

Ep #61: Believing Because You Can



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With Your Host

Amy Latta

[The Confident Coaches Podcast with Amy Latta](#)

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You are listening to episode 61 of *The Confident Coaches Podcast*, the one that kicks off a brand-new year. Hello 2021.

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.

Hey confident coaches. How are my Latta loves doing out there? I hope you're doing amazing. Friends, it is January 5th. The first Tuesday of the New Year. I am so excited to be here with you.

We survived. We did it. Actually, it's just the next Tuesday. We realize that calendars are just a construct. It's just next Tuesday. It's all it is. But we feel renewed, we feel ready to go. I want to offer you this. There's literally nothing that you can't handle because we are here today on Tuesday, January 5th of 2021, listening to episode 61 of your favorite podcast.

So listen, I'm really excited about today's podcast because well, it's a little bit of getting back to the basics. And that is inspired by what I'm getting ready to share with you. So I'm recording this the last week of 2020. I'm technically talking to you in the future. I'm coming from the past into the future.

And so I record a week ahead of time, and we had our last call for my July class of Confident Coaches Mastermind. It's only the third group that I've taken all the way through and every single group I take through, we all learn a little bit more, the coaching gets a little bit better, the concepts get a little bit tighter. I study more of my clients, of what their needs are, and I get simpler and quicker in coaching them.

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And so I know I've talked about Barbara before. In fact, I might even have mentioned her in last week's episode, but what she shared with the group brought tears to the entire group today when she shared this. This right here is why I know Confident Coaches Mastermind is for every single life coach that's right here.

She said, "I just want to say something, I have to warn you guys I'm super emotional today." We were all super emotional. "I just want to say that at the beginning of this year, I was a two in my confidence and now I'm a nine, and here's the thing. This is so powerful for me because I fought the whole thought model thing. My thinking was it works for everybody else, but me, I better just keep taking action. That was the belief that I had and Amy, I have to tell you, I'm so grateful for meeting you back in February because I knew where I was in February was not where I needed to be for my mindset, for my current thinking, and I had a lot of shame because I've been a coach for a long time and I should have figured it out by now, I should know better, I should, I should, I should.

"And when we talked with you, I knew I really just need to get back to the basics. And that's exactly what I did. And the shift in my personal life has been massive and I've made more money in four months of this year than I made all of last year. Amy, I do not have the words for the gratitude I feel for the work that you do and the support of the group because I can survive and thrive when life is happening. And man, if this year, if a lot of life didn't happen, and I could still do it. I can feel confident and I don't have to know what the future is. And had I not done this program, I would not be where I am right now. I am so grateful that I get it. I get it now. And there's nothing that can come my way that I will not thrive through. Thank you."

That right there, Barbara, you are welcome. To every single one of my students I continue to coach and they share how they shifted and how they

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changed, some of them did have huge money gains, some of them just learned that life doesn't have to stop them.

Some of them went from barely even being on social media or telling anybody that they were coaching, to telling people all of the time that they're coaching and not giving up on themselves. But this right here moves me to my bones because it reminds me of why this confidence is not a luxury and why it is a necessity for every single life coach that is out there right now.

And listen, we are still enrolling for the January group. These results are possible for you. This work is possible for you. Again, I know I said it last time. If you get this much confidence mojo just having me every week, imagine what having me in your brain every week can do. That's what you get inside of CCM.

So you can still register. You need to be in this program if you are not already. If you are not already doing this work. And I'm going to shift right into how this podcast right here is a little bit different. We're going to kickstart this year, my friends. I'm a little fired up, can you tell?

It's like I'm either going to be pounding fists or I'm going to be crying tears. I don't know which way it's going to go. Typically, I share a concept that I use inside of Confident Coaches. I share a little snippet of a tool that we use or some of the coaching that I do. I have a bunch of concept episodes going to be coming up.

The confidence scale, how to unbelieve, how to decide, these are all things that I'm teaching in my current confidence solution training this week. But Barbara's recap plus something that happened today inside the confidence solution training made me realize that sometimes I overlook the basics and why we are all here in the first place.

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So I've got 300 people in my confidence solution training this week. I mean, that right there, 300 life coaches that all signed up for this training, the week before Christmas and New Year's when nobody wants to do a damn thing, that right there is proof how much confidence is needed.

And on our first day of training, I asked the attendees to share a belief that they have that they don't want to believe anymore. And one student, Amy, not me, her name is Amy also, she answered this, "I can't believe something I haven't done before." So simple. Do you hear that?

Let me say it again. "I can't believe something I haven't done before." It's so simple, it feels so true, and it packs such a sucker punch. I can't believe something I haven't done before. How does that make you feel? Defeated before you even get out of bed.

And the thing is it's just not true. I mean, none of the thoughts that they shared are true unless you want them to be, but that right there, believing you can do something you haven't done before, it's literally the backbone of everything that I do. Every tool I've made, every podcast I've recorded, every coaching session I lead is to show my brain and your brain how you actually can believe what you have never done before, that you have to learn how to believe what you've never done before because it's the believing that's going to create the seeing. Not the other way around. Seeing is believing is a bunch of bullshit. Believing is seeing, my friends.

That is the essence of confidence. Confidence that builds your life coaching business on a solid foundation instead of a shaky built-on-quicksand foundation. Again, I think I've shared this on the podcast, I know I've shared this in trainings. *Having massive success without a foundation of confidence is like building your business on quicksand. It will eventually sink under the weight of your expectations if you don't learn how to believe in yourself before you've done something.*

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Because even once you've done something, you may still not believe you've done it. You'll think it's a fluke, you'll think that you can't replicate it. And it's simply not true. It's literally not true. I can't believe something I've never done before, that's literally a lie because I want each of you right now to think of everything that you have done before that you had never done before.

