

Ep #262: The Complete Coach: Integrating Skills, Business, and Life for Long-Term Success



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 262.

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 glad you're here today, as always. And I want to open by talking about a few quick things. First of all, if you listened to last week's episode, you heard me talk all about closing The Coach Lab, a program I love so much. And I even played you a little clip of the video that I recorded for members of The Coach Lab.

And I just have to say, the feedback that I've had from this episode, and to be clear, I'm recording this new episode on the day that last week's episode came out. I'm just like fully caught up to my recordings. So it just came out today as I'm recording this. And just in the last few hours, I have received so many messages and emails, and so many of you reaching out and telling me how powerful the episode was for you, even if you're not in The Coach Lab.

So, I'm really, really, really grateful for all of you. I cannot tell you how much I love to hear stuff like that because I'm not going to lie, as soon as I turned in the recordings to my podcast editor for last week's episode, I immediately thought, no, I should not share this. This is ridiculous. I must immediately tell them I'll record something different. And so far, I'm just not regretting it. You all have made it so worth it. So, I just want to say truly, thank you. I am really so grateful.

Okay, next thing. So last week, I told you that was not the episode that was planned, what I planned to record is to talk about my new branding and kind of a little, not really a business pivot because I mean it's a pivot, I guess in an offer, but nothing is really changing about what I have been recently over the last couple years talking about in my business. It's just

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going to be a lot more streamlined, a lot more clear. And there are going to be some obvious changes coming like new branding, a new offer, a new website, which will hopefully, fingers crossed, be launched by the time this episode comes out. And there's just a lot of new stuff happening. So, here's what we're going to do. Today, I'm going to talk about the new membership, the new offer that is coming for all of you, and kind of how it's being released and who gets access first and all of that.

And don't worry. If you're like, I don't really care to buy this new offer, Lindsay, why are you telling me about it? I really think that there will be a lot of takeaways in this episode for you, even if you have no intention of buying the new offer. That is always my intention with these episodes, even when I'm kind of promoting something, which I will be doing today. I'm going to be hopefully brainwashing you, convincing you why you need to join the new membership. Obviously, I'm kidding, but sorry, not sorry, right?

But my goal always is to provide value, no matter what else I am talking about in the episode. So, you know, no matter what happens when you walk away from this episode, I do think you will learn some things, even if you have no intention of buying the new membership.

So, let's just dig in. And I do have some notes, so if you're watching on a video, which I'll be posting at some point, hopefully in the future, because there's also a YouTube channel coming. What? Who even am I? This is like, I am branching out. Are you ready?

I do have some notes because I don't want to forget anything. But I like, ah, couldn't be more excited to put this offer out into the world. I have been working on it for so long. It has been just like a seed of a dream of a thing that I knew was coming for a long time.

And then I've actually been digging in, working on it hardcore for the last few months, and I just cannot wait for this to be out into the world. First, so that it can be out there helping you, helping coaches, helping all the people who need it, but also so that it's kind of like off my plate. That's the selfish

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reason. But also so I can be inside the offer, inside the membership, delivering it, because I literally cannot wait.

And I will say, just for full transparency, my emotions around it are literally all over the place, right? I'm super excited. I want it to be out into the world, but I'm also really scared. You know, I have normal business thoughts, like what if it doesn't work? What will I do? What if people don't like it? What, you know, just the hits. Let's call them the classics. Just all those little like self-doubt things that I think naturally pop up for most coaches, most entrepreneurs, even when you don't hear them talking about it.

I just know enough of them, I know enough behind-the-scenes of what's going on to just tell you pretty confidently that those same thoughts do pop up for most coaches, even the ones who are making lots of money, who have very successful businesses. You just don't always get to hear them. So that's why I'm here to share those with you. And that isn't going to stop. That is kind of a theme that is going to kind of lead into why I created this membership as well.

First, let me just tell you what the new offer is. It is a membership. It is called The Complete Coach. And it is based on a three-pillar framework where I teach you how to support your clients, support your business, and support yourself. Right? So coaching skills, business skills, and that work-life integration, the business-life integration. And I have been thinking about this for so long. It's like so exciting that it's finally going to come into fruition in the world.

