

Ep #275: Progress Over Perfection: How to Get More Clients



With host Kim Guillory

[More Than Mindset](#)

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Hey there, and welcome back to the show. Listen, we are all about changing our mind up in this place. Just so you know, when I say we, I say me. It's really me, but I'll say we as in me and my team. But if you have not noticed, I changed the name of the podcast again. So we went from More Than Mindset to Boss Up back to More Than Mindset.

And that is because it really is about more than mindset, your healing journey, you, your growth, your business is more than what you think. It is not about your thoughts. It is not about your mindset, although your mindset does matter. So tis the name of the show today. Progress over perfection. It's okay to change your mind.

And it's okay to change your mind a few times. You will not die. It's going to be a little uncomfortable. You might have to have a little ego death, but just so you know, it's totally worth it for you to feel good about what you do, what you offer, who you are, and how you help. So. In light of all of that, I just wanted to be transparent and kind of let you know what was going on.

We've been wanting to change back for quite a few weeks. It was something that I decided to try at the end of the year, and I actually don't love the whole boss up thing, even though I like what it stands for, the business owner success strategies. I'm just not sure that it's It's best in the wellness industry and the clients that I serve.

So I went back to More Than Mindset and everything that we're doing for coaches and practitioners and holistic educators, leaders is having to do with winning and wellness. Like, how can you win in your own personal health? And how can you help others in their wellness? And how can you win in your wellness business?

So anyway, back to the show, today's topic is about progress over perfection, which just simply means I keep moving forward. I don't worry about being perfect. I don't claim to have it all together. We're creators, we're entrepreneurs, we're explorers, and I actually don't want to be tied down with this perfect process.

I see my clients struggle with this every day. I'm not kidding you. Every day. They are stuck in paralysis. They're spinning in niche drama and offer drama. And what do I say? And how do I put in? And I just want to do it right and not doing anything. So I don't want to see that happen to you. Just like we help them pivot out of it,

I want to help you pivot out of it too. So think about yourself just kind of spinning in the mud. Having your mind just kind of go on its own little play date and we're like, no, we want to bring it back into submission Want to remind you what did you commit to? What did you sign up for? You wanted to help other people heal their life, heal their body, their

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relationships, heal whatever was going on in their mind, the delusion, The indoctrination and that is what is important.

So if you're stuck in spinning on what's the next perfect thing I'm supposed to do, what's right or wrong, how do you do what they did? Guys, I really want to encourage you to snap out of that and to be okay with changing your mind, changing your offer. Matter of fact, try being a little flexible and dynamic over stagnant and sure.

It's gonna really make you struggle in business, especially if you are new to it. If you're trying to be perfect, if you're trying to get it right. Instead, think about how you can progress. What is the next step to take you closer to your target? First of all, let's decide what is your target. Is it to help a hundred women?

Is it to help a thousand families? Is it to help a million business owners? What is the target? You've got to set that first, and then you've got to get really clear about what is your driver. And if you don't determine this ahead of time, you're going to be spinning. So that's a hint, hint. If you're spinning right now, it's because your driver has not been determined.

Now, let me take a moment to tell you what is a driver. The driver is the thing that drives action that keeps you in momentum, that keeps you moving forward. So for me, it's really like the, the big vision is to create a platform with holistic practitioners, coaches, and healers that are helping families improve their life.

I say holistic because it's a well rounded approach. It's about individuality. It's about like, Growing and teaching their children how to be themselves and to heal of some of the indoctrination and some of the misinformation, some of the beliefs that hold us back are not even ours. And so part of the holistic approach is getting really clear about who you are, who you want to be, how do you want to experience this life.

Do you want to be a leader? Do you want to be an example, a role model? Is there something that you have created through your experience? Do you have a way out that could help someone else? Like, when I think back to my history and the 55 years I've put in on planet Earth, And thinking back as far as I can remember, feeling like a lost little kid, not belonging, not sure what I was supposed to do, who I was supposed to listen to, and how many times I begged to belong to any group, to anybody just to know that I had a place to feel safe.

