

# Ep #142: How to Reset and Recalibrate to Finish 2022 Strong



## Full Episode Transcript

With Your Host

**Amanda Karlstad**

## Ep #142: How to Reset and Recalibrate to Finish 2022 Strong

You are listening to *The Life Coach Business Podcast* with Amanda Karlstad episode number 142.

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 officially to the second half of 2022. Can you believe it? Can you believe we are officially moving into the third quarter, into the second half of this year? It's crazy. I don't know about you, but to me this year has flown by.

What I want to talk to you all about today is something that's really important if you're serious about growing and scaling your business and really ending this year on a high note. But before we dive into today's topic, I want to acknowledge all of you listening, especially those of you who are my loyal listeners. Thank you so much for those of you that tune in who listen, who take action, who are making things happen, who are truly serious about growing and scaling their businesses.

I just want to take a minute and acknowledge you for showing up for yourself and for your business and for your clients each and every week. Part of that is by tuning in and listening to the show. And by sharing this show and taking the lessons and the content that I'm bringing to you each and every week and putting it into play in your business.

So I want to acknowledge all of you that are doing that. Because these are some crazy times that we are living in. I know for all of you listening, I just want you to know that I feel you. I see you. I am here to support you. I'm here for you. One of the ways that I love being able to do that is through this podcast.

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With that I want to also give a shout out to Primack who just left a five star review of the podcast and said, "Life coaches must listen. Amanda's podcast has a beautiful blend of mindset and strategic work to create a six to seven figure business. She gives concrete actionable steps. A must listen if you're a life coach who's tried other coaches with little success."

Primack, thank you so much. I am so glad that you're finding so much value here in the show. I love that you're also receiving both the mindset and the strategic shifts that I really do aim to bring to you each and every week, and that you're seeing how this plays into building a six and seven figure business. So I want to acknowledge you as well for showing up and listening and receiving the coaching that I am really working to bring to each and every one of you every week.

So thank you. Thank you for leaving a five star review and helping to get this show into the hands of more coaches who are truly serious about making a difference in the world and growing and scaling their businesses. I love that.

I have to tell you all I am really, really excited for so many things. One of the things that I am most excited about is just the wins that are happening right now for my clients. I know I alluded to this in last week's episode, but truly the wins that my clients are experiencing are so amazing. I love sharing these wins with you because they truly are becoming examples of what is possible.

For those of you who may be new to my work, one of my aims, one of my main goals, art of my purpose is to help my clients fully step into their potential and to create extraordinary results in their businesses. That is exactly what is happening. That is exactly what they're doing. So many of them are creating just amazing months, record months. So many of them. For instance, just in the month of June, one of my clients created over \$117,000, yes \$117,000 in one month in June, and that's in cash received. That's just one example.

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It's just been so amazing and exciting to witness their growth and to witness the growth of their businesses. I'm just so proud of the work that is happening and the work that they are doing. So I'm really excited and looking forward to getting together, bringing my High Level Mastermind clients together very soon for our quarterly retreat. This is going to be happening in person, and it's going to be amazing. There will be million dollar conversations, million dollar coaching that is happening in that room.

So if you're not in that room with us yet and if you're serious about growing and scaling your business, and you're serious about creating real results, I really don't know what you're waiting for. Get in this room, my friends. That's what I have to say about that. All right. Let's dive in.

So today I want to talk to you all about how to set up and how to really essentially if you're not on track right now for the goal that you set at the beginning of the year, or even if you are on track for your goals. I want to talk today about how to really do a reset and recalibrate right now so that you can supercharge and really create a massive breakthrough in your business in the next six months and ultimately end 2022 on a high note. Really make this next six months the best six months of your business.

So for some of you, I know that might be reaching 100k in your business. For others of you that might be reaching 250k or 500k, or for some of you even a million dollars per year in this year in your business. So today I want to teach you and really bring to you five specific steps that are going to be required in order to do that. So let's get into it.

So the first step, the first essential step that I want to really encourage all of you to consider is where is your current level of clarity. When I say that, I'm talking about your level of clarity when it comes to your overall vision in your business, when it comes to what you ultimately want to build. Your level of clarity both from a long term and also short term perspective.

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So I want you to really consider for yourself what clarity are you needing right now in order to be able to move forward with more confidence? What level of clarity are you needing right now in order to be able to move forward with your true purpose with even more passion?

I want you to really consider the level of clarity that you need to allow yourself to be able to show up in the most powerful way that you can in your business. One of the things that I see that holds so many coaches back from creating the level of results that they want in their business is that they're lacking clarity in so many key areas of the business.