So let me just tell you what that part, that small part, will look like, which is if you're listening in real time, so this episode will come out on November 4th. And if you are in The Coach Lab or if you are a prior client of mine, you will have access to the new membership tomorrow. You should be getting emails about it. If you're not, please let me know. We can help you out with that. So tomorrow, on November 5th, 2025, it is opening only for current clients and past clients, right? Like a soft launch.

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And that for the first three days, just like I did when I launched The Coach Lab years ago, for the first three days, there are going to be some really special bonuses and also some just in general bonuses for Coach Lab members, but also bonuses for everyone else that gets access to the kind of soft launch or private launch to my clients.

And then December, I believe it's Wednesday, December 3rd, there will be a public launch. So if you've never worked with me, if you, you know, aren't in any of my containers, you will have still access to this and you'll still get a heavy discount and a founding members bonus for those first three days. So it's Wednesday to Friday, both times. I think in December, it's December 3rd through 5th.

So that's how it's happening. So for the first month, it'll be opening just to current clients and past clients. And we will be basically, we'll just have the first whole month to ourself. Smaller group, we're going to be working through some things, making sure everything is in there that you need and everything is super clear. And then we will be opening it up to the public when we will all welcome in anyone that wants to join us.

And just like The Coach Lab, so if you've listened to those episodes or if you paid attention to The Coach Lab launch or if you're in The Coach Lab, I will be launching it both times for the private launch and the public launch for three days only with special bonuses that will never happen again.

So, for the founders' launch to the public that is opening in December, it will be a discounted price, just like The Coach Lab was, a price that will never happen again. It'll be a one-time thing. And a discounted price, obviously, for the private launch for those of you, current clients or past clients, that are ready to join and that are excited and join in those first three days again, discounted offer, but also some really fun bonuses.

And we've already planned out some of the content for the next two months to kind of end the year. And I feel so excited about it. So you don't want to miss out on that. Like, if you're like, I don't know, I think maybe I should

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join, you're like kind of on the fence, trust me, you should just do it, be in there for the first few months because they're going to be really, really fun.

So, I want to dive into a little bit exactly what I built, who it's for, and why it matters. And yes, again, this is a little bit of like a selling, like you should join. But it's also a chance for you to kind of have a sneak peek into my thought process and how I intentionally thought through so much of this.

So the first thing I want to talk about is the things that I have been noticing that just aren't working for a lot of coaches, or a lot of coaches at least in my world. Right? The first thing is the kind of scattered, exhausting, unsustainable way that most coaches are building their businesses and their coaching practices. And actually, this isn't the first thing. That's kind of like the overarching thing, and then I'm going to get more specific.

So, let's just talk about the scattered approach to coaching and business that most coaches are using, which, by the way, makes total sense. I don't think there have been a lot of solutions for this in some ways, which is why this new offer has come to life, right? But I want you to imagine that you're just like collecting all these puzzle pieces from all these different places.

And then you're just trying to build a cohesive puzzle, but you don't have like the picture on the box. You have no idea what the puzzle is. You don't even know if the pieces go together. That is what I'm seeing a lot of coaches doing when it comes to building their businesses, right?

They're like learning coaching skills, maybe from me, maybe somewhere else. They're learning business strategies, maybe from a different coach or a few podcasts that they've cobbled together or some books, right? They're learning marketing advice from somewhere completely different.

And then they're learning life skills, or like how to balance it all with their life by hiring a life coach, a 1 on 1 coach, or buying this other program, or whatever it is, right? Just most of you can probably relate to this, I'm guessing.

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Most coaches I know are doing this. And I want to be very clear, buying coaching is amazing. And if you aren't overspending and it's within your budget and you feel great, amazing. But I want you to consider where are the places that this isn't useful for you. Because I do honestly, truly see this showing up for so many coaches.

And I think even for myself, being in business for about 10 years at this point, I mean, I even know when I overinvest in coaching, I get a little jumbled and get confused.

