her business. Not to the level that she truly wants, but she has created success in her business. She's nearing the \$100K mark in her business.

I could tell in our conversation that almost immediately that she was feeling a ton of resistance about her business. Where even though yes on paper she had a lot of great things happening. That things were moving in the right direction. She has a lot of great things that are working in her business. At the same time, there's this very heavy resistance that's happening. That her business really truly feels heavy to her, and that she was essentially having to do so much thought work on a daily basis and so much reframing just to keep things moving forward.

So in this situation because she's been focusing on building her business a certain way, because she's been thinking that she has to do it a certain way, it actually has held her back in a lot of ways. I could see in some very distinct ways where this was actually holding her back. It was ultimately going to slow her growth and really keep her stuck at the level that she's at.

So when I asked her what was it that she truly want? What was that business that she really, really wanted? The truth was is that the business

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that she most wants is vastly different from her current business. It's vastly different from where she's been putting her focus.

What was so interesting to me is that when our conversation shifted to that, when I asked the question, and when she truly honestly answer that question, she could articulate so much more clearly what that future business looked like. She could see so much clearer what that business actually tangibly could look like in such amazing detail.

The reason is because she's replayed it over and over, and because it's actually a business. It's actually an expanded vision that's with in full alignment with who she is and what her strengths are and what her story has been and her own journey through her own process, through her own journey of coaching.

It was so powerful to witness this and to see her move into the possibility of her future business, and to help her really allow herself to go there and to be able to explain what that actually looked like without any judgement, without any need to present it in a certain way, to fit in with a certain way of doing things. To allow herself to truly be in her brilliance, to actually go to a place of what she truly wants versus the grinding and the hustling and the content creation from a place of misalignment.

So this is why this concept is so, so powerful. It's why I believe that building your business from a place of alignment, from a place of what you truly desire will by far take you way farther than trying to replicate what someone else has done. Or trying to force yourself to build a business that doesn't truly match up with what you want.

This, my friends, is the power of unlocking your true potential in your business. This is how you start to unlock the true potential of your business. It's the first step towards creating that future vision. The first step with this is you have to get clarity, which is why with all of my clients no matter what level of revenue they're at, no matter what their business

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currently looks like it's why it's essential that we first get that clarity on what it is that we're building and why we want to build it.

Because I don't know about you, but building a business takes time. It takes a level of grit. It takes resilience. It takes focus and determination. When you're building it from that place of resistance, growth can happen, but it's going to happen so much slower. It will be so much more painful versus if you allow yourself to step into your true potential. If you can allow yourself to move into a level of clarity and find a level of clarity where you're building your business from a place of true alignment, from a place of true desire.

This is why I believe my clients are able to create such massive, extraordinary results in such a short amount of time. It's because a big part of my work, a big part of my process, a big part of the containers that I offer and that I coach all of my clients through is truly stepping into that bigger version of themselves. It's getting this full clarity on that bigger vision. It's getting clear on their desires, on what it is they truly want for themselves, for their families, for the business, for their clients.

I have to tell you. This doesn't happen when you don't have the awareness. When you don't have the ability to question certain things. It's very important to do this work. I have to be honest. Sometimes it's an ugly process. It's a very confronting process to be in this place. It can be very unsettling when you become aware that what you've been doing might not truly be what you want to build. That what you might have been focusing on isn't in true alignment with your gifts, with your brilliance.

At the same time, I want to encourage all of you that if you're in a place where this is resonating for you, if you're in a place where what I'm talking about here is resonating for you, I want you to know that this is also where you have the potential to start a new trajectory. This is where you have the potential to start a new pattern of growth. This is where true becoming will happen. It's also where the true unlocking of your business potential will start.

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All right 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 amandakarlstad.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.