

## Ep #153: Cause and Effect 2.0



### 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 153.

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'm so glad to have you here. I hope you're doing well. I am doing great. The kids are officially back in school, and they have had a great first few days back. We are so grateful for our school and for our teachers and for all of the staff, and just for the amazing, amazing school that our kids get to go to. And we are just so grateful for that.

And so, speaking of gratitude I just want to say that I am so grateful for all of you who tune in each and every week. Who share this podcast, who have left reviews of the podcast, who week after week share with me how this podcast is helping you transform your business, and your mindset, and who you are as a businessowner. I want to take a moment and just tell you how appreciative I am. And that each and every week when I bring you this show and create this content for all of you, my intention is to help you truly take things to the next level. And I know so many of you are doing that.

And so, I want to acknowledge that and acknowledge you for showing up for yourself, you showing up for your business. It's really, really powerful. And that is actually a bit of a segue into today's topic which is something that I have talked about before on the podcast. In fact, I did an episode, it was episode number 68, and I would recommend that you go back, and you dive into that episode as well because what I want to talk to you all today about is cause and effect.

And I decided to bring you this topic again from a slightly different lens and really expand on this topic even more. Because one of the things that I

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have found to be so useful in my own journey that has really been paramount to my own success is understanding this concept, is living this concept.

And when you're growing a business, especially a coaching business, a business that's essentially a personal brand business for most of you listening. It's very easy in my observation to forget this truth and to start living and showing up as the effect of the business, as the effect of what might be going on externally versus really living the truth of being the cause in your business. And there is a huge difference between those two things. And we're going to dive into that in just a minute.

So, understanding the power of cause and effect and then living this in your life, integrating this into who you are being into how you are showing up, and into the lens from which you operate. In my experience is one of the most powerful shifts that you could ever make as a coach and as a businessowner. And in my experience it's a shift that can literally help you go from wherever you are to help you get to where you want to go in a very short amount of time.

Now, as with most concepts that I bring you, as with most concepts like this, as with most really important shifts like we're about to talk about, it's one thing to understand these things on an intellectual level. So, it's one thing to understand what we're talking about here today in theory, as a concept in theory. But what I want you to be really thinking about is how to really integrate this into how you're showing up, into your life, into your business. Because the truth is, is that it isn't until it's practiced, it isn't until it's actually lived do we really know concepts like this.

So, I want to encourage you to really listen in to what I'm bringing you today. And really understand that there are nuances to this. And those nuances are really, really important because this is a very important shift for you. If you're a businessowner and your intention, your desire, is to grow a highly successful business this is going to be a really important shift that you're going to need to make. So, if you're not where you want to be in your business, so right now we're moving into the fourth quarter of the year.

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And so many of you are looking at where you're at. And you're thinking about where you want to be. And I want you to again really consider what it is that I'm bringing you in today's episode. So, let's dive in, let's talk about the power of understanding cause and effect in your business. Now, in the original episode that I did on this topic I brought to you the concept and the truth of the fact that cause and effect is really a universal law. And what that means is it is a truth. It is something that just is.

And so, in that episode I gave you some strategies on how you could leverage this law of cause and effect in your business. And I think that's a really important base to have as an understanding. And I will tell you all for me personally, understanding these natural laws and how they apply to business, and how they apply in my own business is something that I continually go back to.

It's one of my own personal foundations that many times when I'm digging into my own work, when I'm doing my own personal work, I'm doing my own self-coaching. When I am actively studying and diving deeper into my own growth, I have found for myself in my journey that having this understanding and integrating this into my own business has been extremely powerful. So right now, if you're thinking about how you're going to hit your goals by the end of 2022 this episode is going to be really, really important.

And so just like you, so many of my clients right now are also asking themselves how they're going to hit their goal and really finish 2022 on a high note. And what are all of those ways to really end the year strong and hit those impossible goals which is really, really important. And I'm going to do an upcoming episode actually on impossible goals and why they're so important. I want to bring to you kind of a different lens on that conversation as well.

But at the end of the day, you're probably thinking that in this last quarter of the year, you're probably asking yourself, how am I going to hit these goals? And what I want to offer to you today is that as you're thinking about your goals, as you're thinking about those big impossible goals that you

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desire, and how to make them a reality. I want you to consider who you have been this year. I want you to consider how you have shown up this year in your business. I want you to consider the actions or maybe even the inactions that you've taken.