So, if you're a newer coach or if you haven't created a lot of success in your business and you feel yourself constantly kind of looking for like what's the next solution or what's the new solution or what's today's thing, and you feel like your business is a little, I'm going to say like cobbled together or a little like it feels confusing or like things just don't quite fit together and you're always looking to make changes because it's just not working, this could be one of the issues.

I also know a lot of coaches have a little bit of what I'm going to call investment fatigue, right? So, especially if you've been coaching for a while, you've probably spent money on your business, which by the way, is normal. We are running a business. Businesses take money to run. That's okay.

But maybe you've invested in many programs, many coaches, many answers that don't talk to each other, that don't communicate well, that don't fit together. And I just want you to consider, like, could that be creating some confusion for you? Each one that you invest in, maybe it's like this is the answer, this is the new thing. But maybe you're still struggling, or you're just not like moving forward and accelerating like you could be if you didn't have any of that confusion.

Maybe you're caught a little bit in what I'm going to call like the hustle trap, right? Which is you are building your business. I see a lot of new entrepreneurs doing this. You're building your business by kind of hustling,

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you're overworking, you're kind of exhausting yourself. But you're thinking like, that's okay because it will change when you hit some kind of magical milestone, right?

Usually after you've made a certain amount of money or you have a certain amount of clients, you're like, I just have to keep going, keep going, keep going. It's okay that I'm exhausting myself because as soon as I hit that 100k mark or have, you know, 10 clients or whatever it is, then I can change, right? Then I can slow down. Like, spoiler alert, that's not actually how it happens, right? Because you're teaching yourself how to build your business that whole time.

So how you maintain it is how you build it. And it makes it very hard to turn that around. And it can definitely be done, by the way. That's part of what I'll be addressing in my new membership. It can certainly be turned around. It's just going to take more effort to turn it around than it would if you kind of pause right now and re-evaluate.

Also, I see a lot of you dipping into marketing that just doesn't fit for you, right? You see these ways on Instagram, like you're attention is captured by all of these magic fixes that you see out in the world, and you're like, maybe this is it, maybe this is it. And so you keep trying new things.

But over and over, you kind of find yourself like, ah, this is just like you feel frustrated, you maybe you're even feeling a little burnt out. Not like clinically burnt out, but just maybe exhausted, right? You're trying to force strategies that just don't work for you, for your life, or for your brain, the way you think, or the way you work. And you think like, oh, this is the magic, so it's like the only way, so I have to do it. And I'm just here to promise you that that's not true.

There's also, especially right now, this thing I see happening, which is isolation, which is really interesting because I even see it happening with experienced coaches that have quite a few clients. And I think coaching can be inherently kind of isolating because as an entrepreneur, you are

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often home, you're by yourself, right? You're kind of like in your own world all day.

And even when you, maybe if you have clients and you're meeting with them over Zoom or on the phone or whatever, even if you have multiple clients every day, you're holding space for them, but that's very different than someone holding space for you or than you just having genuine, like conversations, friend conversations, colleague conversations.

The next thing, and this is huge, is the comparison trap, right? Everyone else, I hear this probably every day that I'm coaching clients. I hear some version of this. Everyone else clearly has it figured out except me. I am here to tell you, always, you've heard me say this, I'm just going to say it again and again and again. I promise you that is not true. That is just pretty marketing, that is like a shiny, whatever, highlight reel.

Everyone has hard parts. Everyone, I'm going to say like 99.9%. Everyone struggles sometimes and has hard parts in their business. And oftentimes what you're seeing on social media is this like fancy highlight reel that isn't acknowledging the hard parts, right? Only acknowledging what's working or what they know could work. Sometimes, even if it's not actually working.

And you're not usually seeing the behind-the-scenes. And so just notice oftentimes what comes with that is this like weird choice that isn't really a choice that keeps you choosing, I'm going to say in quotes because it's not really a choice between authenticity and success, between like building your business and having the life you want to have or being yourself and being who you think you're supposed to be online or for your clients.

So I just want to offer, like, what if you didn't have to choose? What if there is a framework that can show you how it is all connected? That is where The Complete Coach comes in. And I want to be very clear, I am not perfect. I do not have it all figured out. If you work with me, you know this. I share it on occasion. If you pay attention even on this podcast, you know

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because I share it. I am all about being real, being honest, and showing you when appropriate, the behind-the-scenes.

