

Ep #1: Why Self-Confidence Is Key to Building Your Dream Coaching Business



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With Your Host

Amy Latta

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Ep #1: Why Self-Confidence Is Key to Building Your Dream Coaching Business

You are listening to episode 1 of *The Confident Coaches Podcast*. The one where you learn why I'm your best coach to help you create self-confidence.

Welcome to *The Confident Coaches Podcast*, a place for creating the self-confidence you need to do your best work as a life coach. If you want to bring more boldness, more resilience, and more joy to your work, this is the place for you. I'm your host, Amy Latta. Let's dive in.

Hello everyone. Okay, so I am so stinking excited to have you all here. This is my very first podcast episode of *The Confident Coaches Podcast*, though, you all may not know this, but this is not my first podcast. This ain't my first rodeo, my friends, and just to prepare you all, those of you who heard my previous podcast from a couple years ago, you guys know that I love to have a lot of fun while delivering some seriously good mind nuggets for your brains to chew on.

So I want you to strap in, my friends, because if you're hanging out with me, we're going to laugh, we're going to cry, we're going to dive deep into how our brains work. We're going to have fun, and we're going to get all nerdy about brain science all at the same time.

Also, you can create the successful coaching business that you've always wanted. Okay, so who the heck am I anyway? And why am I so confident? So bold to host the *The Confident Coaches Podcast*?

So my name is Amy Latta and I've been a coach for almost seven years now and certified for three and a half years through The Life Coach School, and I'm currently going through master coach training with The Life Coach School. And for most of my life, I have not been confident. I know, right? So why am I here?

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And this is actually what I love the most about coaching other coaches on self-confidence. Because confidence is not something that you're either born with or that you just have. You know, like some have it and some don't, and that's that. That is not actually how confidence works at all. Confidence is just a feeling. Confidence is an emotion. An emotion that we can feel in our body as a vibration.

It's not who we are or something some people have and you just don't. It's not some elusive thing out there. I want to offer you that this is the best news that I could possibly share with you. Because if I could spend most of my life not feeling confident at all and become someone confident enough to coach other coaches how to be confident, my friends, it's entirely possible for you.

So the good news about confidence is that it is just a feeling and we create our feelings from how we choose to think. So if you want to feel more confident, you just have to change how you think about yourself. That's it, my friends. Mic drop. I'm here all week.

The best news ever is confidence is just a feeling and we create our feelings from how we choose to think. Yes, it is that simple. And yet, it's not necessarily easy, right? Changing how we think is simple in concept, but it takes awareness and practice and repetition.

We know the work we do with our clients, right? Over and over, diving in, finding those thoughts that are causing all the crap, shining a light on them, becoming aware of how those thoughts are creating how we feel and how we show up, our willingness to change those thoughts and practice new ones, and to repeat over and over until we change how our brain is actually wired.

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Our brains are like a computer and we have to rewrite the program with which we operate. It's incredibly simple in concept, but not everyone is willing to do the work required to do it. I mean, and you know that. You are working with coaching clients yourself.

But here is the thing; I know this to be true, that it is entirely possible for every single one of you to learn to feel self-confident. And I know this because I did it. I grew up believing nothing I ever did was good enough. I wanted to keep the peace in my home, I wanted to be the good little girl who did whatever she was told.

I got good grades; I did the best I could to never get in trouble. I was the teacher's pet, always wanting to make a good impression, and god forbid if I ever made anyone mad at me. That was like a fate worse than death right there.

All of this would create an adult woman, me, terrified to take risks, who didn't want to rock the boat or share her big dreams for fear that they'd be too silly or unrealistic. I was afraid to try new things. This is me as an adult woman. To put myself out there, to be who I am, Amy at 100%.

An adult woman who has born children and runs a household and is married and functions in the world, too afraid of her own brilliance. So what I had done is I would fit myself into boxes to fit other people's ideas of who I thought they wanted me to be. Isn't that interesting right there? It was like, who I thought they wanted me to be. Not even necessarily what they said. Just what I thought.

And I would even then reshape those boxes, based on the group of people I was with. Just all of this, it just kind of has an overall of like, an ugh energy. I was either a watered-down version of myself, just trying to

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people-please everybody and never really showing up as me, or if I did show up as me at all, it would come out in these weird bursts.

And the other part about this is because I was trying to constantly fit myself into other people's ideas, I was so damn exhausted all the time. Now, I've been a coach for almost seven years and I spent all that amazing brain power of mine trying to fit into these tiny little different boxes.

But do you want to know what my brain was not focused on? How to attract my ideal clients. How to market my coaching business. How to become better at selling my coaching. How to show up powerfully for my clients. How to become a powerful decision maker. How not to beat myself up when I mess up or when something didn't work out. How to keep going no matter what.

So while my brain was so focused on how I didn't feel good enough or smart enough or okay enough for everyone else, was there any wonder why I struggled to build my coaching business? The crazy thing is I didn't think it was me that needed work. I'm looking around, I'm four years in my coaching business and I'm thinking I just need to learn more stuff. I didn't realize it was me in my head.

I kept thinking I needed more information, another online course, another training, certification. That will be the thing that helps me finally be successful and have this coaching business I want. It's not the how, my friends. I hate to break it to you.

But if knowing what to do is all it took, I can tell you this. Every single person from my coaching school would have a successful business because what to do or the how is taught to everyone who certifies, and it's just not the case. Just because you know the how doesn't mean that you're

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going to implement it. It doesn't mean you're still going to put yourself out there.