Think about that. *What have you done before that you've never done before? Literally everything. Literally everything in your life that you are doing right now, there was a moment when you had never done it before.*

You probably can't remember toddlerhood, but there was a point where you didn't know how to walk. Learning to walk, learning to ride a bike, learning to drive a car, learning to do calculus and maybe calculus wasn't your thing. Maybe it was something else. Learning to read high literature, learning to read art. I don't know.

But I still remember, the first time I never done calculus, I was pretty sure I couldn't do it. You want to know what? And then I figured it out. Learning to parent. Hello, learning how to adult. I know a lot of times we still kind of feel like we're learning how to do it, but we're doing it.

And yet how many of you right now are listening, telling yourselves that you can't believe you can do what you've never done before, that you can't believe that you can be good at marketing your coaching, that you can't believe you can be good at selling your coaching, that you can't believe that you can be good at coaching your clients and showing them their thinking and helping them get results?

Why are so many of you choosing to believe that when you don't have to? You can show me all the evidence of how you haven't done it yet, but I'm simply asking, who the fuck cares? You never walked before you walked.

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You never biked before you biked. You never drove before you drove. You never calculus-ed before you calculus-ed.

You never parented before you did. And yet that didn't stop you. *Why would you let one of those aspects of building a life coaching business stop you simply because you haven't done it before?* In all of mankind, we have never not let not doing something before stop us.

We never have. We wouldn't be here. Think of this right now. Think of every great invention ever created. Hi, my name's Amy, I'm talking to you on a podcast that you're probably listening to in a pair of AirPods or some kind of headphone through a handheld computer that you're carrying around in your hand that's being broadcast over the internet that's being run by computers, which is run by electricity.

Literally stuff that never used to exist in the world until somebody put it out into the world. There's so much evidence in the world that humans can do what they've never done before, that they can believe in something they have yet to see, that we actually do believe we can fly from one land to another land, that we actually do believe that we can talk to somebody who's thousands of miles away, that we actually do believe that we can figure out how to stand on the edge of an ocean, firm and tall in our belief in ourselves, like a lighthouse, and shine our light out into the dark, deep ocean, and let our people know, hey, here's who I am, here's what I have to offer, here is the harbor I'm offering for you, do you want to come in here?

The boats that don't need you or don't want you, they'll keep on sailing by. But your people will come in, but you have to be willing to stand tall in your belief that they are out there in the dark and you are going to shine your light and let them know I am here. That's what marketing and selling your coaching is.

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And all coaching is showing your clients their thinking, which is what I'm doing right now. Your thinking that you can't do what you've never done before, and I simply will not tolerate that bullshit. That you can't believe you can do something you've never done before. Because all of humanity exists and functions now in this day and age because that's what we do.

That's what we do as human beings. I call bullshit, coaches, and you should too. You should call bullshit to these thoughts in your head. Also, the reason that you're not calling bullshit to these thoughts in your head is proof positive that you need a coach by your side to point out this bullshit you keep believing and to teach you how to unbelieve it.

So it doesn't have to stop you anymore and you can be confident. Not because you know what you're doing and you are sure that nothing bad's ever going to happen, but confident because you know you can handle whatever comes your way.

I'm serious. Go look for every single thing that you've never done before before you did it. And then tell yourself if you're still going to insist that you can't believe something you've never done before, that is why confidence is necessary. This is why this work is not fucking optional. That is why Confident Coaches Mastermind is not something that just might be nice maybe someday in the future, but it's necessary work for everybody out there.

Listen guys, I have long-term goals that goes way beyond life coaches. I believe confidence is something, believing you can do what you've never done before, every single thing is something every single human being needs to remember that they are capable of. I'm telling you today and eventually the entire world.

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Amy in the confidence solution training, I am so glad that you shared that belief that you were believing that you don't want to believe anymore. Because I sometimes forget the simplest and most confidence-killing belief we all have sometimes.

What if this is your work this year, coaches? This year in the brand-new glorious year of our lord 2021, to truly believe something you haven't done before. To become more confident in selling and coaching and marketing, which will make coaching and selling and marketing so much easier.

What if that is the one thing you haven't tried is belief beforehand? If you've tried everything else, what if you tried belief? That's what we do here. That is what we do in Confident Coaches. It's how we become confident coaches is we believe we can do what we've never done before no matter what's happening outside of us right now.

It's possible for every single one of you listening to this right now. And if you don't want to wait any longer, listen, get your butt in the January mastermind. The kickstart is this week, the bootcamp is next week, the first call is January 19th. You can catch up. You are not behind. Get your booty in here.

Do not wait to learn how to believe something you've never done before while you sit around and twiddle your thumbs until April or July when the next round opens up. Get your booty in here now, let's do this work now.

Alright my friends, for real, I cannot wait to see what you all create this year. Alright confident coaches, remember, until next week, what do we do? We do epic stuff.

Coaches, I have created a brand-new freebie offer just for you podcast listeners. I created a brand-new training called Stop Overcomplicating

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Confidence because I see my coaches do it all the time. Make this confidence thing way harder than it has to be.

In this free training, you're going to learn exactly how you overcomplicate confidence, what's creating that, and how to stop it. Here's the best part, all of it, less than an hour. Less than an hour of your time. You will feel more confident in less than an hour.

Friends, this is the best training I've ever done. So visit amylatta.com/podcastgift to get yours. Again, that's amylatta.com/podcastgift. Go now and feel more confident in just an hour.

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.