Here is why I really built this membership because I know that there are coaches out there that are really craving some realness, some humanness, like not just the highlight reels, not some like airy fairy, I'm going to call it positivity without substance, not just gurus who have perfect lives, who you compare yourself to even though you know it feels completely unattainable to you.

You want just some real humans in amazing community talking about all of it and truly talking about like what is working, mixed with the highs and the lows, the celebrations and the like, uh, this sucks. And you want to watch me do that, too.

You also are a coach who's dedicated to building something sustainable. You don't want to chase every new trend. You're tired of that, or you're exhausted, if you're anything like me, even thinking about it. You want methods that are just solid and that work for you. They're not changing every day. They are truly methods that work for the long run, for the long game.

And then maybe you want to sprinkle in some trends, right? When you see one that you're like, I think this could really work for me, of course, this isn't about not following any new trends or not leaning into something that you think could really work for you. It's about knowing when to weed out all of the things that are not going to work for you because they just don't match who you are.

It's also for the coach who loves coaching, who finds so much value in coaching, and you love your clients or your future clients. It's not just about making money, although that's great too, if that's what you're wanting to do. You genuinely care about the people you work with, and you want to build a business around that love, not in spite of it, right? Not thinking like you have

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to sacrifice that to build the business that you want. I have been working really, really hard over the last year to prove that you do not have to do that.

You also understand that community isn't optional. And yes, even if you're an introvert, you know that sometimes isolation might be killing your business and even your soul. You understand the value of real connection and being around people who just get it, who think like you do, right?

You also want a business that works for your life, not someone else's life, not some perfect life, not a cookie-cutter approach, a business model that can truly be built on who you actually are and how you actually work. Those are very different sometimes than the cookie-cutter formulas that you might see in the social feeds, for example.

You're in it for the highs and the lows. I know you're not looking for the lows; you don't want them. But you're also not just thinking this is going to be the easiest, breeziest thing you've ever done. Right? Like you know, you're building a business. You are looking for something sustainable. You know that businesses, there might be some ups and downs depending on the climate of the world, depending on your personal circumstances, like just depending on so many things.

You know that you are a real human navigating real things, and you want to navigate the highs and the lows with a group of coaches who get it and who are open about all of it, who celebrate unabashedly, but also share what's hard and that they need help, they need support.

And last, you value client-centered work. Now, this has been the pillar of my business, like for years and years. Really, since I started my business, I think it's always been a part of what I do. But then I really started teaching it years ago when I started selling the Coaching Masters mastermind, which was my very first group offer that catered to coaches wanting to be good at what they do.

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And then I really carried that over into The Coach Lab. And that is going nowhere because it is still one of my highest values, one of the most important pieces to me of being a coach and doing this work.

Everything that I built is through the lens of serving my clients and making sure it works for me, right? It doesn't mean we're ignoring ourselves. It just means we're always considering, like, how is this landing for your best clients, for your ideal clients, for maybe just any of your clients, like just always letting it be a consideration.

So if these describe you, if you heard yourself in all of those things I just mentioned, there's a really good chance that I built this membership for you.

So let's talk about why integration matters. Like, why do we need all three pieces? Why is this so important for your business? The Complete Coach Method is integrating all three things that are important for every business.

So, where most coaching development programs or masterminds or whatever, they treat skills and business and life, they kind of treat them as separate things. And those separate things can really compete for your time and your attention. But I'm here to say that they are just really not separate. They are so interconnected that this is actually the reason that, like once I saw this, I couldn't not create this new offer.

Because think about this. Your confidence as a coach directly impacts everything about your business, right? How you price your services, how you feel in your coaching calls. I coach on these things all the time in The Coach Lab. But also how you go out and market yourself and show up in the world. If you don't trust yourself, you will always undercharge. You will always feel nervous in coaching sessions. You will always not have great boundaries between your life and your business.

