

# Ep #225: From Gap to Gain: Shifting Perspectives for Business Growth



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**Amanda Karlstad**

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You are listening to *The Million Dollar Coach Podcast* with Amanda Karlstad episode number 225.

Welcome to *The Million Dollar Coach Business Podcast*, a show for coaches who are ready to up-level their business and take their impact, leadership, and results to a million dollar level and beyond. If you're ready to break through your limitations and start taking powerful action and become the seven figure version of you that your business needs in order to grow, scale, and thrive, this show is for you.

I'm your host, Amanda Karlstad, Master Coach, high level business mentor and advisor, master intuitive and business growth and scaling expert. Let's get down to business.

Hello, and welcome everyone. I'm so glad that you're here today. Wow, can you believe it's January? We are through January already. I feel like we just stepped into 2024. Wow, we're already through January. I have to say it's been a great start to the year. January has been a great month. We are just, in fact, coming off one of our highest sales month ever in the business. It just feels amazing.

At the same time, in so many ways, I also feel like we're just getting started. I have been in such a creative mode, and I'm really in the middle of some big projects and creating some huge things here in the business and really creating and putting together so many resources and so many tools, so many things that we'll be rolling out for our clients. There's just so much that I'm excited about that is going to help our clients grow and scale their businesses to the next level.

I'm so proud of the work that we're doing. I'm also so proud of what we have in store to truly help clients create results. That is one thing that has always been super important to me in all of my work, in everything that I have created. To do everything in a way that helps my clients get results.

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I feel like where I'm at today and what I'm in the process of creating and all of these big projects that I'm working on. I feel like it's literally going to change the game. It's going to change the game for our clients. It's going to change the game in this industry. So stay tuned.

All right. Today, I want to talk to you all about a concept that has changed my life. It has changed my business, for sure. It has changed how I experience my life. It's changed how I experience my business. It has changed literally how I experience my day to day. It's something that I think I've always naturally done.

It's something that I have always just intuitively done when I really step back and look at who I am and how I have responded to different things throughout my journey. I will tell you that in my journey of growing my business specifically, it has been something that I have definitely worked to cultivate with intention. That I have really worked to create a high level of awareness around.

It's something that today, I am very intentional about. I find it's also something that, again, I'm just naturally always bringing this into my work when I'm working with clients. It's a concept that I want to actually give proper credit to Dr. Benjamin Hardy who wrote a book all about this a couple of years ago with Dan Sullivan. The book was called *The Gap and the Gain*. It's a great book. I would highly recommend that if you haven't read the book, I would highly recommend that you read it.

Because this concept, what I want to talk to you about today, I think they do such a great job of explaining the background of it, and this concept of living in the gap versus living in the gain. I have found that it is one of the most powerful, I believe, intentional practices that you can adopt in your life. It is one of the most powerful practices I think you can adopt in your business.

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So even before *The Gap and the Gain* came out again, this was something that I have kind of always naturally done. It's something that I've naturally worked to always do in my life, or in my career in my business. Even before really Dr. Hardy and Dan Sullivan put words to this concept.

But I want to use their concept of it because I think it's a really great way to understand it. So when you engage in what they call gap thinking, when you concentrate on the difference, the gap between your current situation and your desired situation or your goal, there's also the other way to approach it where you focus on your progress or where you focus on what they refer to as the gain that you've made. So this is what the book calls gain thinking and adopting a gain thinking mentality.

So the point is, is that you can either measure forward. For example, you can start to obsess, and you can choose to obsess over the gap to where you want to be. Or you could also, at the same time, measure backwards. You can look at all of the gains that you've achieved since you started whatever process it is that you're looking at.

So why I think this is so powerful, and research backs this up, is that it really is a much more empowering place to operate from when you are able to be in the gain, when you are able to look at your progress from where you've been.

So when I really think about this concept, when I think about, again, even before this book came onto the scene, to me, it's really about choosing with intention your perspective and choosing in any given moment whether or not you are going to be in the gap or whether you're going to be in the gain.

So I will tell you when you do this, when you work to be in the gain, more often than not, not to say that you'll never be in the gap. I think that's unrealistic to expect that you'll always, always be in the gain. We're human. I think all of us, at different points, fall into the gap.

