

Episode 54: Redefining what it means to be a coach with Tahryn Bolt

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Welcome to the Rachel Kurzyp show. I'm Rachel Kurzyp. And my mission is to help you build a business that supports your multi passionate lifestyle, create content with confidence and clarity, and launch profitable signature services and products. It is possible to blend who you are with what you do, and gain financial freedom while still making a positive contribution to the world. I have helped over 3000 people across my workshops and programs become respected and successful leaders and creators in their community. I know you have big dreams for your business in life. So are you ready to be seen and heard? In today's episode, I'll show you how to make it happen.

00:54

In today's episode, I'm speaking with my good friend and fellow content lover, Tahryn Bolt. Tahryn is a business coach specialising in content and launching and is the biz wizard behind The Social Bolt. She supports her clients to share their magic and create wildly abundant offers booked up launches and magical content through one on one business coaching. And her programs the school of content wizardry and become a launch wizard Tahryn works alongside her barking manager Ned her eight year old Border Collie. And together they love to curl up on the couch with a glass of red wine in hand watching Harry Potter. Today we chat about the coaching industry and the steps you can take to transition into a coaching role. I just know you're going to get so much from this conversation with Tahryn. So let's dive in. So I am so excited to have you on the show where like beers are besties. And I just love that we've been going through a kind of similar transition the last couple of weeks and months in our business. And I'm just really looking forward to chatting all the things about being a business coach and transitioning into one on one coaching with you. But before we like dive in, I know you've talked about this publicly, and so Tahryn, so I'd love to hear your thoughts like it took you a while to kind of claim this title of business coach to talk about being a business coach, do you mind sharing why that was?

02:27

Well, firstly, thank you for having me, I always say I am not much of a podcast listener. But yours is one that I listened to every week. So I'm very excited to chat with you. And like we have some epic, DM chats anyway. So let's just you know, do a podcast episode about it and share all of the things that we've been going through. And I guess, for me, the reason I was hesitant to be business coach or claim that label was because I don't consider myself to be like a lot of the other business coaches, I don't feel like I'm rah rah enough to be a business coach. Because I'm an introvert, I am like obsessed with my dog. And I'm probably a little bit on the quieter side. So for me, it was, I guess, comparing myself to other people, which is completely natural. And if you're listening and thinking, like, I do that, too. Everyone does it, they look at other people who have the same label as them and they think, Oh, I'm not like that person enough to be a business coach. So for me, even though what I was doing with my

clients was basically business coaching, the label just didn't sit well with me because I didn't see myself reflected, as in the industry as a business coach.

04:02

Thank you so much for sharing that and I know and if you've been listening to this episode podcast for a while or just changed me you know that I feel exactly the same way and I still have moments where I look around at the industry specifically you know, business coaching marketing coach and go I'm just not like any like I just don't feel like I'm like anyone else either. Although I am more extroverted. I definitely don't feel like I'm like, glamorous, and I don't use a lot of the words and the jargon that is used in the industry. You know, I preferred 90 slang over words like beauty and Babe and love and things like that. And so I love that you shared that because it's so important that people listening and just with any industry that you often look externally to get validation or to see where you fit in. But just because you don't see yourself represented doesn't mean that you can't be a business coach or that you can't claim That title for yourself, because like you said, you know, obviously, I know your business reasonably well, like you have been doing business coaching for so long and getting the same kind of results as other business coaches, if not even more like incredible results. And I think it's a really interesting topic. And I've talked about this before, like these titles, because we don't feel like we can claim them and then actually stops us from really moving into that, into that space. So before we dive into that amazing transition for you, I would love to hear your thoughts on the coaching industry as a whole, particularly, because we're both so hesitant to kind of step into these roles because of the industry. And it's exploded recently, very much so over the last couple of years, and is actually received a lot of criticism for being like unregulated and obviously, MLM style coaching pyramids come to mind. That's not where what we're about. And that's obviously not what we offer. But I'd love to hear your thoughts on the coaching industry and where you see the industry going and your kind of place in it.