How you take care of yourself as a human, right? Like your self-care is going to affect how you show up for your clients, how you are able to hold space, how you are able to pour into them when you don't have anything to

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pour from. It is imperative that you know how to take care of yourself. And I don't mean like bubble baths and manicures, although I mean those are great if those feel great to you, but that's not what I mean here. I mean, like how you show up for yourself, how you set boundaries, manage your schedule, balance between work and life, right? Like all of those things also are part of self-care. Those are really like the true self-care.

How you think about money, right? Affects everything, every decision you make about your coaching. It like bleeds in to your offers and to your pricing and to conversations that you're having when maybe people want to hire you. The marketing that works for you has to align with how you naturally operate. If not, you will be constantly, all the time, forcing yourself into someone else's strategy. You'll be feeling exhausted, you'll be feeling burnt out, and you won't be signing clients.

So just think about all those different things and how they are all interrelated. But we've been trying to solve them traditionally by kind of focusing on one thing. So, the traditional approach, why does it fail? I've already kind of said it, right? It's like trying to build a house with one room in isolation, or maybe decorate a house with one room in isolation.

You'll end up with like a bunch of beautiful rooms, but if someone comes to your house and they're walking around, they're going to feel like, oh, this house is weird. Nothing goes together. Like feels strange. It's a little jarring when I walk from the kitchen to the living room or from the sunroom to your office or whatever, right? Maybe the kitchen is beautiful. It's the most beautiful kitchen you've ever seen. But there's no actual way to, like, get the food from the kitchen to, I don't know, the dining room. I don't actually have a dining room, but you know, to like wherever the table is.

You can see how that, all of that just can create confusion, right? It also can create analysis paralysis just from all the conflicting advice. If we build on that same analogy, it's like if you have a different designer come in and design a different room in your house with no knowledge of what's happening in the other rooms, they'll just be a little bit of chaos, right?

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It also, for you as the coach, it just creates overwhelm. There's just so many juggling priorities, competing theories, just lots of confusion. And this is how unsustainable practices are built. That is what creates a lot of sacrifice because now you have to overwork to compensate for all of that. And just in general, it just creates an overall vibe of I'm confused. And confusion is never ever going to create the results that you're looking to create.

So when I talk about integration, here's why I think it's an advantage. When you approach your development, your learning, when you're thinking about skills and your business and your life all together as one, you're creating an integrated ecosystem, right? Where clarity on one side creates clarity everywhere else.

By solving one small thing here, you're going to solve a bunch of things over here. When you stop feeling like you're juggling priorities, when everything works together exactly the way you want it to be for how you like to work, when your progress compounds instead of competing. To me, this is huge.

I think this is something that I kind of naturally learned to do in my business over the years from some people I was working with, from some of the coaches I was working with, and also from kind of just a deep knowing and trusting in myself that was very much like, I know I can't have all these competing things because it creates chaos and my brain does not like chaos. I do not thrive in that situation.

So I want to tell you, maybe it's just a framework, the simple framework combining all the things that you've been missing, right? If you go back to the analogy that I used in the beginning about all the different puzzle pieces, what I'm offering you is the picture on the box, so you know exactly what you are building, so you know if these pieces belong or if they don't belong, so that you know if they actually fit together. And you know, when you go out and find these other areas of support, which is totally fine, by

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the way, I'm not suggesting that you join The Complete Coach and that you never learn anything else ever. That's ridiculous, right?

But I want you to have a much more clear picture of does this fit into what I'm building? And where does it fit? And, okay, I have all these prior things that I've learned, do they all fit together or not? What pieces do I want to keep from each of these, and which pieces am I just maybe ready to let go of, or just like put on the shelf for now? Maybe those are like for the different puzzle, for the expanded version of the puzzle of your business that happens later, maybe.

So, let's talk about what this new membership, like, what actually is it? What does it look like? It is a membership that integrates all three of those interconnected pillars. Supporting your clients, so that's coaching skills development, not surface-level, but a deeper ongoing mastery of your craft.

Supporting your business, so business building and actually making money, like really understanding how you, not everyone, but how you make money, pricing, positioning, signing clients, all of that, all that stuff that I joke like the 11 p.m. Google or now maybe AI query, right? That's like, how do I just solve this? And supporting yourself, the life integration piece, the thing that will make your business sustainable.

