

Ep #206: How to Raise Your Standards as an Entrepreneur



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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 206.

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'm so excited to be talking to all of you today. Hope you're well and having an amazing week. We are gearing up for our quarterly retreat with our High Level Mastermind clients. These are clients who are in the process of scaling their coaching businesses to that multiple six, seven figure, and beyond level.

It's such an amazing group of clients and amazing coaches that are truly doing amazing work in the world. I am just blown away all of the time at what they are creating, at the work that they are doing, at the impact that they're making with their clients. TRUTHFULLY, the ripple effect of their work.

I have to tell you all, it is such an honor to work with this group of clients, to do this work, and to work with the most amazing clients in all of my programs. I am so, so honored. One of my favorite things is getting together with this group in person and going deep on their business and coaching at a very deep level and helping them break through and then step into their next level. It is so much fun.

I'm so, so looking forward to seeing them very shortly and for the million dollar work that we're about to do in this retreat. I just want to tell you that if you are a coach who has hit that six, multiple six, or even seven figure mark in your business, or you're trending in that direction.

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If you're ready for real support, if you're ready for real business strategy, a holistic strategy that can literally help you step into eight figures, then I want to invite you to click on the link in the show notes. Or go to my website at amandakarlstadtcoaching.com. There's an application there to apply to the program and to set up a call. I would love to help you scale to that next level, whatever that looks like for you.

I have to say that for those of you that maybe are not quite at that point, I want to also invite you to reach out so we can talk about where you are and where you want to be and how we can help you get to your next level, whatever that is. This is so powerful. This work is so powerful. Right now is the time. I really want to challenge you all to be creating momentum in your businesses as we're heading into this last quarter of the year, as we look ahead into 2024. I want to really encourage you that the time is now. I would love to help you get there.

All right. Last week in the podcast, I talked about the importance of raising your standards. I talked about this in the context of being a business owner as a coach. I would highly recommend that if you haven't listened to that episode, that you do go back and listen to that episode or relisten to that episode because the message and the conversation. The concept of raising your standards is extremely important.

After I released last week's podcast, I decided that I wanted to continue that same conversation today. I wanted to talk to all of you about what does raising your standards tangibly look like? So, again, as a business owner, and I've been thinking a lot about this over the last couple of weeks. As I shared in last week's podcast episode that I recently had an experience myself where I was looking at certain things for myself, for my business, for my clients, and just in my work.

As I look at the coaches that I work with who are so highly skilled, who are so highly trained, who have so much capability and have been so successful in their lives, who really know what it takes to create success,

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who have done big things in their lives, in their careers. I think this concept of raising your standards, as I said, is a really, really important one.

To just give a little bit more context around what I mean when I say raising your standards. What I'm talking about, again, in the context of growing, in the context of scaling your business, being a business owner is that it's essentially the standards that you're holding for yourself. It's the standards that you're holding for your own self-concept, for your self-image, in your identity.

Part of this also includes your behaviors. It includes the activities. It includes the thoughts. It includes the expectations that you hold. So when I think about this concept, your personal standards are what you're currently accepting in your life. It's what you accept in your business. It's made up of, again, your behaviors, and the thoughts that you have.

It's also belief systems. For many of us, it's ingrained belief systems that we have had for our entire lives. It's our values. It's also our goals. The more that I do this work, the more that I have learned how important your standards are. I also want to take some time and talk about how important it is to become aware of what those personal standards are. Also, once we have that awareness to then be willing to examine them, be willing to challenge them, be willing to redefine them, or change them based on what it is that you truly want.

So depending on what it is that you are truly committed to creating in your business, I want you to really consider that if you don't yet have those results that you want in your business, part of why that is, part of why you don't have those results, is going to be because you are holding on to and have a set of standards that right now are not in alignment with where it is that you want to go.

So let me give you an example of this. Many of you that are listening right now have a desire to create a highly successful coaching practice. In terms

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of financial success, for many of you, that means multiple six, seven figures, or even eight figures in your business. Typically the coaches that I work with have what I call extraordinary goals, who have those impossible goals, who have goals that way exceed what we a lot of times consider as standard goals or normal goals in our society.

So it's a level of goals that create financial success that blows their minds, that blows other people's minds. I will say at the same time doing this in a way that is in integrity, doing it in a way that has massive impact. Luckily, that is exactly what my purpose really is.

It's in my human design. It's in my calling to help clients to do just that. It's literally how I'm wired. It's what I believe I am one of the best in the world at is in helping to develop and create and scale businesses that are creating literally the modern millionaires. So right now if this is your goal, there is a reason that you don't yet have those results.

I will tell you that it will look different for every one of you. So everyone's business, everyone's background, everyone's experiences, everyone's set of skills, their strengths are going to be unique. That's a beautiful thing.

What I will say is despite this uniqueness, despite the differences, there is also going to be a real reason that right now, in this moment when you look at the results that you have, that you don't yet have the results that you want. What I have found is that more often than not, it comes back to exactly what we're talking about today.

So for those of you nodding your head, I know most of you are. I want you to really lean in here. I want you to consider where right now in your self-concept, where in your identity are you accepting a lower standard than you'd like of yourself? I want you to really think about that. Here's why.

