

Ep #179: What It Really Takes to Create Success



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With Your Host

Amanda Karlstad

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You are listening to *The Life Coach Business Podcast* with Amanda Karlstad episode number 179.

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 here. I hope you're doing amazing. I just returned from Miami. I had a great time. I was able to attend an event with one of my coaches, and many of you may know her, Brooke Castillo. I've been thinking about all of you, especially after attending the event.

This event was all about business, all about growing a coaching business. It was an event that Brooke put on for her coaches. So at that event, I had so many conversations with so many coaches at so many different levels in their business. I have to tell you all, this event for me, as I've been thinking about it, was really a catalyst for me in so many ways. I have to tell you all it has made me even more passionate about the work that I do.

It has made me even more convicted about what I share with all of you each and every week on this podcast. It has made me even more convicted in what I teach and how I help my clients. I've really never been more certain in the work that I do, in the results that I help my clients achieve, in the process that I teach.

So I want to offer to all of you if you're a coach who has big goals and is ready to do the work. If you are ready to step into your next level, and you know that growing a successful coaching business is for you, I want you to know that the work that we do inside of my programs is the work that will make you a million dollar coach.

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It is the work that is required if you want to grow your business to six, multiple six, seven figures and beyond in revenue. I am even more certain of that today than I was before this event that I attended. So I want to invite you if you are ready to step into your next level, if you are ready to grow your business in the most accelerated way.

If you're ready to add a minimum of six figures or more in annual revenue in the next 12 months then I want to invite you to apply to see if you're a fit for either my mastermind, which is my foundational business accelerator program that helps coaches grow to that six figure mark or more in annual revenue, or in my High Level Mastermind, which is my exclusive mastermind for coaches who are scaling. Who are growing to multiple six, seven figures, and beyond.

This is really important for you to know. For those of you that choose to step into your next level, for those of you that make a committed decision and say yes to your next level, for those of you that meet the requirements, I will be guaranteeing your investment in the program.

What this means is that if you are accepted and if you are the right fit, that means I will guarantee a minimum that you will make your investment back. For some of you, I'm going to guarantee that you make an additional six figures or more in revenue over the next 12 months. Period. This is how certain I am in my process. This is how certain I am in my coaching, in the level of training and mentorship that is provided in these programs.

So if you're ready to add a minimum of six figures or more in annual revenue in the next 12 months then I want to invite you to apply. Apply for an exclusive spot either in the mastermind or the High Level Mastermind depending on where you're at in your business. Let's go. You can find the link for the application in the show notes, or you can go to my website at amandakarlstadcoaching.com. I would love to have you be one of my next success stories. Spots are filling up so I recommend you apply ASAP.

All right. So I want to talk to you all today about something really important. It's something that I've been thinking about from some of my observations

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recently, both at the event that I just talked about and also just in general. I want to tell you and more than anything give you a little tough love in today's episode. I want to give you this tough love because I see so many of you who have so much potential who, quite frankly, are focusing on things that you might think are going to grow your business, but the reality is that they won't.

This can be a hard reality, especially if you've been at this for a while. Especially if you've invested in programs and you aren't experiencing results, especially if you have a strong desire to make an impact, and especially if you have some necessity to making things happen. When this is your main thing and not just a side gig, your business that is.

The truth of the matter is this. There are so many different ways that you can go about and build a coaching business. There are a lot of shiny tactics and a lot of things that are presented in the coaching industry. It's very important, in my opinion, that if you are truly serious about growing your business that you also get very serious about learning how to build, grow and scale your business.

This is one of the biggest byproducts from the work that I do with my clients is not only helping them to build their businesses in a sustainable way, but teaching them to also become true business owners and really helping to usher them into that new identity, to become true CEOs of their business.

I can't emphasize this enough because one of the things that I see happen is that there are a lot of coaches who are spinning in confusion. That might resonate with you right now. You might feel like you're spinning in some confusion. There are lots of coaches who are spinning their wheels on, for instance, social media, who are unclear about vital things in their business. When you're in a place where you are spinning in confusion or when you have a lack of clarity, the truth is that this has a real effect on your business.

So if right now you don't currently have the level of results that you want in your business, something is missing. It could be that maybe you're unclear

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about what you're offering. It could be that maybe you don't have a real business strategy. It could be that maybe you're not being the leader your business needs you to be. There are so many things that need to fit together in your business for you to create the results that you want.

Unfortunately, what I see happen is that when you're in this place, when you're questioning why is it that I don't have the results that I want. I see so often so many of you are asking yourselves ineffective questions. You're focusing on things that don't actually matter. You're putting your energy towards things that, at the end of the day, no matter what you will do will not equal or equate to you creating the results that you want.

I want to be very real with all of you on this because I think there are a lot of misconceptions in the industry about what it really takes. I think there is a lot of misinformation about what creates success. I also think that so often, quite honestly, there's a lot of bad advice when it comes to growing and scaling a business. I see this all the time with coaches that I interact with.

So as a coach, you have to be very discerning about where you choose to focus your time. You have to be very discerning about where you focus your energy, where you focus your money. That's what I'm really talking about here.