With some changes that are happening recently in the industry, I do feel like a lot of coaches are kind of burning out, like their plan, what they were doing before that is kind of not working anymore, it hasn't been sustainable. And that is the main thing that's creating so many incredible coaches kind of leaving the industry, which, by the way, totally fine.

If you're listening and you're like, "Oh, that's me," this is not meant to shame you, absolutely not. That is okay if that is a choice that you feel great about. But if it's not, I do want to offer that this is a thing that could solve it. Like this is one reason for sure that this is happening, because it's exhausting to try to do this in the way I'm talking about it. When your

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practices are not sustainable, when things get a little hard, it's going to make it even like way more not sustainable.

And then the big huge cherry on top, or like maybe umbrella over the whole thing, is community. Community is one of the main things I've considered when building this membership. It's not just a bonus. It is like a must-have right now. Right? Like real humans, real conversation, not performative posting, not surface level like networking, but real relationship with coaches who understand what you're building.

And in a world of AI, which I love, by the way, use it for many a thing. I think it's incredible. And I think it can give us this false sense of like I'm talking to someone, but you're not. And community is only going to become more important. I cannot stress that enough.

What I think makes this membership different than many other things that I've seen is it's not three separate offers or programs that are just bundled together. It is truly integrated from the beginning. This is actually the reason that I am closing The Coach Lab and starting a new thing instead of just building onto The Coach Lab. A lot of people have asked me about this. Like, why is that the thing I decided? I'll be talking about that more next week, but this is the main reason because I wanted the three approaches built all together from the very first day.

Also, we'll have flexible life support. So, each month there will be a varying schedule that you will know plenty ahead of time, plenty in advance. So with The Coach Lab, for example, I had calls same day, same time, every week. There are bonuses to that, right? It's very predictable. It's whatever. But the way I'm going to schedule in the membership is going to vary because time zones, and I have clients all over the world. I love all of you, and I want you to be able to sometimes come to live calls.

I don't just want to build something that works for me, although of course, it does have to work for me. But I have ways around that, too, right? Like I can offer different time zones. I can also, when it makes sense, bring in

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some coaches from different time zones who can help me possibly host some things so that I am not trying to host something in the middle of the night because nobody wants that. Just like I teach, right? It has to work for me, but it also needs to work for my clients.

It is going to teach you how to build for how you actually work. There's something I've created called a Business Archetype, and it is a quiz that will help you quickly identify the best ways for you to market your business. The ones that won't burn you out, the ones that like kind of naturally work with who you are as a human, your personality, your natural strengths, instead of you constantly trying to work into someone else's model, like work against the things that work for you.

And I'm really excited about this. I've been using it already in a couple offers, kind of testing it out. And this is the first time I will be like fully implementing it into this new type of program. And, oh, I'm just really, really excited about it.

There will also be some exclusive podcast access. So this will not be happening the first month. We have a lot going on. This will start in December or January, where when I am having experts on and interviewing them, as a member, you will get to actually come live to the recording and then stay after for a Q&A with the person that I am recording the podcast episode with, which will be so fun. I can't even wait.

And only members get access to that Q&A. So the podcast will air live. Everyone will get to hear that. But as a member, the members will get access to a Q&A where they get to ask me and whoever I'm interviewing all the questions that they want to ask. And they get to be there live if they want to watch us in real time record the podcast episode.

And the biggest thing is it'll just be one dedicated place for everything. So even if you choose to go out and get other trainings or, you know, go learn a very specific skill somewhere else, no problem. But everything that's like

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the basics, by the way, I say basics, but I even hesitate with that word, because they will be very buildable.

Everything I'm teaching is still stuff that I use today in my business. Like the basics that have to be learned because then you just get to expand them, there will be one dedicated place for all of that. So you can stop like juggling all the different things. The programs, the scattered resources, the conflicting advice, they just everything you need to build a sustainable practice will be in one place.