This can range depending on where you're at in the business journey, but for my clients and for the clients that I work with this usually looks like needing clarity in the overall vision in both their long term vision and also in the short term vision. It's also a level of clarity that comes up in terms of the how.

So to give you some examples. For many of my clients, many clients that come to me have been working with clients usually on a one-on-one basis. Some of them have group programs. They may have launched a group program or maybe a membership or some other type of group program. But what tends to happen is when they are ready to take things to the next level, there is a new level of clarity that's also required.

This level of clarity comes into play in terms of the offer, in terms of business model, in terms of how to market and how to essentially take their marketing to a whole new level. It's clarity in how to create and install the right systems in the business. It's really implementing strategies that can support the level of growth that they most want. Even things like how to hire the right support in the business.

So what I really help so many of my high level clients with especially is how to essentially take everything in their business to the next level, whether that is launching a new group program or maybe it's enhancing a current

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program. Or maybe it's growing a current program that they have. All of this is so important.

The reason this is so important is because it's directly tied to the vision. Because this clarity, this level of clarity that you have whether you have it or not, is what will drive everything else. So when you don't have this level of clarity in your business, when you're lacking clarity in key areas in your business, one of the things that shows up is that you're probably feeling as if you've hit a ceiling.

That might be a ceiling on the number of clients that you can work with. So maybe it's in your ability to take on more one-on-one clients. It could also be a ceiling on your marketing. So you might be feeling that you are "hustling" and doing all the things and posting on social media all day. You probably feel like you're in a state of hustle with that. You may even be frustrated at the level of results that you have with that.

So for many of my clients, it might look like how to step into a bigger game in terms of marketing. So for many of them, this is stepping into the paid ads arena. So maybe you haven't run paid ads before, but you want to, but you don't know how. You understand the power of them and the potential that it can create in your business. But at the same time, there's a whole level of skill that needs to be developed.

Another way this shows up is maybe it feels as if you've reached a ceiling in terms of your own identity. This can come up in so many different ways. A lot of times it really comes down to your belief in your ability to grow, for instance, a million dollar business. There are so many ways that whenever you have a lack of clarity in these areas, it will have huge impacts on the business.

So the first question that I want you to ask yourself is where in your business, where, as you, the business owner are you lacking clarity? Where in the business are you lacking clarity in your vision? Where in the

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business are you lacking clarity in your ability to create the results that you want? This is so vitally important.

So the first step is that you have to look at where do you need to develop more clarity? Where do you need to strengthen and clarify your vision of what you're building, of who you're becoming? That is the first step.

The next step is then to assess your identity. What this is internally is your self-concept. It's how you perceive yourself, how you think about yourself. I want you to consider the identity, the self-concept, the perception that you have right now of yourself as a coach, as a business owner. I want you to consider the identity and the self-concept, that perception of self, for the future version of you.

So think about what needs to change in order to become that identity, to become that version of yourself that creates the results that you want. I want you to really take a bit of time with this. What is your current internal belief system that's creating your current identity? Really get clear on your current identity that has created the results that you've had so far this year.

So if you're on track for your goals, that's amazing and great. You definitely want to leverage that and grow and take that even further. For those of you that are not at your goal, really look at what is the identity, what is the self-concept that you've been holding that has created your current results.

Once you've done that, I want you to consider what is different about your self-concept? About how you have to perceive yourself in order to create a different set of results. So it's really important to get clear about this because your internal operating system, your identity, is what will drive everything else.

All right, that leads us to step number three. So step number three is to assess what do you need from an external or from a strategy perspective in order to achieve the goals that you want to achieve. I want to just take a minute and speak to this for a moment because I know all of my clients and

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for all of you listening, that you have a strong desire to build a successful business.

I know that for all of you this business, that vision that you have, is going to look slightly different. For some of you that might mean growing your business to a certain level of revenue. For many of my clients, I would say for all of my clients, the desire is to build a very lucrative business.

That number can vary for each client. But usually, it's in the multiple six, seven, and eight figure range. That's truly amazing. What I love about helping my clients create businesses to that level that truly blow their mind and help them become examples of what is possible is what it really requires of them.

But here's the thing that I want to talk about in order to grow a multiple six or a seven figure or even eventually an eight figure business, that level of business will require strategy. That level of business, my friends, does not just fall from the sky. That level of business requires clear intention. So going back to the clarity step, it requires a very clear vision and a very real business strategy.

Something I've been noticing, especially lately, and I think that is really common in the coaching industry, is that when it comes to strategy I think that there tends to be a bit of misunderstanding when it comes to what a business strategy is. Now part of my MBA is coming out here, but when I'm talking about strategy, what I'm not talking about is doing reels on Instagram, for example. Reels on Instagram is more of a tactic. That's a tactic that is leveraging an algorithm of a social media platform that may or may not, quite frankly, be something that you're interested in doing.

