

Ep #246: Coach Unfiltered: Behind the Scenes of a Complete Business Transformation



Full Episode Transcript

With Your Host

Lindsay Dotzlaf

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Hey, this is Lindsay Dotzlaf and you are listening to *Mastering Coaching Skills* episode 246.

To really compete in the coaching industry, you have to be great at coaching. That's why every week, I will be answering your questions, sharing my stories, and offering tips and advice so you can be the best at what you do. Let's get to work.

Hey coach. I am so happy you're here today. And first, I have to tell you something very important. So, this audio, I know, probably sounds a little different than usual, and I just have to tell you, this is not my podcast team's fault. It's one hundred percent my fault.

I am recording from a hotel room and, for possibly the first time ever, I recorded this episode before I left my house for the week. And when I went to turn it in, I realized the audio was no good. But I had already left my house, leaving my laptop behind because I'm going to be in the forest for the next week, not needing a laptop, and here we are.

So I'm recording this episode on my phone with my AirPods. Hopefully, you can understand me and hear me okay. But I just need you to know this is not the norm. If this is the very first episode you are joining, just know, it doesn't usually sound like this. It usually sounds perfect and lovely because my podcast team is amazing and because at home, I have great equipment.

So, here we go. We're just going to dive in anyway, and I'm just going to make it a short and sweet episode. But I didn't want to do a replay this week because I have something really, really fun and important to talk to you about. All right? So let's just dig in. And again, I apologize ahead of time and I appreciate you for putting up with the bad sound today. Okay.

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So, if you've been paying attention, you have heard me talking a lot about transparency and about reimagining and about some changes coming to my business.

And I want to invite you into all of those changes. I want to invite you in to watch and see behind the scenes—all, just kind of a full access into everything I'm going to be doing. I'm going to tell you some details about that here in a minute. But first, I want to start by saying, at the beginning of this year, you've heard the phrase, "Be careful what you ask for." At the beginning of this year, I decided I was going to do things this year that made me uncomfortable, like lean more out of my comfort zone.

And as a business owner, in the beginning, I think that's very common. You have to do lots of things, sometimes even all at once, that just all feel very uncomfortable, and you get used to it, and it just becomes kind of the daily thing. You just do things that are hard, that are uncomfortable, even if they're wildly fun and exciting, which is kind of how I feel about entrepreneurship.

But I'm going to be honest, when I said that at the beginning of the year, I actually thought that most of the things would come in the form of personal comfort zones, not business. So maybe some health things because I've been on a whole health journey over the last, I don't know, six months to a year, and maybe some personal things. I have teenagers, my daughter's going to drive this year, right? We just have lots of like big kind of life things happening.

And so I really thought that that was the side where I would really push my comfort zone. But as time has gone on, it has come to my attention that that's not the case.

But that also, there's going to be a lot of that happening in my business. And over the last few months, it's become very clear to me many of the things that I want to change about my business, which means I'm about to

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embark on a three-month journey or maybe more, I have no actual idea how long it will take, but at least a three-month journey of making lots of changes to my business.

And when I say lots of changes, I mean completely changing my branding, my website, and my messaging, right, and really making sure that my messaging is clear and concise across all channels and my visual branding is clear and concise across all channels, which means I will be updating this podcast.

So if you've been around for a long time and you've been a listener, don't worry, it's not going to be completely different, but there are going to be some major updates coming and some things that I'm very, very excited about, some surprises that I have in the works for you all. That, listen, I haven't figured it all out yet. At this point, it's all just ideas.

I will also be, like I said, updating my website, updating my social media, maybe adding in some different platforms and really expanding my visibility in ways that make sense for me and figuring out how to do that in a way that doesn't take all of my energy and all of my time, just focus on social media. That could be adding people to my team, it could be coming up with new strategies, or possibly both of those things.

It will also include, I'm very excited about, creating a new signature program. So right now, I have been running The Coach Lab for years, and over the last six months or so, I've really seen some major changes I want to make to possibly that offer or a different offer. So all of that will be happening.

And then one of the main things is that I really want to be sure that my voice and my values are very clear and expressed throughout my messaging and throughout all of my platforms. And I want to invite you to come along.

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I have created a three-month offer called Coach Unfiltered. You've already heard me talk about it if you've listened over the last few weeks to the podcast.

But what that will look like exactly is a three-month behind-the-scenes documentary experience where I'm checking in each week, I'm telling you everything I'm working on, I'm giving you a breakdown of the plan, the strategies, the frameworks that I'm using, the questions I'm asking myself. And then at the end of the week, coming back and saying like, okay, did I get it done? How did it go? You know, kind of evaluating how the week went.

And then in between, popping in with just things I want to talk about or decisions I'm making or even letting you in on helping me make some of the decisions or giving your opinion for some of the decisions.

This will all be happening inside of a community and circle where the community will be open for three months. It starts on the 16th of July. If you're listening in real time, you can join now. But you can also join throughout the three months. Registration will remain open, but here's why you have to join now, why you absolutely want to join now if you're listening in real time.