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But when you can intentionally work to be in the gain more often than not, there are so many byproducts of this. I've talked about this before. But in the game of entrepreneurship, one of the characteristics of becoming a million dollar coach is your ability to be resilient, is your ability to be resilient in the face of challenge.

So when you are in a gain mentality, what I have found is that a byproduct of this is that there is a level of resiliency that you build, that you gain when you choose to be in a gain mentality. When you create a habit and when you put an intentional focus on your progress.

I will also say, in many cases, and I see this happen over and over with my clients is that sometimes it might be choosing to intentionally focus on the lesson. So over the years, as I consider my entire career when I look at all of the work that I've done at this point over two decades, and the growth that I have experienced, the success that I have created, the work that I have done, what I have created, my body of work. I can attribute so much of that and so many situations where maybe the perception was that I failed.

But looking at that through the perspective of the gain and living as much as possible into this gain mentality, really finding the lessons, I can say without a doubt it's one of the reasons that I am where I am today. It's one of the reasons that my business has grown to the level that it has. It's one of the reasons that even when I'm faced with big challenges, whether it's in the business or whether it's something personal, I know that no matter what, I can handle it. I also know that it's always for me.

So I will say part of this comes from thousands and thousands of hours of what I call being on the field, being in the field of play, leading others, leading myself. So many hours coaching, so many hours honing my craft, really working to be the best version of me and having a willingness is to look at and to look at what my experience has been and why I have created

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that for myself. It's taking radical responsibility for all of it. It's taking radical responsibility for the wins and also for the fails.

When you do that, what happens is you also become radically empowered. So I want to offer to you that if you, right now, are in a place where you're being challenged. Here's the thing I know that all of you are. We all are in different ways. I want to offer to you some ways that you can elevate your perception. Some ways that you can elevate how you're thinking about whatever challenge it is that you're facing, and to offer you a way to help you break through.

One of the things that I think is so relevant for, I would say, almost every single coach that I work with, that I know, that I observe in this industry, and where I think this practice can be extremely useful is when you are in a place in your business where, for example, you think you should be farther along. Where you think you should be at a higher revenue level, for example, or where you might be frustrated that you haven't achieved a certain level of success yet or certain things aren't happening in the business.

I want to tell you that this can, and it will, happen at every stage of business. So even when you've hit that million dollar mark, even when you've hit that six, that multiple six-figure mark, what will happen is that that goalpost will always move. So just when you've reached the goalposts that you have worked so hard to achieve, where you have worked so hard to get to a certain place.

Again, I see this happen with almost every one of my clients. That when they reach that goal post, when they reach that goal that they've worked so hard for is that they also celebrate. Within a matter of minutes, they're off to the next goal and looking ahead at that next big milestone.

In fact, I was just talking earlier today with one of my Million Dollar Mastermind clients, who literally is experiencing that right now in this

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moment. Who has reached a seven plus figure level in her business. Who last year did about 1.2, 1.3 million in her business.

We were laughing because when she hit that goal, when she hit a million dollars in her business, her literal next sentence to me was, "Now let's do five." We were talking about how literally it's like one second, you're celebrating. You're in that gain. That dopamine is there. You can see how far you've come and look at everything you've done and look at all the things that you've overcome.

In the next breath, it's also like let's move to that next goal. Let's see all the places where we're not there yet, where now it is the \$5 million goal. I'm not saying that that's a bad thing. I think it is very important to have goals. I think it's very important to know where you're going and to have a desire to build a successful business for a lot of reasons.

I talked about that a few weeks ago in my podcast. I'd highly encourage you to go back and listen, relisten to that episode if you haven't. Because it is good. It is a great thing to have goals and to know where you're going. The difference is that we also don't want to beat ourselves up along the way.

So it's really fascinating for me to observe this in my own brain. It's fascinating when I see this with my clients. I know that for all of you listening, if you're really being honest, right now in this moment, there is a place where whether that's in your business or maybe something personally where you are choosing a gap mentality.

