

Ep #188: 4X Your Revenue: A Client Case Study with Alisa Stoddard



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 188.

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 today's show. I have a really special episode for you today. Today I have on a client Alisa Stoddard, who is a life coach for men. You're gonna get to hear all about her journey into coaching and her journey of building her business to now a run rate of multi-six figures here through my mastermind program. That is my six month business accelerator program that's designed to help coaches really grow to that first 100k in the most accelerated way.

I am so excited for Alisa to share her journey and to share her insights. This conversation is packed with gold that I know is going to serve you so well. So we're going to talk about things like how Alisa was able to double her revenue last year, and now on track to quadruple it this year in 2023. How she has done that doing this part time.

So I want to be clear, Alisa is a client who is actually building her coaching business part time. She is not full time in her business. She does have a career outside of coaching that she was very clear coming into coaching that she wanted to stay in, and she wanted to continue to grow and nurture. She's done that beautifully. So I think she's a wonderful example for how you can build a business, even if you are currently full time in another career and how you can really do that in a really sustainable way. So we're going to talk about that.

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We're going to talk about all of the things, the characteristics that I think has really led to Alisa's success, things like her ability to be fully resilient in the process, her willingness to trust the process, her willingness to try different things, to be open to testing, and really not taking things personally. So you're gonna hear, again, so much good wisdom in this podcast. So with that, let's go ahead and dive in.

Amanda: All right, I have such a special interview for you all today. I'm super excited to welcome one of my clients, Alisa. Alisa Stoddard is here with us today.

Alisa: Hey there.

Amanda: Hey, welcome. Why don't you go ahead and introduce yourself, Alisa?

Alisa: All right. I live in the Mountain West. I like to hike and travel and play pickleball and read and advocate for children. I do have a full time job in addition to my coaching practice. As far as my coaching practice, I coach men on intimacy and helping them with their relationships, both with their relationships with their partner but also with themselves.

So just to clarify, I'm not a sex coach for men. Most men find me because they aren't getting the kind of intimacy that they actually want in their marriage. So they feel disconnected and things start to not go very well. Their relationships are often at a breaking point when they find me.

Amanda: Yeah, and we're gonna get into, and it's so good. Like you, the work that you're doing is so, so important and so transformational, and we're gonna get into that in today's conversation. But let's just kind of start from what got you into coaching and what has been your journey in the last couple of years as you've been growing your business.

For everybody listening, this is something that Alisa is doing on the side of a full time career that you have, and that you've been very open about that

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from when you and I started working together that this was important to you that you did this in addition to that. We're going to talk through all that because part of what I want all of the listeners to hear today, part of what I love about your story, Alisa, is how you have been able to manage it all. How you've been able to build a really successful coaching business and also have a really successful career and how that can really work together. So I'm super excited to dive into all of that, but how did you get started in coaching?

Alisa: Gosh. Several years ago, my life crumbled, really. Really significant issues with my children and my marriage and my husband's health. Like, there were some really, really hard things that for me, I was like gosh, if my kid's doing this kind of stuff, I probably am a really bad mom and just really feeling bad about that.

So I hired a coach, and quickly turned that around, my thinking on that around. But it wasn't very long until I realized wow, this is me. Coaching is me. It capitalizes on the things that I'm good at. So this could be a really good addition to my career. So yeah, then I got certified. Here we are.

Amanda: Here we are. Now you're a fully booked out coach. We'll get into like all of the details of that. But yeah, where you're at now, you have a full practice of clients. Right now we're in the process, you are in the process of building out a group program, your next offer, which is super, super exciting. It's been an amazing journey. There's so many things that I want to highlight here in your story that I think are just so important and so powerful. So thank you for sharing that.

So let's talk, I think it's important, where I want to start here, just because you and I have been working together for a while. Just to be clear, you're part of my mastermind program, which is my business accelerator program. You and I have been together for some time. How did you come about this niche? I want to talk a little bit about niche specifically. So let's start with that.