Because this Friday, I am hosting what I'm calling a Before Party. So not an after party, but a Before Party where I'm going to be on Zoom with everybody that joins, going through all the things that I'll be changing, all the places, like literally pulling up my website and saying, here are the problems with it, here's where my values aren't clear, here's where my messaging isn't clear. And I'll be doing that again on my website, but also with my social media and even this podcast feed.

So I really want you to join me because it is going to be so much fun. It feels like one of the scariest things that I've done in my business in a very long time. But like I said, at the beginning of the year, I decided this year,

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I'm ready to just feel uncomfortable. And I guess the universe has delivered because that's exactly what's going to be happening. Ever since I have announced this, honestly, I've wanted to hide just a little bit because it does feel very scary. It feels a little bit like what in the world have I gotten myself into.

But it's too late. I've already announced it. Lots of people have already joined. And if you're listening, we will put the link to join in the show notes. Do it right now. It's only two hundred fifty dollars for all three months. Not a payment plan, not per month, but for the entire thing. And it really is just a behind-the-scenes documentary experience where you will also have access to monthly Q&A with me. So that's where you will be able to ask me anything about the changes I'm making, even ask me how to apply some of them to your business if you have questions about that.

It can also be great for just coming and kind of, in quotes, picking my brain, right, using air quotes when I say that. I actually don't love that phrase, but it is a really good way to describe what will be happening on these Q&As because you can just come and ask me anything. Now, you'll also have access to that inside the community when you join, but I won't be in there every day just answering every single question because I have a lot of work to do. And that's the main thing you're going to be seeing. So then I'll be doing monthly Q&As.

The other exciting thing is that I'll be working with a lot of experts, a lot of coaches, and you will get to see all of it, or at least most of it. Some of it you won't have access to, and I'll explain why as we go along. For example, I've joined a group that's all about memberships. Obviously, I'm not going to be playing that group's material in my lessons, but I will be coming in with videos of my own, talking about all the decisions I'm making, why I'm making them, how I'm making them.

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Oh, because spoiler alert, apparently, I just let the cat out of the bag, I'm creating a membership. And I cannot wait for you to have access to all of it, for you to watch me do it, watch me make all the decisions.

And then you'll even have access to some of my private coaching sessions, some of my private strategy sessions with experts, with my team, with everyone. And on top of that, some of the experts that will be helping me, they will even be scheduling Q&As inside Coach Unfiltered to come in and do some Q&As with you.

So you will get to ask questions, for example, from the person who's helping me with my video production, from the person who's helping me with my branding, from the person who is coaching my mind on all the things that come up as I'm going through it, from the person who is helping me make all the decisions for my membership, right? Like you will just get access to all of the experts that I'm working with.

And while this isn't a group coaching program or a full-time coaching program, it is a full behind-the-scenes experience. I just feel like it's so, so important to not just see the polished, beautiful, finished products, which is what we're used to seeing, especially on social media. Not that that is always a bad thing, but what happens when that's all you're seeing, I know this because my clients bring it to me all the time, is you just think that anything hard that's happening for you is not normal and that most people aren't going through it or working through the things that you're working through.

And then one of the main reasons I want to do this is because I just think it's so important to show the real experience, the real human behind the scenes, the real person that's going through it every day making the decisions, making the hard calls, right, just putting myself out there to do the things and just feeling scared. And also the celebrations and the highs, right? You'll see both sides of it.

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So, I really want to invite you and encourage you to join now. Like I said, it is only two hundred fifty dollars for the full experience. And if you're still listening, if you're putting up with this audio, there's also a coupon code. Now, I'm going to tell you the coupon code in a second, but just know, it could already be used up. So if it doesn't work, that means it has already been filled because it is for the first hundred people who join.

And as I'm recording this, we are getting very close to that. There aren't many spots left for the coupon code. But either way, it's still only two hundred fifty dollars. But if you're one of the first hundred people, you can use the coupon code early100, so E-A-R-L-Y-1-0-0, no space, and you will get a hundred dollars off. So, it will only be a hundred and fifty dollars for the whole three months, which is really a steal.

I am so excited to do this. I really hope that you join. If you have any questions at all, just come find me on Instagram, it's probably the best way to get a hold of me. Send me a DM @lindsaydotzla and I will get back to you. But I cannot wait to see you there. I can't wait to do this. I can't wait to share it all with you, like I said, the highs, the lows, the celebrations, possibly the tears. That, there's a chance that's going to be a thing.

The pivots, the change of timelines, the just all of the things that happen constantly when you're running a business that you don't usually get to see from kind of the bigger brands, right? Because for a good reason, right? It's going to take me a lot of work to do this and deliver it, but I think it's going to be so, so worth it. I've never seen anything done like this before, and I just can't wait to see you there.

Again, go to the show notes, click the link, join us. If it's still available, use the coupon code early100 and I will see you there. I can't wait and see you soon.

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Talk to you next week. Be back here, same time, same place. Wish me luck while I'm in the forest, in Maine, with other entrepreneurs, hopefully having the best time ever.

All right. Talk to you next week. Bye.

Thanks for listening to this episode of *Mastering Coaching Skills*. If you want to learn more about my work, come visit me at lindsaydotzlafoaching.com. That's Lindsay with an A, D-O-T-Z-L-A-F.com. See you next week.