So I mentioned at the beginning of today's episode that I just attended an event with one of my coaches, Brooke Castillo, who, at the time of this recording, is arguably the most successful life coach in terms of revenue in the coaching industry at the moment. To put this into perspective with all of you. For those of you who might not know Brooke and for those of you that do, Brooke generated over \$50 million in annual revenue last year. I think in fact, it was just over \$52 million that she generated in her business in the last year in 2022, which is extraordinary. I think we would all agree to that.

I will tell you, there aren't a lot of other examples like this outside of let's say Tony Robbins, of coaches who are generating revenue at this level. So I want you to consider that. I have been in Brooke's orbit for many years. I was, in fact, trained by her several years ago, even in her orbit before I was

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trained. I share that with you because I have had a front row seat to Brookes growth, to the transformation that Brooke has experienced, that she has created as a result of growing her business.

So the fact is that every single thing, when I look back at the event that I just attended with Brooke, which again was only available to her coaches, was only two coaches that were either certified or going through the certification process with her, are the things that I mentor, teach, and advise my clients on inside of my programs. So I thought a lot about this because not only do I believe in this process and in what it is that I teach and what I help my clients build in their businesses, but this is also coming from arguably the most successful life coach in the industry.

So my intention is that this message really lands for all of you today because it's really that important. So what are those things? The things that I'm talking about here, I'm talking about things like funnels. I'm talking about paid advertising. I'm talking about things like over delivering. I'm talking about things like client experience, ensuring that you're solving a painful problem, ensuring that you are clear on your niche and who you serve and how you serve them.

There are so many things from a business perspective that if you are offering a service to your clients, you have a responsibility to. That means if you're a coach that has the ability and the tools, the resources to help others, I also believe that just like you have the responsibility to help your clients, just like you have the responsibility to serve your clients well, you also have that same level of responsibility to learn and to build your business and to become a competent business owner.

The reason for that is this. So that you can actually go out and help people. You might be a really great coach that might be able to solve a lot of problems for your clients, and you might be able to change a lot of lives. But if you're also not doing the things that allow you to reach more people, if you're not doing the things that matter from a true business perspective, then you're not only doing your business a disservice, but you're also doing your clients a disservice.

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I want you to really understand this because what this means is that as passionate as you are about coaching, as passionate as you are about your clients and helping others, it's just as important to be as passionate about learning and doing the things that are required to grow your business so that you can help as many clients as possible.

If I'm being really honest, there is a huge gap that I see in the coaching industry that I've experienced myself. It can be a challenge to navigate. It can be a challenge to know where to start. It can be a challenge to know what needs to happen, which is why I do the work that I do.

So I want you all to think about something. I want you to consider where your current resistance is. I want you to think about where you're putting your efforts that might be in the wrong place. I want you to think about where you might be allowing yourself to stay confused or to spin. I want you to question whether or not you're allowing yourself to chase the latest tactic or trend and not really do the work that matters.

Because here's the thing. Business is actually not that complicated. Building a coaching business isn't as complicated as we make it out to be. It's actually a very simple business model. It's a very simple process. But unfortunately, there's a lot of rhetoric about the right way to do things. It's really easy to fall into a state of confusion. It's easy to stay in confusion and not require yourself to do the things that need to be done. It's easy to not do the hard work. It's easy to distract yourself with things that will never add up to the result that you want.

So this is why I am extremely intentional about my work, and the content that I bring to you through this podcast and the content that I develop for my clients. It's also why I have the confidence that I do when it comes to my belief in being able to help my clients achieve the result that they want.

So I want to ask you. Are you truly doing what's required in order to create the results that you want? If we put everything else aside, is what you're doing today actually going to create the results that you want tomorrow? Do your efforts, your skill, reflect the level of results that you want?

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I want you to be very honest about this because each and every one of you listening has a massive opportunity right now. You have a massive opportunity to build a business that can create huge transformation for your clients, that can truly make a difference in this world. That can truly make a difference, not only in your clients lives, but also in the lives of their loved ones. It can have huge ripple effects in the world.

So I challenge you to not allow yourself to spin and confusion. I challenge you to not allow yourself to waste time. I challenge you to not allow yourself to spend your energy with ineffective strategies. I challenge you to not allow yourself to think and to fall into what I call magical thinking where you can think about things but actually not take the action, where you're not taking true responsibility for your results, where you don't need to take growing your business as seriously as helping your clients.

We have an opportunity of a lifetime that is available to each and every one of us. Never before has there been such an amazing opportunity as there is today to build a transformational business, one that provides huge returns in terms of money and time and freedom.

So I really want you all to consider to honor this opportunity, to honor what it requires of you, to honor the process of growing and scaling a business, to honor the learning that you get to do through this process, to honor the transformation you get to experience as a result, to honor the discomfort and honor the commitment. Most importantly to honor your dreams and your desires. I'm telling you it's all right there for you. All right, my friends. Have a beautiful 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. I look forward to seeing you there.

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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.