06:03

Well, I agree that it does get a bad rap. And I probably that probably comes down to my hesitancy as well. Because, you know, there are a lot of business coaches out there, who, when I look at what they're doing, I cringe a little. And I don't want to be like that, if I'm completely honest. And I know that someone in the marketing background, I know that results sell, like, if you want to be out there putting yourself saying, I'm a business coach, and I've helped my clients make X amount of dollars. I know that that sells, but part of me is, yeah, a bit, I get that internal struggle about sharing that stuff. Because I think it's more than just that it's more than just money. Like, I can safely say there's times where, you know, I have it like five figure months, but I felt like shit. Like, honestly, I, I look back and I'm not celebrating those five figure months, because I think about the things that I did to get myself there. And, you know, I look at what I do now. And, you know, the processes that I do, but they're not as sexy in as sellable as, hey, come and make six figures with me so, but I look at what I do now. And I feel more confident knowing that what I do works, it just maybe doesn't have the sexy title as like, I'll help you in six figures.

07:39

I love that you share that. And thank you so much for sharing that you made kind of those really amazing income months and felt not great about it and the process and maybe you're exhausted and burnt out. I know that I too recently for anyone listening, you know, retired all of my programs and

started doing one on one coaching and like I was having a reasonably successful business, but it just wasn't feeling good anymore. And I was having amazing income, months and years. But it was that process. And again, like using the internal conflicts that I still have myself and I know everyone listening has as well like when do you talk about income as like a main result and credibility? Verse? When do you talk about other things because there's so much more that goes behind those six figure years and months, right? Like that is just a result of all the other work that we're doing. And I feel like when the coaching industry only focuses on that it actually takes away from the foundational work that he said that isn't sexy, but is actually needed. Like you can't just wake up one day and make six figures like you need mindset and you need like a strategy. And you know, both of us who love content, you need a content marketing strategy and everything like that. And I just would really wish the industry was stopped focusing on that one, you know, one piece of information and using it to sell themselves, their programs, the industry success overall, because I think it's giving the industry a really bad rap. And coaches are amazing. We both have a coach with work with other coaches. And I just Yeah, I wish if I just don't think if we didn't focus on that solely, we would be in a better position and more people like us would step forward and call ourselves coaches and be able to support others and more people would seek a coach. So I would love to know why you decided to transition from done for you services which you were amazing at. And so many of my peers and community have worked with you and just love everything you do. So why did you move from that more into offering programs and one on one business coaching?

09:48

It was a number of reasons. Firstly because I'm a low key perfectionist and for me, I would obsess over getting it to a certain standard done for you. But as we all know, if you do that, you're headed straight towards burnout. And, you know, my business was taking a backseat to other people's business really. And for me, if you know a bit about human design, I'm a manifester. So I actually meant to initiate and inform people. That is my human design. It's not to, but I've been working, let's say, as a generator, and generating those results for people. And it's really hard, because that's what I've done my whole life. And to be told, Well, actually, you're a manifester, you really should be doing it this way. This is why you feel burnt out and like you have no creative energy at all is because you're doing it over on tar. So I think for me, it was it was just looking at my business and saying, I know I'm good at this. But deep down, it's not helping me build my business is not helping me grow my business. And it's actually burning me out as well. And it's a really, really scary decision to make, because, and you know, something that I often doubt myself, did I make the right decision, because I am good at it. And I, and I'm really good at creating content and doing those online marketing activities. But for me, it just wasn't fulfilling me wasn't lighting me up. And I was feeling really shared. So our business coach often says something to me, that's just because you can doesn't mean you should, just because you can create amazing content doesn't mean that that is what you should stick to it just because you can do it.

11:54

I love that. And it's something I say to my clients as well. And as someone who's gone through a similar transition, I was amazing at creating content for my clients with businesses, but it just didn't feel good to me as well. And like you said, my business like really, really took a backseat. But for so long. I felt like because I was good at it. I should do it. Like, where do you think that that idea comes from? And how did you navigate that? Because like I said, we all hear it all the time, we know it to be true. But when it

comes down to it, like for me, it was like a little voice in my head being like, you've worked your entire life for this, like why would you let this go? Even though I was getting other opportunities? I'm sure you were to like, how did you navigate that little voice that was like, Don't do it, like your whole life will be destroyed, even though logically you knew that this was the right path for you?