I had to break that habit. Of always following and always being told what was right, what was wrong, what was the best way it didn't serve me. It didn't help me. That was just me

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living someone else's life. And so once I figured this out, I went on a mission and I was like, I want to help other people not be as miserable as I was.

And that's why I'm where I'm at today. And for those of you who know my journey into self healing, it was a very long process. It was over 20 years where I was trying to figure out what was wrong with me. It was misdiagnosed over surgery, over misedication. Man, I just couldn't figure it out. No matter where I seeked and went, it led to more diagnosis, more medications, more supplementation.

And I was just so frustrated. And I mean, I owned a gym for God's sakes for over 20 years. I've been in business for 30 years helping people feel better in their bodies, in their families, in their life in general. I was a personal trainer, a yoga teacher, a meditation teacher, a health coach, a life coach, a massage therapist.

And here I was feeling fat and unhealthy and not knowing what to do about it. I was stuck. I was stuck for a very long time. And when I realize that this was coming from an emotional condition from unmet unmet, like seriously, like the key, that word unmet expectations, people pleasing codependency.

Like when I realized that all of those issues were coming from me, once I made that discovery, like come on, we can be free of this. And that's how all of this came about. So one thing that really helped me get through this entire experience is the willingness to be wrong. To try a bunch of things to see what would work for myself.

I recently took myself through a new experiment. I exposed myself to something that most people would say is crazy and dangerous, but I wanted to know. I was curious and I was willing and because I trusted myself and that trust came from 50 something years, right? Well, maybe not 50 something because when I was a kid, I probably didn't trust myself.

But since I'm a young adult, I have learned to follow the voice that is inside of me. I am spirit led. I am so driven. So when I talk about what is your driver, my driver is to be a whole independent, individual being having an amazing experience on planet earth. I want to be well and I want to die well. I just want to run out of life, just allow my body to stay behind.

I am, I'm very like certain about this. I don't want to be sick. I don't want to be unwell. I don't want to be poor. I don't want to be in scarcity. I don't want to struggle. I had all of those experiences and I didn't like it. So the one thing that really, really helped me is not needing to be perfect.

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Trying a bunch of stuff. I have so many certifications, so much education. I have spent money in some of the craziest places and I have no regrets. All of them taught me something and allowed me to be in the position that I'm in today because I trusted myself. Because I was willing because I was a little courageous and daring and I didn't necessarily listen to all of the warnings that came from other people and their experience.

I wanted to figure it out for myself and I want to invite you to do the same thing. If you're a new coach, a holistic practitioner, maybe you're leaving medicine and you're becoming a coach or an advocate for patients or clients. This is for you. It is not the same as corporate. Being a business owner, being self employed, being an entrepreneur is completely different.

And if you're trying to be perfect, it is going to take you longer. You've got to find a way around this. Even if it's little tiny steps that you try first. I'm just going to ask you this question. Are you willing to try? Are you curious enough? Do you trust yourself enough to do something different?

Something that is driven from within you? Are you willing to follow the part of you that knows, the part of you that wants, the part of you that wants to grow and explore and expand and do something amazing and become 100 percent personally responsible for yourself. I'm not blaming anyone else for any of the mistakes I made.

I made those on my own. I'm very excited about those. I'm glad I got them out of the way. And just like changing the name of the show, like, so what? If someone has a problem with that, it is because they are practicing professionalism. I'm sorry, perfectionism. They believe. That you can't make mistakes.

That's on them. That is not me. And I'm not going to take on those beliefs. I don't believe that way. I believe life is a little bit funner when you're messing some stuff up, actually. It's a little more exciting. It might be a little daunting at times, but not any more daunting than trying to be perfect.