This is the part where you stop doing this alone. That's so important. Now, the biggest objection that I've heard a inkling of but that I would assume will probably come up for some of you is that you just don't have time for another thing, that you're already overwhelmed, that you're already in programs that didn't deliver, that it's just all like confusing and tiring or too basic or not enough or whatever.

Here's what I will offer around that. This is not just another thing. As you've already heard me say, like this, actually, the reason I created this is to address that exact thing because I see it on the faces of so many of my clients, just that exhaustion, that like trying to juggle it all, trying to figure it out. I see it on their faces, and I hate it for them. It is literally why I created this. So that won't be a thing. You don't have to keep trying to piece together every single little piece on your own.

Also, let's just talk about the investment. I'm specifically not saying the price here, not because I'm trying to be cagey about it, but because this is a podcast episode that will last on and on. So, like in the future, the price might be different. In the future, the specific bonuses might be different.

But if you click the link in the show notes, you will get all of the information. You'll either, if you're a current or past client, you actually should have emails where you already have all of the information, and then you can join from there. But if you click the link in the show notes, if you're listening in real time, you'll see the sales page that will lead to the weight list option,

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but it will give you all of the information, all of the pricing, all of everything you could want.

So again, I just want to be clear. I am not trying to be weird about it. I just know that I want this podcast to, this episode, to last. So if I say the price now, that could be confusing in the future if it's different. But again, just go click the link and you can see it right now in real time.

But here's what I want you to consider. I think if you can figure out all the things I was just describing, if you can figure out how to bring it all together into one package, so you're no longer confused, you're no longer too stretched, you're no longer, you know, trying to like piece all the things together, this isn't just an expense, it is an investment in the entire future of your business that compounds and compounds over time.

When I think about like, sometimes people are like, oh, but it's like the snowball effect. I don't think the snowball effect works when you constantly are like grabbing things from over here and over here and over here. But when you have kind of a clear path and it all is coming together, that's the actual snowball effect. Right?

This membership is literally designed to pay for itself. By being a membership that you have to pay for each month, it's going to create just that teeniest bit of gentle, good pressure or urgency to stop hiding for those of you hiding in kind of a learning mode, and to go out and get a client. Just one, like literally just one client, depending on, of course, where you live in the world and all of that, like I want to be clear that I'm very aware that not all things are created equal.

So maybe just a couple clients or a handful of clients will pay for the membership. And if you live in an area or you, some of you know this because you are my clients and you already know this is a thing, like you can reach out to me and say, hey, literally what you're charging for this membership is what I make in a month. Amazing. Like, let's talk about it. I'm here for you. I'm not going to make any promises in this episode, but I

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just want you to know I'm always open to having these conversations. Some of you already know this.

Okay, so let's wrap it up. I know this has been a little bit of a long one, but if you're listening in real time right now, the private launch is probably happening. If it's in November, any day in November, the private launch is happening. It doesn't close after those first three days; you just lose some of the bonuses. And then the public launch is happening in December 2025, December 3rd through 5th is the founding members' launch, where you get the discounted price, all the things. And then after that, again, it will still be open; you just lose the founding member price. Okay?

And any information you're looking for will hopefully be explained in the link in the show notes, but you can also always reach out to me. I'm an open book. I will answer any questions. I built this for coaches who are just tired of choosing between authenticity and business success, whatever that success definition is for you, who want to build practices that they really, truly love running, who understand that skills, business, and life shouldn't be separate priorities; they are actually one integrated ecosystem.

I built this for coaches who crave real community with real humans who get it, who want solid methods, not just trendy tactics, and who are dedicated to building something that is sustainable from day one. Or if you've been in business for a while, it's totally okay, who know, like, okay, I need to figure out how to take everything that I've already gathered here and put it into a framework that will make it more sustainable for me.

If that's you, if this sounds good to you, I just really hope you come with me. I know the value of this. I know how incredible it's going to be. I know all the amazing things I have planned for the first few months, and of course, beyond. And we're waiting for you. That's all.

Thank you so much for being here today. Thank you for listening if you made it all the way through to the end. Thank you for everything, truly. I will see you back here again next week. Goodbye.

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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.