



Digital Proofer

Coaching for Entrepr...

Authored by Jeannette Koczela

6.0" x 9.0" (15.24 x 22.86 cm)
Black & White on White paper
180 pages

ISBN-13: 9781534904095
ISBN-10: 1534904093

Please carefully review your Digital Proof download for formatting, grammar, and design issues that may need to be corrected.

We recommend that you review your book three times, with each time focusing on a different aspect.

- 1 Check the format, including headers, footers, page numbers, spacing, table of contents, and index.
- 2 Review any images or graphics and captions if applicable.
- 3 Read the book for grammatical errors and typos.

Once you are satisfied with your review, you can approve your proof and move forward to the next step in the publishing process.

To print this proof we recommend that you scale the PDF to fit the size of your printer paper.

Coaching For Entrepreneurs:

How Life Coaching Can Help Entrepreneurs Improve Their Bottom Line

10 Expert Life Coaches Reveal Their Proven Secrets

Co-authored by members of the International Association of
Professional Life Coaches®

Compiled By Jeannette Koczela

Copyright © 2016 Jeannette Koczela

Printed in the United States of America. Published by Jeannette Koczela and Global Management Inc. All rights reserved. No portion of this book may be reproduced mechanically, electronically, or by any other means, including photocopying, without written permission of the publisher. It is illegal to copy this book, post it to a website, or distribute it by any other means without permission from the publisher.

Limits of Liability and Disclaimer of Warranty

The author and publisher shall not be liable for your misuse of this material. This book is strictly for informational and educational purposes.

Warning - Disclaimer

The purpose of this book is to educate and entertain. The author and/or publisher do not guarantee that anyone following these techniques, suggestions, tips, ideas, or strategies will become successful. The author and/or publisher shall have neither liability nor responsibility to anyone with respect to any loss or damage caused, or alleged to be caused, directly or indirectly by the information contained in this book.

Cover design by Jeannette Koczela

ISBN-13: 978-1534904095

Table of Contents

- 1) "10 Reasons Why Entrepreneurs Need Coaching" by Jeannette Koczela.....7
- 2) "Coaches Help Entrepreneurs Improve Their Bottom Line" by Don L. Morgan, PhD.....19
- 3) "Mastering the Inner You for Kick-ass Business Success" by Tresa Leftenant CFP®.....47
- 4) "Growing with your Business" by Boni Oian.....64
- 5) "Leveraging Your Most Valuable Asset: Your Personal Board of Directors" by Deborah Jane Wells.....76
- 6) "Moving Forward On Your Terms" by Ida Crawford.....97
- 7) "Starting Your Own Business on a Shoestring Budget: How a Coach Can Make a Difference?" by Davida Shensky.....106
- 8) "The NLP Coaching For Addictions Program" by Janice Walton.....116
- 9) "The Power of Clarity - 7 Steps to Transforming Your Business into a Profit Center by E.G. Sebastian.....131
- 10) "Communicating Brilliantly: Unleash Your Entrepreneurial Potential" by Katherine Hartvickson.....160

Forward

In the following chapters of this book, you will hear about our co-authors' coaching experiences with coaching entrepreneurs. They not only share their coaching methods but also the experiences of their entrepreneur clients.

Each chapter has gems of wisdom for all business owners and you will gain insights, learn new techniques, and see how coaching can actually help an entrepreneur in their business.

Most entrepreneurs know that a business coach can help their business, but they would not automatically think to hire a life coach to help their business. But your business is part of your life and your life absolutely affects your business.

As you read through these chapters, I hope this book gives you enough information and motivation to hire a coach for yourself.

You can find a listing of coaches to choose from in our Life Coach Directory at www.iaplifecoaches.org.

“10 Reasons Why Entrepreneurs Need Coaching”

By Jeannette Koczela

What do Intel, Apple, Adobe, Google, eBay, PayPal, YouTube, Craigslist, Twitter, Facebook, and LinkedIn all have in common? Their founders have an entrepreneurial way of thinking and acting that makes their businesses wildly successful. What is an entrepreneurial way of thinking? They take bold risks to accomplish something outstanding and they get the support they need. The cost is considered an investment not an expense.