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Alisa: Well, initially, I came to you with a niche that is more tied to what my full time work is, and was really passionate with that. Had had some success in helping people there. But it was hard. It was hard. So then given my personal experience with some shifts and pivots with me personally, with my kids, and just some personal growth, I realized that I could help women more like me, midlife-women.

So pivoted to that, and that was easier. I did have success there. What ended up happening was that many of the women wanted me to talk to their husbands. So I was then talking to their husbands. So I started working with men, and it felt like home to me. I really resisted it because of some of the personal dynamics in my marriage and really wanting to not go into that space and ruffle feathers there. So truth is, I knew that was my niche, and I didn't want to accept it.

Amanda: Yeah, you were resisting it for quite some time. Doing other things that were working and making progress and working with clients and making money but always knowing that this was really where you were going to land. Which I remember the day that we have that conversation and you wanted to move in this direction, which, of course I fully supported. But yeah, I mean that was a shift.

I want to just acknowledge you for staying true to that and being brave to do that. Because you were having success with what you were doing. You were building momentum. So I think there's something to be said about making a decision like that to just follow your own inner guidance and go after what it really is that you want. So I think that that's so important. The other thing that I want to highlight here for everybody is the fact that you had two other niches that you were really focused on before landing on this niche.

Alisa: Yes.

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Amanda: So you started in a completely different niche, then moved to the midlife women, and then moved into now working with men and intimacy. I think that's so important because so often where we start our business is not where we end up.

Alisa: Agreed.

Amanda: So I see a lot of coaches that sometimes resist or have a hard time finding what that initial niche is. Also like once they are kind of in it, I also see this happens a lot, where we might be in a niche and you might be working with a certain group of clients and you know, like deep down, you know that you're actually meant to be doing something different. So.

Alisa: That was definitely my experience.

Alisa: Yeah, I just want to acknowledge that that happens. It's very common. I want to like normalize that for anybody listening who might be resonating with that right now that I do think that it's very normal when you start out as a coach, where you start is not necessarily where you end. I'm not saying that where you are today is where you're ending. I mean, in many ways, you're just getting started here.

But don't be afraid to follow your intuition, to follow your own guidance with that. I think there's a lot of power in that. Be brave enough to take the action and do that. That's one of the things that I really want to applaud you for is being willing to say I'm going to move into this direction. I don't know how this is going to work out, but I'm feeling strongly that this is where I'm meant to be.

Alisa: Yeah, your own personal knowing can help you figure out what you want to do. Not to say that you ultimately end up doing it right. There's no right answers here or wrong answers. But I knew it and was resisting it for personal reasons. What that really reveals is places that I had work to do on my thinking patterns and whatever. I had really good reasons for resisting it that I like, even to this day. I still pivoted.

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Amanda: Yeah, so good. Love it. Okay. So we have a sense of who you work with and the work that you do. Let's just kind of talk about kind of your program. We don't have to go into detail, but just tell everybody, give everybody a sense of like the type of program that you offer, like how you work with clients.

Alisa: Okay. I do one on one currently. Like you mentioned earlier, I am pivoting to, well, I will be adding a group program because I want to keep doing one on one coaching. But I work with people in three month increments, and I have 12 points that we go over. They are the things that I see that men need, especially when their complaint is around intimacy, and they don't know it. They have no clue that the things we're going to talk about, make so much sense to the problems that they are having.

So like that's the part about really anticipating what their needs are and the ways in which they can grow that you could offer coaching assistance. So typically, the focus is on intimacy and how do I get more, but it shows up in other places around like confidence and conflict avoidance. So we work for three months, and more often than not, I mean like 99% of the time, people are returning for additional deeper dive work with me. That's really rewarding to see.