12:46

Well, I mean, it's funny, we're talking about business coaches, but that's why I have a business coach. Because in the days where I'm like, I think this is a really bad idea. And I really think I should go back to doing it. It's helpful to have someone say, well, like, but do you want to really do that, like, deep down? What how do you feel right now? Like, do you feel great? No, well, then why would you keep doing that? Even though you know, you can totally keep doing it. And it's you know, but you've got to take into consideration how you feel. And for me, like, I absolutely reached a breaking point where I said, on my coaching call, I was like, I can't do this anymore. Like, I don't want to end up resenting my business and hating it. Because, you know, for me, I started my business, I could be a stay at home dog mom, like, I don't want to go back to an office where I have to leave my dog every day. So for me, it's like, okay, I need to make a change. Because otherwise I'm really on the fast track to hating my business and not wanting to do it so it's kind of, like just really having that support. But also, you know, thinking about why you're in business, you know, and what you want, what your goals are, what you want to achieve. How you want to feel is a big thing. Because yeah, cool. I've, you know, reached those five figure months I've, you know, working with amazing clients and but it just there was something missing. So, for me, it's like, really looking at that the big picture of things. And was I scared? Yes. Am I still scared? Yes. But knowing how I feel now versus how I felt when I was making that decision. I deep down I know it was the right decision.

14:43

Thank you so much for sharing that and I'm like nodding furiously because that is exactly how I felt and some of the steps that I took like you I looked at my human design. I looked at kind of my hesitation with the business coaching industry. I thought like how I could place myself that was different. And I think you've done that, to like, you know, looking at where the industry is where it's going and placing ourselves in a different spot, I would also love for you to share, like what like steps you actually took. So once you kind of did the sort of self awareness work, and you're like, No, like, I can't do this anymore, I want to change, like, how did you actually start moving into this business coaching space, if you'd mind sharing a few kind of actionable steps, because I know lots of people listening to this are wanting to do more coaching.

15:32

So I guess I looked at my clients, you know, my, that I have, and also my community, and what people were telling me, I mean, that's always my biggest, like source of information, I always tap back into if I'm unsure what I should do my business. It's going and doing some market research, which is a fancy way of saying, going on Instagram, and like watching stories and listening to what people are telling you in the DMS and what people are commenting on what kind of content is out there and just the general landscape of how people are feeling? And is there an offer that I can put together that speaks to that that helps them achieve what they want to achieve? And then looking at, okay, cool. So what makes me magic? What makes me special? And that's obviously, my content creation skills. And I've done a

shitload of launches. So I'm, you know, I would say launch expert content experts. So, and then how can I incorporate that into it as well with that offer? And then it's about just figuring out your point of difference. So you know, what is the market telling you? What are your offers? Okay? My point of difference. And then, of course, because it's always content, like you have to start sharing, you have to own it, you have to say, Hey, guys, I'm a business coach. Now, this is what I do. And you have to share your offers, about how people can work with you. So pretty much everything I do in my business, it's about having a strategy, and then using content to bring that to life content plays a massive role in my business. And I can't say that ever changing? So yeah, I guess it was just looking at, you know, what my community was telling me what I wanted to do and what I'm good at my skills, creating an offer for that, and then just sharing the shit out of it just going out there and saying, grabbing the mic and being like, I'm a business coach, this is what I do. This is what I'm good at. And sharing that from there.

17:55

Yes, I mean, we chat about content all the time, we could chat about all day, every day in your content is like one of the only, like people's content that I like, look at, like, fully like word for word religiously, because I love it so much. I love to know, I suppose talking about and from what you shared. And I know it's similar for me, you know, we wanted to use our skill sets, we wanted to prioritise our own business, we wanted to feel in alignment, we also wanted to support our clients, how is moving away from done for you services, really stepping into a manifesting power, and using all of your skill sets to create sort of more of a business model that suits you? How has that supported your business to grow? Because again, the industry like we said once to know that these, you know, five, six figure months, but how is it actually supported your business to grow over the last couple of months and years as you as you've made this transition?

18:51

I think it's I look at the quality of clients that I work with. I look at that they keep coming those kinds of people. It's easy to think, oh, there's only X amount of people out there business owners out there who I can support, but they keep presenting themselves to me. And they're like, oh, you know, Beyonce level clients, let's say. And I think that building that community of raving fans essentially is that people who recommend you in a room of strangers so that there's a lot of word of mouth and really just being given opportunities to do those guests masterclass come on podcasts like this. People wanting to know your opinion on things and I think that's you know, being that thought leader in your industry in that area. Like for me, it's just those kinds of opportunities. Yeah, being asked to master classes and you know, be on podcast is when I think back 12 months, I didn't even have my podcast. Ask them. And you know, now I have people reaching out saying, I'd love to be on your podcast or people saying, I listened to this episode today, and it helped me so much. So I think there would be things for me like, and I would say that I work a lot less now, which, you know, at that time, 12 months ago, I probably worked seven days a week, and I would work yeah, it's like, kind of like, I don't want to admit how much I worked. But to do Done For You client work, plus my own business, meant that I was working a lot more hours. These days, I don't work so much on the weekends, I still do. Because sometimes, that's what you've got to do. If you're coming into a launch, and I do love my business. So I would say that I work less and earn more money, but also the opportunities that come from it as well.