With every coach that I work with, one of the foundational things that we have to become aware of is what we're holding in terms of our self-concept, in terms of our self-identity. It's especially true for those of you where your

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identity is wrapped around who you've been, even up until now, right now in this moment.

So, for example, that might mean for you that you might see yourself as who you've always been. Because of that, have a hard time accepting who it is that you truly want to be. But you might not feel that you're quite there yet. You might not see yourself truly as that person. You don't yet see yourself or except that you are yet the person, for example, who creates the million dollar business, or the coach that coaches thousands of people or the coach that makes a huge impact.

This is, a lot of times, even subconsciously, where you might be accepting that you are who you've always been. As you're doing this, you are waiting for the evidence first before you accept that new self-concept, before you accept yourself as who you truly want to be.

I have to tell you, this is where I see so many coaches who stay stuck, who struggle is because even though yes, they might have that desire to create that certain level of success in the business, even though the desire to impact others is truthfully there, even though they're doing all of the things to help their clients.

The bottom line is that until you start accepting a new standard, a new self-concept of yourself that is in line with the result that you want to create, you're going to find yourself spinning. You're going to find yourself getting distracted. You're going to find yourself struggling. You're going to not be creating the momentum that you truly want to create.

So I hope you can see why this is so, so important. Because this isn't about waiting for the evidence to first be shown to you. This isn't about you needing external validation to then have permission or to give yourself permission to believe a new self-concept. This is about you choosing it intentionally and raising your own internal standard of who you believe yourself to be that's so vitally important.

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If you want to grow a highly successful business in this industry, what I have seen is that unless you are really challenging this for yourself, unless you are putting yourself in an environment where you're looking at this, where you're examining this, where you're really seeing what you are creating for yourself.

So often what happens is you go out and you're searching, and you're looking for what you're missing. You're trying to find that next bright, shiny object with the belief that there's some secret. That exists out in the industry that some secret exists outside of you that is going to change everything. The reality is that until you redefine your self-concept, until you look at the identity you are holding of yourself, of who you believe yourself to be. Until that is developed and refined into a self-concept that is in line with your goals that correlates with the level of success that you desire, I will tell you there isn't a strategy. There isn't a secret. There is no bright shiny object that is going to get you there.

It's why the journey of building a business in my belief is one of the most challenging and spiritual journeys you can go on if you choose to see it in that way. That doesn't mean that it has to be, but it does give you that opportunity if you want it. To really become who it is that you uncover who you're meant to be, which is such a beautiful journey to be on.

So your self-concept, your identity, the standard that you're currently holding around yourself as a coach, as a business owner is going to have far greater impact on your results than you probably think right now. So I want to invite you to examine this for yourself, to look at how you think about yourself right now as a business owner. How are you thinking about yourself right now as a coach?

Are those beliefs in line with that million dollar business? Or do they sound more like someone who, and I'm going to use this term because it's a term that I hear a lot, that is a newbie coach, for example? Or does it sound like even who you've been professionally to this point.

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Which I do want to talk about this for a moment because this is also something that I see come up with a lot of coaches that I work with who are highly educated, who have created a high level of success in their career. Who, typically before transitioning into coaching, has really had an impressive career.

What I see is there is this identity struggle around who they've been professionally, whether that maybe was in medicine, or maybe it was in law, or maybe it was in another type of industry. I have clients that have been in every different type of industry and held all different types of positions and titles.

What happens is it becomes the challenge of seeing yourself now as a successful business owner, as a successful coach versus that successful corporate leader. When you're in the place of building the business, this is when I think this is most urgent because the truth is, you might not have results. You might not yet be convinced that you are a "success" when it comes to your business. You might have doubts. You might doubt that what you want to create is even possible for you at times.

It's also exactly where raising your standards of how you see yourself, of who you are in the process of becoming, of who you are in this moment is so vital. It's also still allowing compassion for that former version of you that maybe does have that doubt, that does have the narrative, that does feel a certain way. It's not to diminish any of it.

But what I'm offering here is that if you choose to stay in that current narrative, it's only going to create more and more of that narrative. It's going to only manifest in different ways. It's going to continue to come up.

So I want to challenge you to raise your standard in terms of the narratives that you are telling yourself, in terms of who you are choosing to believe yourself to be, in terms of how you are choosing to actually show up, how you're choosing to act in your business. That the version of yourself at that

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multiple six, at that seven, or even eight figure level would show up? What is that version of you? How would they focus? How would they structure their day? How would they steward their time? How would they steward the most important of all that mental precious real estate?

This is how you start to raise your standards. It's how you start to raise the standard of your own self-concept, to raise the standard of your own identity and what you're telling yourself about yourself each and every day.

As you do this work, as you focus forward, as you serve your clients, as you operate as a business owner, you have the opportunity every day to raise your standard. Of yourself, of what you choose to tell yourself about yourself, of how you use your time, of how you choose to focus your efforts, of how committed you choose to be to actually create the results that you want.

There has never been a better time than right now in this moment to do this work. I will tell you that the world needs, I promise you, what you have to offer. So let's get to it my friends. Have an amazing week. 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. 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.