Amanda: Yeah. I just know whenever we talk and whenever we meet and all of our coaching sessions, I feel like you always have a new story or you're always sharing a breakthrough from a client. Like, I just know that this work for you is so rewarding. I can tell by just what you're sharing that the clients are just experiencing such massive breakthroughs and transformations, and you're helping so many relationships that I just think it's really a beautiful thing. So.

Alisa: Yeah, I love it. I love it too. You're right. It brings me a lot of joy.

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Amanda: It does. It does. So yeah, so let's talk about that for a minute. So why are you not quitting your job? Why are you, I'm sure everybody's wondering well, why don't you do this full time? What? Where are you at?

Part of why I want you to explain this is because I think sometimes there's this pressure in the industry to as soon as you become booked out or as soon as you have that momentum that it's you have to go all in. You have to do XYZ. I just think that it looks different for everybody. Right? So someone's journey might be different from somebody else's journey. So let's talk about that for a minute.

Alisa: Yeah. Well, probably a piece of this pie is to understand that my husband was diagnosed with early onset Parkinson's in his late 40s and became disabled a few years later, which now we're 10 years into this journey. But it forced an early retirement for him. So I became our primary wage earner several years ago.

So really, my intent with this work was to bridge that gap, that wage difference gap, and to be able to maintain the lifestyle that we wanted. So anyway, that is part of the reason why I'm doing both is because I'm not there yet. We still have things that we want to do.

We are also in a time crunch. His health is deteriorating. But to be able to do the things that we want sort of means that I need to go all in on both, I guess. The other part is that I absolutely love what I do. I advocate for kids and feel I'm really moving the needle in terms of child advocacy and places to help them make sure that they get the care that they need and their voices heard, both on the state and federal level. At the end of the day, having made impact both with children and the lives that they can live and with men and the relationships that they can have is why I do both.

Amanda: Yeah, yeah. It's wonderful. I just love how you never complain. One thing that I want to just tell everybody is as Alisa's coach, she never comes into any session complaining how do I handle this? How do I fit all of

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this in? I think one of your strengths is that you are so clear on that. You are so clear on what is my mission here with my business, and also in my work in my other career.

I think that that has made it a lot easier, from my vantage point, as you have gotten busier in your coaching business, as now you have a full roster of clients, and you are still showing up fully in your other career. You're very clear on what you're doing, and you're fulfilled by both. That this is why I think this is so important.

Because I think sometimes, I see this happen a lot where you might be building your business on the side and still maintaining maybe a career, but yet, the time crunch and just the whole pressure of that, I think, can sometimes get to you. I think you've done a really good job of just separating the two and being really organized as far as this is the time that I'm coaching, this is the time that I'm working, and you've had really good boundaries around all of it. Would you agree?

Alisa: Yes. To be clear, there really stressful times in both of these jobs. They each have crunch times. Yeah. So being organized and having boundaries and making sure that I have balance in my life and so that I'm doing hiking, I'm doing pickleball, and spending time with my family. That those that is important to me to, to have boundaries around that stuff.

Amanda: Yeah. I think you do a great job with that. That's so, so important for you to be able to do all of this. So let's talk for a minute. So a few things that I want to make sure that we highlight here is okay, so last year, you doubled your business. Then this year, I know we recently just did your numbers, and you're on track to essentially quadruple the business. Again, this is part time. We don't have to get into specific numbers, but we're talking significant revenue here.

This is more of a detailed conversation. But right now from just a marketing ad spend, you're getting a seven and a half time return on your ad spend,

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which is phenomenal. I just want to also say part of why I think you have gotten to where you're at in your business lease is because you've been so focused, and you have been so patient with the process and just trusted the process and worked the process. Do you want to speak to that?

Alisa: Yeah, let me just say this. Because I was our primary wage earner, there wasn't just discretionary income to put towards things. I had to be really purposeful about how to spend things. SO, the ad spend is, I guess, minimal. We've spent more as things have proven themselves, which then is turning the revenue around. So yeah, you're right.