20:57

Yeah, it's something that I've found personally, stepping more into a role of like a coach, and a teacher, exactly what you've said, I've been able to have more opportunities, and definitely do more thought leadership, which, if I think back to why I started to make this transition. And, you know, going back to like what you said, you know, looking at how I want to run my business. And the thing that I really wanted that was missing was this thought leadership piece that no matter how hard I worked, or tried, or did, you know, for my clients, the amazing writing I was doing, I was always behind the scenes, or I just didn't simply didn't have enough time to do thought leadership because like you said, the done for you work is incredible, but really takes everything out of you. And you see so many other business owners and businesses growing while yours kind of sits back. And I know many of my clients look to do more programs and coaching and teaching thought for the thought leadership. And I know you've spoken about this before. So I'd love to ask this before we wrap up was thought leadership, something that you actually wanted? Because I know you spoke you know, we chat about, you know, getting on stages and stuff as an introvert. So I know lots of my listeners are an introvert, like, is it? Was it something that you really, really wanted? And when after? Or have you found that it's just kind of common, it's something that you've learned to enjoy? Through the process?

22:23

A little bit of both, I think, I think that for me, it's wanted to do it for the other introverts, for the people who are not wanting to be fit in that neat little Instagram box who want to do things differently, but don't feel confident enough. Or, yeah, they just don't know how to get those wheels in motion. So for me, it's part of me is like, I want to show other people what's possible for them, or give them you know, the opportunity to do the same thing. Because I have been so privileged and lucky to be given opportunities from other people that you know, I know, like and trust. So I think for me, part of me is like, I'm going to do it for the introverts and just, you know, give us a little bit of our own limelight, even though we don't want it for too long. And I think the other thing is, yeah, just really, it's just things have come from that as well. So the opportunities have come. And I know it's important for my business. And if I think about the people that I look up to the most, and I look at them and think they've done that. So that's possible for me. So that's why I do it as well. Because I know it's important. I always think about when I started and I didn't want to show my face on stories, I didn't want to stop talk on stories. It took me a good like, eight to 12 months before I was actually consistently doing it. And I did that because for me, my goals and what I want to achieve are more important, or you know, bigger than just being uncomfortable for 1530 30 minutes, whatever, like seconds, whatever it is. So to put myself out there because that's more important to me because I want to I spend a lot of time prior to having my business kind of wishing the days away, and wishing that I was doing different things. I wish I could be more confident or you know, all of those things. And for me now it's more of like I've got to get moving because if you sit for too long in that fear, it's really hard to move out of it. So for me, it's like cool, I feel that fear I acknowledge it but like you can get in the backseat fear and I'm driving the car. So just you know, calm down.

25:00

That's so powerful. I love that analogy too, because it is about feeling the fear and doing it anyway, like feeling the fear of like really stepping into your own power of claiming the type of business that you want of recognising and admitting that things are great, but not perfect, I think is a huge fear to admit. And I just love how you've stepped into this business coaching role. And you really are like a beacon for the people who are looking to be a coach or work with a coach and want someone who is different

who's the introvert who, like you said, you know, you want to be a stay at home mom for like, Ned, like you're not out there saying I wish is not a bad thing. But you know, I want to buy a holiday Villa fast car, I want to have a million dollars a team of 50. Like I love that you're showing that you can really serve others and yourself in really unique ways. But first, you just need to yet tell the fear to get in the backseat and like go for it anyway. So to wrap up, I would love to know, like, What's one thing about the industry or becoming a coach that you'd love listeners to take away from this episode?