And what has been the emotion behind those actions up until now. And I want you to consider, were they based in a belief that was true, in a place of faith or on the flipside, were they based in fear, or doubt, or worry? And I want you to really consider that. Because the truth is, is that up until right now in this moment who you have been has been the cause of the effect. And that effect is the result that you're currently experiencing right now. So, the question is, is what version of you has created these results?

And I want you to really think about this because there's a couple of different aspects to this. So, number one, you have the aspect of who you've been and how you've shown up, and the predominant emotional states that you've shown up in. And you also have another big aspect which is what have you tangibly done? And what have you tangibly done to positively impact the growth of your business, to really move your business forward that have put you in a place, those actions that have put you in a place where they've either produced the result that you want, or they haven't?

And so, one of the things that I was just talking to some of my clients about that many of them in the last couple of weeks in fact have brought this to our coaching calls was their plan, their strategies on how to finish 2022 strong. And for most of my clients just in these past couple of weeks we have been talking a lot about their own individual strategies, their own individual plans for how they're going to make the quantum leaps that they want to be making in their business.

And so, in these final few quarters of the year not only are we looking at their individual strategies, we're also looking at their individual inner strategies, those inner beliefs that are going to drive those quantum leaps that they most want. And really expand on those beliefs that they've already developed that has allowed them to already grow exponentially this

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year. And so, it's something that we've been spending some time on in my groups into who they are being in the pursuit of their goals.

And sometimes the coaching, I have to say, it's going to require that we have conversations around the tactical, around the strategy, around all of those more tangible things in the business. But it also requires that we have conversations around those core belief systems, around what belief systems are actually behind those tangible strategies.

And so, I really want to go a bit deeper here today because once you really get what I'm talking about, once you start to integrate this, and embody this, and live this. This is where you can experience exponential growth. The level of growth that so often happens with my clients. So, to just go back to what I mean by cause and effect when I say cause and effect and the law of cause and effect. One of the universal laws states that for every effect or for every result there is a cause.

And so, to put this in the context of growing a business let's just say that you want to create \$250,000 in revenue in your business. So, let's say that you're wanting to scale your business to \$250,000 per year and beyond. But in order to do that you also have to be very clear on what's going to drive that growth. You have to be clear on the cause that's going to produce that effect, or that result. But here's the thing, one of the things that I see happen so often and that takes so many coaches off track with this is what is the cause that is actually going to produce the effect?

So, something that I find myself saying very often is that business is simple. Now, just because business is simple doesn't mean that it's easy. But when it comes to business and understanding this concept, one of the things you have to understand is that business can be boiled down very simply to this one concept that we're talking about here today. It can be boiled down to cause and effect. So going back to that example, let's say that you want to grow your business to that \$250,000 revenue mark or more.

We have to be thinking about the cause that is going to produce the effect of that. That is going to produce that result. And one of the nuances here is

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that you have to also be very clear on what will actually produce that result. And one of the things that I see a lot of coaches struggle with is knowing what cause to focus on. And depending on where you're at you might actually be focusing on a cause that doesn't align with the result, with that effect that you want. So let me give you an example of this just to demonstrate the point.

So, let's say that your goal is to grow your business to that multiple six figure mark and beyond. And you probably have ideas as to what that could look like. And you might even be doing some of those things right now and that's great. But what's really common in this stage of business when you're working to get to that place in your business is that you're also probably missing some really critical pieces as it relates to your business foundation. And one of the most common examples of this that I see in the market is that you're currently lacking a solid marketing and sales system.

So, for most coaches instead because there isn't a solid marketing and sales system in the business. What ends up happening is that a lot of times they end up doing what I call throwing spaghetti at the wall, things like posting on social media or trying to grow your email list in several different ways, maybe even going out attending different events and maybe being in certain groups, posting in those groups. But at the end of the day, it's not a really focused system.

And while you might be able to create initial sales in the business and you might even be able to grow your business to that six figure mark or beyond. The truth is, is that there will come a point that when you reach that point, until you have a solid marketing and sales strategy that's implemented in your business a holistic strategy, a strategy like I teach all of my clients. You're going to be throwing things out and hoping something will stick, And I see this over and over.