So 2022 I doubled what I did in 2021. Then so here we are a quarter of the way through 2023, and I have exceeded what I did all of last year. Oh, and by the way, I thought I could handle five clients, which would give me somewhere around five to seven hours of a week of work time. You encouraged me that push that and see. So now I'm spending somewhere more 10 to 12 hours a week total on my business. We're exploring the things that have higher revenue potential without additional time.

Amanda: Which is where the group aspect comes in. Because now, I want to be really clear. So one of the things that I'll just say the work that I do with my clients, separate from, of course, all of the inner work, the mindset work, all of that so important work that we do in terms of identity is also the real strategy. So when you came to me, you didn't have really any strategy. You had tried some things in your business and wasn't really gaining a lot of traction. So throughout that process and through the process that I take all my clients through, you were able to really establish a strategy that now is consistently bringing in clients every single week.

I mean it's pretty much like clockwork, if we're really being honest, at this point. For all of you listening, that's my goal for all of my clients is to establish that level of consistency so that you can then grow and scale in a sustainable way. But we have to start by first building that.

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So when I say Alisa's focus and just her determination on just staying with the process and trusting the process, I can't emphasize how important that is. Because one of the things that happens so often that I see with so many coaches that are building their business is that they try one thing, and that thing might not work right away. So then they jump to another thing, and then they jump to another thing. Before they know it, they're trying all of these different things, but they're not getting traction on the one thing that's actually going to make a difference.

So something that's really important for Alisa in particular is that you have not done really anything on social media. You don't even have a podcast. You don't have really anything that I think a lot of people think is what you need to build a business. But what you do have is a message, a program that really helps transform your clients lives, and you have a really good marketing campaign that's driving that.

Of course as we grow, some of those other things will come into play. But I just want to highlight that because I think so often coaches get really confused about what do I even do? How do I even grow the business? They, a lot of times, focus on things that don't actually move the needle in their business. I just think that you're just such a great example of how you can build a really successful business.

We're talking, where we're standing right now, multi-six figure business part time. Having a really good marketing strategy and doing the inner work as you're stepping into these new levels. What are your thoughts on that?

Alisa: Well, I think you're absolutely right. I mean, I had access to other things that were guiding how to get started, right, and have access to other programs even. But the difference is having an infrastructure, right? It's having a webinar that resonates. It's having a website that does the heavy lifting to get people to the webinar. It has effective ad strategy and where to spend money and then how to assess whether things are working or not.

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That is key. My experience has been that you can't social media your way through that kind of stuff. You can't network your way through that kind of stuff. You can't even paid ads your way through it if the ads don't resonate and don't go to something of value. So really having the basics, which is really at the core of how I utilized you beyond the additional skills that you have. But having that as the basis is, I mean, that's the foundation. What do you have if you don't have that?

Amanda: Yeah, it's so, so vital. I actually think it's becoming more vital. Just because there is more and more distraction I think out in the marketplace. I think having a message that really resonates with your audience is now more important than ever. So making sure that that's happening and finding a way to get it in front of the right people is so, so important. So.

Alisa: I was willing to do the hard stuff when it wasn't fun anymore. I mean, my favorite part is coaching. Isn't that everybody's favorite part, right?

Amanda: It is, yeah.

Alisa: But the testing ads and the rewriting copy and rewriting copy again, all of those things, I just put it on my to do list. Like I said, like I mentioned before, if I'm not precise and utilizing my time really carefully then things don't get done and then that just sets me back. That's frustration and resenting your business or wanting to quit, right? So.

Amanda: Exactly. One of the things, again, that I want to share that's really powerful here is that in those moments when it was clear oh hey, we need to maybe rewrite this, or we need to rework this. One of the things that I appreciate so much is that it never threw you off. You never were like really? Do I have to do this? You just understood.