If you're struggling with self-confidence, all the know-how will not matter. Not if you don't really believe you can be successful. Not if doing new things feels too uncomfortable or too scary to you. Not if you're relying on other people to tell you what you should do next. Not if you're trash talking yourself is something doesn't go the right way.

And my friends, in order to create a successful life coaching business, there's some stuff that's going to have to not go the right way. You're going to have to mess up so that you can figure out the right way to do it. And if you're continually quitting on yourself in small ways or beating yourself up or hoping someone else has your answer, you're never going to build the successful coaching business.

And it's the self-confidence that you are going to learn here, my coaching friends. Yes, our conversations on this podcast will cover attracting clients and marketing and selling and decision making and becoming stronger coaches, but not through studying theory or the how. Instead, it's going to be through the lens of becoming a more confident coach.

To use a great analogy, it's like weight loss. Right now, you can Google how to lose weight and you're going to get a ton of free information on how to do it. It's not a lack of information preventing people from losing weight.

It is simple in concept but not everyone is willing to do the work required to do it because you have to get uncomfortable. You have to do new things. You have to learn to love yourself as you are now in order to create the person you want to become.

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So what we're going to do is we're going to take the knowledge that you already have and we're going to go to work on learning how to create the self-confidence that you need to take the actions you need to be taking so that you can sign more clients and build that successful life coaching business you want to create.

And I know that it is absolutely possible for you. Because when I finally invested in my mind, when I stopped learning more how and instead, hired coaches to help me with my self-doubt and my self-worth and my negative self-talk, I figured out how to feel more confident. Not by relying on existing success or support from others, but by creating it myself.

And I have taken what I have learned through certification and continuing education, through the coaching that I've received from my own coaches, and I've mixed all of that with my own brain and not only have I gone from a four-figure business to a \$200,000 coaching business in just three years, I created a completely unique approach to creating self-confidence.

The self-confidence you need to create your successful coaching business, even though you've never done it before. Even though your brain is not entirely sure you can do it. And without needing anyone or anything out there to change first.

So over the coming episodes, we will dive into the five-step process to creating self-confidence that I developed. This is my tried and true process. This is that part where I said I took what I learned from others and I took what I learned in the schooling and I mixed it in my own brain. And this is what I personally use and it's what I teach my coaching clients.

And here is the coolest thing about my five-step process to creating self-confidence; this is a process that you can use at every level of your business. Because any time you are facing the next level of your business,

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your brain is going to tell you, “We’ve never done this before and I’m not entirely sure that we can do this.”

It’s so interesting to me. Before we start making money, our brain is saying we’ve never done it before, I’m not entirely sure we can do this, and then we start bringing an income, but we’re not doing it regularly. And then we figure out how to start doing it regularly and the next thing you know, we’ve got a \$50,000 coaching business and now we’re finally starting to grow.

But our brain is still going, well, we figured out how to make a little bit of money, but I don’t know if we can figure out how to make a lot of money. And then eventually, we find our way to \$100,000, and then you get to \$100,000 in a year and so many coaches think that there’s this mystical, magical place at which you’ve got it all figured out and everything’s so easy from there, and it’s not.

The craziest thing happens every time you hit these big goals. You just set a new one and your brain goes right back to default, telling you, “We’ve never done this before, and I’m not entirely sure that we can do it.” So when you master the five steps, you will use them at every single level.

So the earlier that you can learn them and the earlier you can put them into practice, the so much better you’re going to be. You’re going to get to each of those levels faster and you’re not going to have to relearn the wheel. You can remind your brain, hey, it’s okay, we’ve done this work before. We’ve got the five-step process on our side.

And if I can go from a people-pleasing, afraid to stick out too much, a little terrified of my own fabulousness kind of gal, to someone completely confident to take my business to new heights, to make powerful decisions for my future, and be 100% okay that not everyone’s going to like it, I have no doubt that you can do this too.

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So here's what I want to leave you with today. A year from now, if you could rate your coaching business a 10 on a scale of one to 10, what would you want or need to see? What is successful to you? We all have our own versions of what success means. What does yours mean?

I would love if you could spend some time with that today. A year from now, what would be a successful business to you? What would be your coaching business at a 10? Spend some time thinking about that. Spend some time dreaming. Go ahead and take yourself there into the future where you're really visualizing.

How many clients are you working with? How much money are you making? Who have you become? What does your daily life look like? What's changed? What have you let go of?

Really allow yourself to spend some time there in this future version of you with a coaching business that you would describe as successful a year from now. Spend some time there today and then meet me back here for the next episode as we start diving into the five steps.

Hey friends, to celebrate the launch of this show, I am giving away some serious fabulousness. Four lucky listeners will win a \$50 gift card to Amazon, while one lucky listener will win a free Apple watch. No joke. A series four 40-millimeter gold stainless steel with Milanese loop. Just like the one I wear. I love it.

And those are some seriously awesome goods to five lucky listeners who subscribe, rate, and review the show on Apple Podcasts. Of course, I hope you love the show, but it does not have to be a five-star review. Because I want your honest feedback so I can create an awesome show that provides tons of value.

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So go visit amylatta.com/podcastlaunch to learn more about the contest and how to enter. I'll be announcing the winners on the show in an upcoming episode. Thanks friends.

Thanks so much for listening to *The Confident Coaches Podcast*. I invite you to learn more. Come visit me at amylatta.com and until next week, let's go do epic stuff.