Many solopreneurs that I have talked to about hiring a coach to help them with their business growth say something like, “I’ve spent too much money on this business already.” Or, “I’m not going to spend any more money on this business until it starts making money.” What they need to know is that if you’re going to start-up a business, you will need to have capital available and take on some risk. But it should be calculated, intelligent risk.

If you think like an entrepreneur, you’ll be willing to take on some risk, such as hiring your own coach, in order to pursue your dream of having your own successful business. Demonstrations of taking risks, adapting to the market, and becoming successful can be seen in the following examples:

1) Louise Hays had no attendees in the first teleclass she ever gave, and yet she took the risk of publishing books by unknown new-age authors and persevered to create Hay

House Publishing, one of the most successful publishing companies in the world.

2) Sandy Forster was a single mother with 3 small children living in Australia, on welfare, and \$100,000 in debt. In desperation, she enrolled in a sales program and hired a mentor. It was a risky endeavor, but by believing in herself she turned her life around and in just a few years made over \$12 million in her life coaching business.

3) Fabienne Fredrickson was working in New York City as a health coach and not making enough money to live on. But after hiring a coach, she reinvented herself as a business coach, and in a very short time was named one of the fastest growing companies by Fortune magazine. She eventually became a million dollar coach, and also trained many other coaches to attain a seven-figure income.

4) Mark Victor Hansen and Jack Canfield traveled all over the country speaking on radio shows to get attention for their book, "Chicken Soup For the Soul." They approached over 100 publishers before they found one who was willing to take a chance on the "iffy" project. They went into debt to the tune of about \$600,000 (at least that's what I heard them say in a live lecture) before they started to realize a profit. They took on strategic risk, but made millions because of sheer determination.

5) At age 25, Marc Beneoff was the youngest vice president at Oracle software company. He had a Ferrari and was making over \$1 million dollars a year. But he felt he still was missing something. He hired a coach to help him define who he was, where he wanted to go, and find a deeper meaning to his life. As a result, Marc redefined his vision and committed to a new level of massive action. He formed his own company, Salesforce.com (creator of cloud computing) in 1999 and 15 years later his company revenues are \$5 billion a year, and has

won Fortune magazine's "World's Most Admired Software Company" award for the past 4 years.

If the business owners in these above examples hadn't taken on a certain degree of risk, they would never have had successful businesses. It's just a part of starting up.

What all of these entrepreneurs also had in common was that they hired a coach to help them. Even the most highly-paid coaches have a coach. When you are starting a business, hiring a coach can be perceived as a risk because you are spending money on your business before you actually make money. In fact, it could be your biggest "expense." But actually it's the other way around. Hiring a coach when you are starting (or continuing) a business removes much of the risk because you have someone guiding you who has "been there, done that."

A real entrepreneur thinks of coaching as an investment, not an expense. And it's an investment in not just your business, but also in your personal growth. (In fact, it has been said that the best way to experience personal growth is to start your own business!)

But not having a coach could be limiting your business success. Here are some ways that coaches help entrepreneurs:

1) Help you identify and focus on what's most important

Most entrepreneurs have chosen that way of life because they are bursting with creative ideas. This is what helps you create your business, and you certainly don't want to stifle your creative juices when running a business. But those creative ideas are also what can slow your growth. Having lots of ideas makes it hard to focus on one at a time.

And then there's the syndrome of the bright shiny object, where you are dazzled by all the possibilities of the next new course, program, software, etc. that could really help your

business grow. This syndrome can also make it hard to focus on what you already have in the works. That's why having a coach to keep you focused is one of the most important reasons to hire one. It will pay off.

For example, I remember a conversation I had with my coach where I was suggesting several different marketing ideas I had. After I proposed each idea, she said, "Just focus on the one you are now working on." And she was right. When I was able to just keep focused on the game plan we had developed, I quadrupled my income that year.

2) Point out your blind spots

Sometimes you can't see the forest for the trees. We all have our blind spots, and it helps to have someone who can see and portray the big picture of our business as well as identify what steps we are missing. We tend to get caught up in the day-to-day details of our business activities and can develop tunnel vision. This can cause us to miss opportunities that someone with the big picture can catch for us.

When I wanted to find a new batch of clients and my marketing wasn't getting me anywhere, my coach pointed out a place to look that I hadn't considered. That turned out to be my very own "gold mine" that had been at my disposal the whole time. But I would have missed that opportunity if she hadn't pointed it out to me and shown me how to use it to my advantage.