There was a knowing, there was an understanding, yeah, this is business. Yeah, this is what's needed. Yeah, I'm not going to complain about wow, having to rewrite something that is going to allow me to get in front of literally thousands of my ideal clients. You always just really understood the

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why behind things and really understood the importance of testing and being willing to try new things. I think that's really important.

Alisa: I knew it wasn't about me.

Amanda: Yeah. Yeah.

Alisa: It never was about me. I mean, so yeah, it made it so that it was less painful.

Amanda: For sure, for sure. That's also why I think you've been able to create the level of success is because of what you just said and really keeping it focused on your clients. So, so good. Okay, so we talked about where your businesses at, where you're at right now. What do you think when you look back and you kind of assess the last, I don't know, we'll just say last year in your business. What do you think are some of the biggest transformations that you've gone through personally as a business owner?

Alisa: Well, I think it takes a lot of courage to actually find and live into your niche and find your voice within it. Although I knew I could help people, I really had to grow into the space where I could let my experience, I mean I've been divorced and remarried and some of those hard things, have those things be a place in which I could help people and accept that I could serve other people. And, in my case, share the women's side of things. I'm not trying to convince them that their wives' experience is more valid than them.

Sometimes they'll say to me I'm the wife whisperer, right? I'm the person that can help decode the stuff that they're hearing. So I think living into and finding my voice within that has been really, really important. So I guess the other thing, just being willing to just keep going with all of these iterations. I never doubted that I was a good coach, and that I had valuable things to share with people.

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So then the perseverance, and I have a saying above my screen that I see multiple times a day that just says discomfort is completely acceptable. Lean into it. I was willing to be uncomfortable. I was willing to be wrong. I was willing to do the unfun things to get where I am because, at this point, oh my gosh. I just giggle. It's just so much fun to see how much change they're making. Having them have wins is really what keeps me going. As I've gotten better at what I do with them, those wins seem a lot more poignant. So it's really rewarding.

Amanda: Yeah. I love what you're saying. Kind of through the process of growing your own business, in many ways, you have become a better coach. I think that that's really true. Because to grow your business and the inner work that's required and the things that you have to look at just for yourself internally, also, in many ways can help you be a better coach for your clients, too.

Alisa: Right. I mean, it's also content. I mean as I see their challenges and work through it, I'm also able to help other people. That becomes part of my voice, which is my strength, right? It's what attracts people to me. It's really great.

Amanda: It's wonderful. So let's talk about resilience for a minute. Because when I think of Alisa and when I look at Alisa, one of the characteristics that I always think about for you is that you are so resilient and have been so resilient in this process. I just think that that's, I see that that's who you are, even in your life, even outside of the business. I just know that's who Alisa is. How important do you think being resilient is to this process?

Alisa: Well, it's probably everything, right? I mean because if we're so fragile that the copy not being quite right, or the webinar or the niche not being quite right and then the feedback from clients, it makes it so that it is a personal, says something about you. Well that's really painful.

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So, having the resilience of letting my business teach me and take me where I need to go and teach me the things that would help the people that I wanted to help at the core the most. If I'm open to that and be willing to grow myself, I mean this is sort of we're back to that are you a growth mindset person or not?

I see myself as a lifelong learner in lots of areas of my life. This is just one of them. I feel all the really hard things that I have been through that break people, one of them might break people where I've got handfuls of them, it feels sometimes. I don't want to be pollyannish about this and say I'm so glad for all my trials, right.

But I am really grateful that I do have the resilience internally to be able to say the world is conspiring in my favor. This hard thing's been really hard. I have the skill and the mindset to get through this and to think on purpose, rather than letting something destroy me. Then when I'm ready to be able to share that out.

One of the things that has helped me so much is to be really vulnerable with my clients in terms of I've been where you are. I've been the really naggy wife. I've had marriage problems. So I hear you from that side. That, I think, really resonates, really makes it so that they feel heard. My experience counts for something beyond my own personal growth.

