

COACHES ON A MISSION

SUMMER LISTENING SERIES

FROM WORRY TO WAITLIST

You became a coach to help others experience the same transformation you did in your own life.

Your clients (free + paid) value your insight and the people around you admire your commitment. It's time to leverage what comes naturally to make your coaching business feel real.

This curated list of must-listen episodes will help you confidently sell by centering each potential client instead of your fears. It'll also teach you exactly how to bring in qualified leads organically. And it'll help you believe in yourself and your business so you can stay consistent in your marketing.

If your goal is to move from worrying about where your next client will come from to figuring out how to manage a waitlist... you will love every episode on this list.



FROM WORRY TO WAITLIST



EPI26: WHAT DO YOU STAND FOR?

What You'll Learn:

Building an online business is hard. Here, we'll explore 3 important questions to answer before you implement any marketing strategy.

Listen for This:

There's no one way to do marketing". Instead it's about trusting your instincts and leaning into your stance.

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EPI03: DON'T SABOTAGE THE SALE

What You'll Learn:

The importance of going into every sales conversation assuming the yes. This is the secret to truly serving each and every client. And as values driven coaches, we always center the client, not ourselves.

Listen for This:

Three ways to prepare each lead before the sales call so they know exactly what to expect and come prepared to hire you.

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EPI02: BAD ADVICE THAT BLOCKS YOU FROM MORE SALES

What You'll Learn:

The big reasons why most values driven coaches struggle with sales call confidence. Hint: You've been taught to struggle... It's not your fault.

Listen for This:

What to do instead of the outdated and manipulative tactics you've experienced in the past.

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FROM WORRY TO WAITLIST



EP44: HOW TO TURN FANS INTO PAYING CLIENTS

What You'll Learn:

A simple way to set clear expectations and boundaries so you don't get stuck giving coaching away for free.

Listen for This:

It's amazing how clear and simple things can become when you've got a coach to help you.

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EP128: DO THIS WHEN YOU'RE IN YOUR OWN WAY

What You'll Learn:

This episode delivers a crystal clear plan to overcome the natural discomfort and sabotage that occur whenever you try something new.

Listen for This:

Holding back is way more painful than going for it.

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EP49: DO YOU STRUGGLE WITH OVER RESPONSIBILITY?

What You'll Learn:

Over responsibility occurs when we focus more on proving our worth than we do on providing value to the client.

Listen For This:

Traction Reports help your clients stay on track, Google folders are your new best friend, and how to structure coaching groups to deliver the same benefit that comes with privates.

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FROM WORRY TO WAITLIST

3 Ways to Take Things Further

1

Follow @DallasTraversBizMentor on Instagram. I put together a special guide called Build a Team to Grow Your Business which contains several lessons you can immediately put into action to... well... build a team to grow your biz.

[Click here now to check it out.](#)

2

Subscribe to the Coaches on a Mission podcast. It's ranked in the top 1% of podcasts by Listen Notes and every episode is designed to help you build a values-aligned business you're incredibly proud of.

[Subscribe + Follow wherever you get your podcasts](#)

3

If you're curious about The Hive, you can learn all about the program, check out some case studies, and apply to join us if things feel aligned.

[Click here to check out The Hive.](#)