Where your overarching thoughts are where you aren't far enough along, or you aren't where you want to be at, or that may be the level of success that you want because maybe you don't have it yet because of some reason. You're living and choosing to be in that gap mentality.

So I want to invite you to consider right now to instead consider what it would be to focus and shift your perspective into the gain mentality.

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Because when you focus on what it is that you don't have, when you focus on not being where you want to be, when you put the focus on being in that gap, in the lack, in the not enoughness, in the that which you don't have, what happens is you actually keep yourself stuck. You create a scenario where you continue to perpetuate it, even though you don't want it.

By putting your focus and your energy in this gap, I want to invite you to use it as an invitation instead to start practicing to step into the gain, to look at what you do have, to look at how far you have come, to consider your future self, and to shift your focus towards where you're going. Also consider what needs to be done right now in this present moment to also honor that future version of you, to honor that future version of your business.

I did an exercise. I created a training a while back for my Million Dollar Mastermind clients where we really dove deep into this, where I had them assess where they were in terms of living in the gap, and where they were living in the gain. Really looking closely at where in their businesses, they were choosing to focus, where they were choosing to put their energy.

For many of my clients by just going through this exercise and just seeing this for themselves and creating this awareness around this was so powerful. It immediately shifted their perception, their focus, their ability to see why they were experiencing certain things in their businesses. Versus not having the experience that they wanted in certain areas. So this practice is a very powerful practice. So I want to give you some tips on how you can start to integrate this for yourself.

So my first recommendation is that you, number one, consider how far you've actually come. One of the practices that I love that I would highly encourage you to do is to sit down and to list out in your life, in your career, all of the wins, all of the things you've achieved, all of the things that you're most proud of no matter how big, no matter how small.



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When you think about where you are today and when you look at where you've been or where you've started, I want you to look at your progress, even if it's unrelated. Because part of practicing this is the important shift of celebrating your progress, celebrating your wins. Even if it feels small, which is why I'm very intentional in all that I do.

For example, I'm always asking our clients to share their wins. Where we're always challenging our clients to share with the group, to share their wins. Part of why I do this is because it's an intentional shift towards the gain, towards progress, towards the goal.

So the next thing is when you find yourself in a situation that feels challenging, that might feel, for example, triggering for you, where you might be feeling a certain way, I want to invite you to ask yourself what is the lesson for me here? Why is it that I'm feeling this way? How might the opposite also be true?

Because when you can defuse and neutralize the emotion when you're emotionally triggered, you can also start to shift your perspective. You can start to just see how things actually are for you. It's one of the truths that I feel like I have embodied so deeply is living in this inquiry, in the knowing that everything is truly always meant for us. I truly believe that. I truly live from that place.

So when I am finding myself in a place where I might be feeling triggered for some reason, or when I'm looking at a circumstance or a result that isn't what I actually want, having the capacity to neutralize that. To shift my perspective, to choose a different perspective versus the default into how is this for me and what is the lesson here for me has been one of the most powerful practices that I've adopted throughout the years.

It's something that I'm now able to bring into all of my work and really helps, I believe, my clients to shift into and to be in an energy of nonresistance, to

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be in an energy of acceptance, to be in an energy of empowerment and really start adopting more of a gain perspective.

When you can do that, it's also very powerful because you're able to move towards solutions. When it comes to business, it allows you to be in a mode that is so much more effective, that puts you into an energy of expansion, that helps you be in a place where you can make much cleaner decisions in your business, that allows you to move forward so much faster.

So, my friends, this is a really important concept. It's a concept that I believe can change so much for you if you choose to adopt it. So I want to invite you to do that. I want to invite you to work to shift your perspective over the next few days. Relisten to this episode if you need to. Come back to this episode to help you shift into the gain perspective. Really practice putting this into play in your life, into your business. I would love to hear what happens. All right, everyone have an amazing week. I'll talk to you all again soon. Take care.

Thank you for listening to this episode of *The Million Dollar Coach Business Podcast*. If you're ready to step into the million dollar version of yourself and scale your business to six, multi-six, or seven figures and beyond, go to [amandakarlstadtcoaching.com](http://amandakarlstadtcoaching.com).