Amanda: Right? That right there, what you said about knowing so deeply at such an intimate level that you know your client's pain, you know what they're suffering with, you are able to look back on your own experience. I think that is so powerful when it comes to growing your business, when you have that depth of understanding to your clients.

So for anybody listening, if you're struggling with who is your niche, or maybe not feeling in full alignment with the work that you're doing, really take a look at where is your own experience, right? What is a past version of yourself that you deeply understand, that you know that you can really

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help somebody else with right now. I also think that that is one of the reasons why, just from a pure marketing perspective, your marketing has been so successful. We saw that right away.

Alisa: It was my first iteration with a couple of tweaks. It was one of those magical moments that you just get it all out on paper.

Amanda: I remember that where it was we hit publish, and literally, it was right away we started to see okay really good indicators. It's just built from there. So that doesn't happen when you don't do the work before, when you don't actually think through these things, when you don't really think through who your clients are, and what their challenges and their pain really is.

So I want to encourage everybody listening. If you're struggling right now, that's where you have to start. You have to really be clear about who you're helping and what you're helping them solve. Also make sure that it's a problem that they want to have solved. That's the other thing.

So yeah, there's so many great things. There's so many things that I feel we could talk through here. What would you say for somebody that is maybe in a past version of you in their business where they're trying to do different things, and maybe they're running up against some challenges, or they're not building the momentum that they really want? What would you say to someone that?

Alisa: Maybe ask yourself is there something you're holding yourself back? A place in which you're holding yourself back? Why? What are you afraid of? Is this going to uncover something that reveals places in which you have work to do. If so, clean that up. It will really help you if you approach this from a clean place. So can I give an example.

Amanda: Please, yeah.

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Alisa: When I was in coach training, like many of you, I probably can speak for many of us. We're taught to not point out people's flaws, right? Yet in coaching, we kind of have to, and that's uncomfortable. I remember when I was in coach training, we were doing peer coaching. I was dancing around saying somebody was fat because that was the word they had used.

Because that's uncomfortable. You shouldn't point that out and make people feel bad, right? Which we know is thought errors, right? But I was struggling with that. When I got feedback on being able to speak the truth with compassion and kindness, it changed everything. It made it so that I could speak hard concepts and embarrassing and really painful concepts to people.

So my point in saying that is that when you do the work that makes it so that you can show up, that can really help whatever's next. So to people that are the versions of myself where I wasn't getting traction is what do you know about this journey that you need to address. Honor your intuition.

If you know some things but you're avoiding it, ask yourself why. Decide if you know if that serves you and if you want to keep it because maybe you do. But maybe it can open up doors that help a lot of people and bring you a lot of joy in the process. So keep going. Just keep going and be willing to learn and grow and to be wrong and to bomb and to get right partially and to be a really good scientist around what does the data tell us?

Because the data is not telling us we're a terrible person. The data is telling us we need to change some words. We need to see who we're trying to send a message to. Do the words and the message, do they mesh?

Amanda: Yeah. Again, I just want to highlight point that out. Not internalizing it and just using it as data. Where can we improve? Where can we say this more clearly? How can I do this in a way that makes more sense for my clients? I think is so important and something that I think you do so, so well.

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Again, not getting emotional about the process, not getting emotional about the process of building a business, not getting emotional about when something isn't maybe working exactly as you had hoped it would work. But just understanding, going back to what I said earlier, understanding that it's just part of the process, and it's part of business, I think, has really, really served you. It's something that I have observed has really helped you, I think, grow in a really accelerated way because of that, because you don't allow those things to slow you down. So what's next for you, Alisa? Where are you going next with your business?

Alisa: Well, to a group. So yeah. I'm doing the next iteration of the growth beyond the one on one, which is all the infrastructure behind it. So how do the clients experience the process with me? So a CRM kind of mechanism. Then I think group's next. I mean, the people that don't actually decide to move forward with me are always really good potential clients for my group, or it is a better fit for them just altogether.