Have you ever Try to go onto a stage or give a talk or a presentation where you had to memorize and get every word right. That is pretty daunting. So for me, I'd rather be a little courageous, a little daring, come on here and just let it flow. And let things move through me because I trust me and I also trust that I'm going to get the point across.

And the point is quit trying to be perfect. There is no perfect. There is no right, and it is going to take you longer to do the thing you really want to do, which is serve clients, help people make your own money doing what you love. If that is you and you think

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there's a perfect formula. I'm here to tell you, you are incorrect, but I will tell you as close to perfect as you can get in a formula.

Three things that you need to know and do today to get more clients, to grow your business, to be more satisfied, and to make money as a self employed practitioner. And those three things are, you need to first get attention. People need to know you are alive and exist, and they need to know what you stand for.

So you have to be willing to get attention. Number two, you need to have clarity in who, what, how, who you help, what their problem is and what your solution is and how you help them. You need to understand that. It is really important that you have clarity because if there is confusion, you're going to have trouble selling and people will have trouble buying.

And number three, get really good at what you do. And to be willing to truly help people no matter what it takes. Those three things, that's going to get you to six figures. People know about you. They know you exist. They know what you stand for. You know who you help, what their problem is and how you solve it.

And you're really good at what you do. You're aligned, you're in integrity, you're committed. If that is you, and you know who you help and what their problem is, and you have the tools to solve it, and you're willing to get in front of people, you can make a living doing what you love, helping other people, whether it's improve their health or They're life, their relationships, or it's to help them heal their mind and body regardless.

If you want to help people and they trust you and you trust you, you can do this. There is a demand. Do not listen to people who say the market is oversaturated because it is not true. It is not true. The market is not oversaturated with healers and helpers and coaches or holistic practitioners, that is simply not true.

They may believe that. But maybe it's because they're not clear. They're not standing out. People don't know about them and they don't have the skill set. I'm just going to ask you straight up. Do you have those three things? Because I'm guaranteeing you that the market is not saturated with people who are really willing to help and do whatever it takes.

Clients are looking for you. They are waiting for you. But you have to be willing to be exposed and you have to have the messaging that is going to get directly to your client so that they are pre sold. And then you got to know how to help them. You can't just like go out there and sell yourself and be a great marketer and not truly help people because then you won't have sustainability.

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You won't have profitability. And you won't get referrals. So the best thing is to go out there and get five clients, help them solve their problem. And that's, that's simply how you get started. The five clients will bring you money. The five clients will bring you problems that you can solve. And the five clients will bring you the opportunity for referrals because when they start looking better and feeling better, guess what, my friend, our entire world is a better place.

And that is what I want for you. And for me and for our clients. So I'm just going to repeat it real quick. Don't be afraid to make mistakes. Matter of fact, make your mistakes matter. Call yourself out, show it like, yes, I changed the podcast again and I might change it again if I feel like that's the best for me in the world, then I'm going to do what's the best for most.

And. Quit trying to be perfect. There is no perfect. There is no rights. There just isn't. Not when it comes to being self employed, being a business owner, or being an entrepreneur. We're not in the corporate world. We don't play by those rules. What matters is that you are committed. You know who you help.

You know how to talk to them. You know how to help them. And you are willing to do whatever it takes for them to get results. You're in and you are going to do amazing. All right. I would love to hear your feedback and if you know anyone who benefit from this message, I would love for you to share it.

Give us a rating and review so that we can get the podcast into the hands of more people. But if you have questions for me personally, feel free to send an email to kim@kimguillory.com. Let me know what you took away from the show. And if you are not clear. You do not know who you help. You do not know what problem you solve.

You don't have your offer, your packages, like really clear. You should check out what we have going on. It's all about launching your business. It is an amazing deal. It's a bundle that we put together just for you that helps you get clear on your niche, the problem that you solve, the package that you offer, and a marketing plan.

And you will get all of this done in 30 days. [Days, guys, you got to check it out, click on the link](#) and I'll see you there.