26:09

I think that just be really discerning in what marketing messaging you are, I guess, taking us the truth, the real truth. Because, look, I have a background in marketing. And I also admit that I am a sucker for really good marketing. Like, if you give me some messaging that really speaks to my soul, you know, and it's funny, and it's weighty, like, take my money, I am the biggest like sucker for good marketing. But just be really discerning with what people are telling you, that you should be doing in your business. I think that it's really easy to get caught up in the, like I said this, The shiny the shiny stuff, and the things that will make you a million dollars tomorrow. But in reality, I don't know anyone that has done that. Because what they fail to tell you is that all the work they did up in the lead up to making that million dollars, you know, overnight, let's say. So I guess just be really aware of that. And just think about the people that you want to work with and what you want to do in your business and finding people that you trust, and that you really relate to. Because that's what's going to help you it's not all this, you know, quick fixes, and magic potions and spells and all of those things. I mean, I love magic, but there's no way that like, I'm not actually it's not what I do is not magic. It's really simple. It's not that sustainable. So just being really aware of that. And, you know, trust your gut, trust your intuition. If you're reading something and thinking, like, wow, that sounds too good to be true. Like, honestly, sometimes it probably is, unfortunately. So you know, do your research, look into, you know, who you want to work, work with. And find someone that you really connect with on, I guess a different level outside of business as well, like, because your business is to support your life as well, it should, you know, you want it to be aligned, and a nice mix. So you know, business stuff at the end of the day, life and businesses always going to, you know, come together at some point, you're not going to keep it separate, completely separate. So, yeah, I think just being aware of the different tactics that can be used to, I guess, draw you in. Just be really trust your intuition and think about what you really want from, you know, working with someone. Yeah, that's what I was saying.

29:12

I love that advice. And you're so right. There are so many different types of coaches, there are like mindset coaches. Coaches are more about implementation. I know that I'm a blend and you know, Ellie, who's our business coach, she's a blend and I know that you also help people do so many different facets in their business. And I think even just knowing like you said what type of coach you want because a lot of my clients and community have gone and joined programs for these more celebrity entrepreneur style coaches and literally never got access to them. So there's not a program it wasn't tailored to them, like one have their questions answered. And so again, the type of coaching program, you know, asking yourself, do you want one on one calls? Do you want someone reviewing your copy, which I think we both do you know, that's A huge part of both of our programs. And for reasons, so many reasons why we do that, you know, needing to ask yourself what type of support you want in what kind of container, which is what everyone says, in the coaching world, I have no idea why

we use the word container, I think asking container and ice cream. And I just, I don't know why we use the word container program course, if you've heard that jargon, but such great advice, because I think we've all been kind of burned or like you said, I'm a sucker for great marketing, particularly if a marketing's for lack of program or food. I'm like all do I actually need that thing? No. And so stopping, stepping away, taking a breather coming back and ask yourself a lot of questions. And also would suggest to look at the testimonials of the people who've done the programs or the course, if they're all making a million dollars, that's probably the top 1%. And the majority of people won't be making or having that kind of success overnight either. So also checking in and you know, coaches like us have so many different testimonials, and so many people that could speak to what we do. So don't be afraid to go ask all of the questions and to find like he said, No, to wrap up like the perfect coach for you. Because, you know, like, we're two completely different people serving completely different clients. And our clients are really happy. And we have similar kind of process processes, but also really unique ways of looking at things. And people choose to work with us for that. And I think like you said, you know, being clear on what that is for yourself. And then really sharing that with everyone. That means that you can be successful as a business coach, if you feel like you want to move into that. So thank you so much for coming on the show, we could chat forever, I might have to have you back on to chat or things content. But I really appreciate you coming on and sharing all of your experiences and learnings and stories. I know everyone's going to really, really love what you've shared here today.

32:06

Well, thank you so much for having me. Like I said, I can take that one off the bucket list. And we have a I made it on one of my favorite podcasts really want people to know that you can create that business that works for you. And that it can look exactly how you want it to look. And, you know, as I always say, there's not one right way to do business. So just being open to making those changes if it doesn't feel good for you. But yeah, thank you so much for having this conversation with me. Because yeah, most the time I get asked about content. So it's nice to talk about something different.

32:46

Right? Right. It's so nice to talk about things that aren't content related. So yes, hit us up. If you want to talk business coaching, we'd be more than happy to speak to you. Thank you. Thanks so much for tuning into today's episode. If you found what I've shared valuable, please leave a review and hit the subscribe button so you don't miss when a new episode drops every Wednesday.