So, I'm in the place where I'm creating the waitlist for the program. As soon as the infrastructure is up. So yeah, the website is needing to have some adjustments to accommodate that as well. So that's where I am in the thick of it.

So what I see in the next year or few years, I guess, is building the group in a sustainable way that's offering really good value for people. I love the one on one coaching. So whether I do one on one or very small group in addition to group and then even some seminar events for my clients. I see all of that as coming. Anyway, I think I'm just excited to see how it grows. I mean, yeah. This has been a fun journey.

Amanda: It's a really exciting place to be in your business. So I just, again, want to acknowledge all the hard work you've done and just the focus that you've had and just the level headedness, honestly, in this process. Not allowing things to sway you too far one side or the other. I just think that that's so, so important, and being so coachable as well, I think, is really key.

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Just taking the data as just that, as just data, and making the tweaks. So when you think about your journey of building this business, what do you think is the biggest transformation for you personally in this process?

Alisa: In terms of how I show up for my clients, it's really coming to terms with my relationships and the hard things and the happy things and the conversations that needed to occur that didn't and conversations that can occur now. Then being able to share that out with people and giving them language to have difficult conversations with their partners.

I've got clients where they're quite combative with each other, and every conversation is an argument. I have others that are more open to one another, but don't have the words. So, I guess, my growth and being willing to feel the shame and embarrassment and disappointments of all of my iterations of the versions of myself that I have been in over my married lifetime, over my adult lifetime. Then just being able to get to a really comfortable and peaceful place for myself.

I appreciate getting feedback and having the capacity to not be devastated by feedback, to be able to be introspective. That comes from being open to doing the work that I ask my clients to do and encourage them to do. Really, there's such richness in life when there's lots of voices. There's room for everybody and varying experiences and opinions. I could only get that when I stopped being so judgmental to myself and others. So I appreciate my own journey.

Amanda: Yeah, and I love that. I would just echo as you're saying that I'm just thinking about you've always been so good about coming to the coaching sessions, any coaching session that we have, this is what's coming up. This is kind of what I'm thinking. This is some work that I've done, but let's work through this. You've been really open to what you just said, really digging into your own even personal journey at times.

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I was talking sometimes not even about business stuff, but just what's happening personally that has such a big impact on the business and the results that you create in the business. So, so good. I feel we could talk for another full hour. There's so much ground that we could cover.

But thank you so much, Alisa, for coming onto the show today. I'm so excited for what's ahead for you.

Alisa: Thanks, me too.

Amanda: Yeah, yeah, just created such an amazing, wonderful business. It's just, I mean, you're about to take it to the next level, which is so, so exciting. So thank you for coming on and sharing your wisdom with my audience today.

Alisa: Yeah, thank you. Thank you for inviting me. It's such a pleasure. You've been such a great mentor and coach, helping me really to take everything to the next step. I mean, I had skills, but this was what was missing.

What I want you to know and understand about my experiences, that working with you meant that you had worked out a whole bunch of the headaches already because that's where you're really skilled, right? So to be able to do that and not have to spend so much of my brain juice on stuff that didn't push me forward, didn't help me, was really valuable. So I appreciate your skills and the things that you've offered.

Amanda: Of course, of course, more to come. All right, Alisa. So if my listeners want to follow you find out more about you, where can they go?

Alisa: Okay, well, yeah. So like we've talked about, I don't do tons on social media, but I do have accounts. So you can find me there. So it's Alisa Stoddard Coaching on both Facebook and Instagram. But really my website is the best place that people find out more about what I do, which is AlisaStoddard.com.

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Amanda: Love it. So good. We'll also link that up in the show notes for everybody. All right, Alisa. Thanks so much.

Alisa: Thank you.

Amanda: We'll talk to you soon.

Alisa: Thanks.

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