And it's one of the biggest examples that I can show you here on how the cause, the cause of throwing things out and fingers crossed, hoping things will stick approach. Doesn't actually align or even correlate clearly with producing the result that you want which is consistent sales, consistent

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clients. And so, what I see happen in this scenario which I know so many of you can relate with is that then starts this progression into this further pattern where you start to fall into shiny object syndrome. Or you start to move from tactic to tactic, or now we have all sorts of different platforms.

So now it can present as moving from platform to platform, and trying to do everything all at once. And when you really take a step back and look at the actions that you're taking, what you're really doing on a daily basis you also have to be very clear about what the effects are of those actions. What the results actually are as a result of those actions, or the cause. Now, here's the thing, it's actually not all about the actions. Now, I definitely coach all of my clients on the actions, on their action lines.

And you have to be very aware, but you also have to be very aware of what's happening behind those actions, what's happening in your thought process, what's happening in those unconscious belief systems that you're bringing in each and every day. Because those are what ultimately drive the actions that you're taking based on the emotions that you're feeling.

So, for example, if you're feeling desperate in your business and you're in a place where you're throwing things out on social media, you're hoping things stick. It's important to first recognize what you're feeling. And in that example you might be feeling something close to desperation, or frustration maybe even, or confusion. Whatever feeling that might be for you is being driven first by a thought. And that thought that is driving that emotion will always produce the same result. So, I want to say that again.

Your thoughts, what you're believing on a daily basis either consciously or subconsciously will be what produces your results, what will be producing the effects that you experience. So, if you're in a place where for example, you're feeling desperate in your business, where you're doubting whether or not you're going to hit your goals, where there's fear that you're not going to be able to create the results that you want. My friends, that is what will show up in your results. That is what is going to show up in those effects.

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So not only is it important for you to see the belief system that's driving you, it's also important to take a very close look at what actions you're taking as a result of those beliefs. And so often I have to be honest, I see so many coaches who spend so much time frustrated in their business. And it's because of what we're talking about today, it's because the thoughts, the actions that they're taking are not in alignment with the actual results that they want to create.

And so, this is a really, really important lesson that I want to challenge all of you to look at for yourself, especially if you're not where you want to be in your business, especially if you're looking at this year and looking at where you wanted to be at the beginning of this year. I want to really encourage you to get serious about looking at the cause, looking at why you're experiencing the effect, the results that you're experiencing. And I want to encourage you to get honest about what isn't happening right now in the business, what's not working.

And ask yourself why it's not working. And for a lot of you I will venture to say it's likely due to the fact that you're probably not applying the right causes in your business. And this could mean a number of different things. It could mean from a true strategy level. It could mean from an offer level. It could mean from a messaging level. It could also be coming from an inner mindset level. So those thoughts and those beliefs behind what it is that you're focusing on are so, so important.

But here's the really good news. All of this is within your control. You have the power to apply the right cause in your business that then produces the effects and the results that you most want. And if you're building a business this means both those inner causes, so that inner mindset, those inner belief systems, and it also means these external causes. It means not only who you're being in your business but also are you implementing the correct strategies that will actually help your business grow?

Are you actually implementing strategies that are aligned with producing the results that you want in a way that produces the effect of clients, in a way that produces the effect of impact, in a way that produces the effect of

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your dream business? And the good news is, is that this is all available to you right now. So, as you look at this final quarter of the year and as you look at where you're at this year, as you look at where you are versus where you want to be, I want you to do the work of looking at your cause.

Look at the actual cause that has created the effects that you're experiencing today. Is it because you need to grow your skills in a certain area? Does it mean you need to be more consistent in certain areas in your business? Where have you been allowing fear, or doubt, or worry, drive your emotional state? And how has that impacted your action or your lack of action? How have you shown up in belief? How have you shown up in taking massive, aligned action in your business and in a way that would actually support you in the level of growth that you most want?

Or have you been allowing yourself to be caught in confusion, or to be caught in overwhelm, or doubt, or fear which has ultimately led you down a path of spinning in your business? I want to challenge you to look at this with an objective lens and to look at what has been the actual cause of the effect that you're living, even if it's not the effect that you want.

So, detach your emotion and decide on purpose the beliefs and the emotions that you want to regularly generate in your business which will then move you into a much more powerful state of cause in your business. And when you do that your results, they will become inevitable.

Alright, my friends, have an amazing week. I'll talk to you all again 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](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).