So, for the record, I personally don't believe that you have to be doing reels on Instagram to be successful. I just want to be clear about that. But what I'm talking about here is approaching your business with a real business

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strategy, a strategy that isn't dependent on an algorithm, a strategy that is actually capable of helping you grow to a level that you want to grow.

The truth is that I see a lot of “strategies” that float around in the industry that aren't actually real strategies. In so many cases, they are tactics. So when I talk about strategies here, I'm talking about a real strategy that has the capability of truly growing your business to that multiple six, seven, eight figure level. This includes your marketing, but it also includes so much more, which are all of the things that I coach and teach all of my clients in my programs.

So you have to assess what is happening from truly a strategy perspective and really ask yourself do you have a real strategy? Or are you doing what I call throwing spaghetti at the wall and seeing if it will stick? I will tell you if you're thinking to yourself yeah that's what it feels like, chances are you're probably in need of a real strategy.

I will say this. When it comes to strategy, it really doesn't matter how much internal work that you do. It really doesn't matter how much thought work you do. It doesn't matter how many models you do on a daily basis, and how much you “work” on something. If you don't have an actual strategy that is capable of growing your business to that 250k mark or that 500k mark or a million, it's not going to happen. So I want to encourage you to really look at your external strategy and really assess whether or not your strategy is capable of growing your business to the level that you want.

Step number four is to look at your environment. One of the things that is so important in your entrepreneurial journey is to look at your environment. When I say this, I am talking about your physical environment. But I'm also talking about the other environments that you are in. How you are supporting yourself, what rooms you're putting yourself in, and really assessing whether or not you're putting yourself in an environment to win.

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Are you putting yourself in an environment where you're fully supported? Are you putting yourself in an environment with a level of expertise? Where are you being challenged to grow into that next level of yourself? Where are you being challenged to implement things like a real strategy in your business?

This is why I believe coaching is essential. If you're a coach and you're building a business, when I think about my own journey and I think about when I started out and look at where I am today, I honestly can't imagine being able to grow to the level that I've grown and really grow my business to where it's at today without considering my environment, without putting myself in environments of growth, in environments where I was growing and learning and supported in ways that I needed. I truly know that I wouldn't be where I am today without those environments.

So if you're listening and you know you need to get into an environment of growth, into an environment of support, maybe you even need to update some things in terms of your physical space, I'd encourage you to do that. Please do not go out this alone. It will serve you and your business so much more when you put yourself in the right environment.

All right, the last step to recalibrate and reset and put yourself in a position to win in this last half of 2022 and make these next six months the best yet in your business is to assess your priorities and really ensure that you are focusing on those right priorities. When I talk about priorities, and this is something that I teach all of my clients, we want to be sure that we're only talking three to five priorities at any given time.

When you think about your priorities, I want you to really consider the things that you both can and will commit to and will help you create the results that you most want. So this is a really important one, and it's one that I see many coaches struggle with. It's because in a lot of cases, and I know all of you listening are highly driven and ambitious and capable and know how to make things happen. You've done that your whole life.

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But I think what happens is a lot of times when you're in this journey and when you are especially earlier on in the journey, you start to compare your journey and your results to someone else. I hear this a lot. It's really easy to start to judge yourself and to think that you should be farther along than you are.

But what I want to encourage you is that every single one of you is on your own journey. There will never be two journeys that are exactly alike. So it's really important that you stay in your own lane and that you get clear on your priorities on what is most important for you and most important for your business.

I will also say it's important that you don't try and build and implement everything overnight. But rather get fully clear on those most important priorities in the business that do matter and get extremely good at those and get extremely committed to those priorities. So with that there means there has to be a level of consistency. That you're following up with those priorities, that you're focusing on those priorities, that you're doing what's needed to be done for those priorities. That might mean building skills in areas that matter.

These are the things that are going to make a difference in the business. Really understanding that having those three to five priorities that actually matter, that move the business forward, and will move the business in the direction you want to go in the long term is so, so critical. So decide what those are, become committed to those priorities, keep showing up and doing what's required while you're making the internal shifts that you need to make. All of this can change everything for you.

All right, my friends, I just gave you five steps that you can use right now to assess where you're at, to assess what's needed for you for this second half of the year so that you can powerfully reset and recalibrate and make this last half of 2022 the best six months yet. I encourage you to do this

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work. You can win in this last half of 2022. You can achieve your goals. I'll talk to you all again next week. 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](https://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](https://amandakarlstadcoaching.com).