3) Gain a competitive edge

A coach can help you get from point A to point B faster than you could on your own, by helping you brand yourself in a way that helps you differentiate yourself from the crowd and therefore advance your business at a quicker pace. According to an ICF (International Coach Federation) and HCI (Human Computer Interaction Institute) study, 60% of respondents from organizations with strong coaching cultures reported

their revenue to be above average, compared to their peer group. That can happen for individual business owners too.

The biggest hurdle business owners have is making themselves stand out from the crowd. You want to be selling something that everyone is buying but you also want to gain a share of that market by standing out. A coach can see your business strengths and advantages better than you can, and help you market yourself in a way that makes those differences more apparent to your market. With the coach's objective viewpoint, they can ensure that you are showcasing your work to your best advantage.

4) Advance your personal growth

Coaches are trained to help you grow both professionally and personally. A coach can create a safe environment for you to see yourself more clearly, clear limiting beliefs and resistances, and dare to meet the challenges you will inevitably face as a business owner. It's just too hard to do this alone, and having someone who understands your situation, has an objective perspective, and treats you with respect while challenging you to become your very best, is going to clear the obstacles in the way of your personal growth and development.

Many of us have entire areas of potential that we've never explored or pursued. A good coach can recognize those areas and help you address them and expand them.

The biggest risk to your success is not necessarily the state of the economy, the market, the government, or your competition. Rather the biggest risk to your entrepreneurial success is your thinking and your behavioral patterns. A coach can identify what areas in your thought and behavior are preventing or slowing your business growth, and help you improve those personal issues so they no longer affect your business adversely, and instead increase your business growth.

Statistics show that people's lives are improved through coaching. Here are 4 benefits identified by clients from an ICF survey:

1. 80% of clients improved their self-confidence
2. 73% of clients improved their relationships
3. 72% of clients improved their communication skills
4. 67% of clients improved their work-life balance

These statistics are evidence that coaching works to improve lives. Perhaps that's why it's one of the fastest growing industries.

5) Save time and money

A good coach will be able to help you plan your business activities that will be most productive and profitable and steer you away from activities that waste your valuable time. As a business owner, your time is your most precious asset. However, many solopreneurs waste time doing things that don't help the business simply because they either are procrastinating about doing the hard stuff (like making follow-up phone calls), or they are going down rabbit holes (like time on social media, or looking for the perfect graphic).

Your money is another precious commodity, especially when you are just starting out. One area is all the money people spend on courses, tools, and software that they think will help them make money with their business. As a coach, I think it is the job of a coach to help clients not only to make money, but also save money. There are several areas where a coach can do that.

For example, when I take on a client, the first thing I do is point out ways where they could be saving money, so that they can afford my coaching, which will help them save even more money.

Another example of that is my client who was taking every course she could to advance her coaching business. She had spent thousands of dollars and still hadn't built a profitable business. When I helped her discover that all this learning activity was really just her way of procrastinating what she really needed to do in her business, she was able to stop buying classes and started getting down to work on her business. When she finally did that, she was able to create a profitable business.

Another area that a coach can save you money is in helping you shorten the learning curve. Learning by yourself can result in a lot of time and money spent on the process, and many mistakes can be made along the way. By hiring a coach you can eliminate countless mistakes because in many cases they have already come across your challenge and know how to solve it. You can also avoid reinventing the wheel by letting them guide your business decisions with proven methods that work and thus shorten your marketing learning curve.

6) Make you accountable

Statistics show that the number one reason why people hire a coach is for accountability. You would think that if a person decides to go into business, they would already consider themselves accountable, but apparently such is not the case. It comes back to all of those ideas an entrepreneur has. Without someone to help them focus, an entrepreneur can get pulled in too many different directions. But with a coach, he/she defines specific goals, develops action steps for achieving them, and is accountable on a regular basis for completing those steps. The entrepreneur is thus more focused and has a much better chance of succeeding.

Holding people accountable to their own goals and commitments is a key aspect of coaching. As a coach, I like to give my clients a "homework assignment," usually some task or action they agree to complete prior to our next coaching

conversation, because they believe it will move them forward. They know they will be held accountable since they need to complete each assignment before they can be coached further.

7) Set value-oriented goals

Did you learn Goal-Setting 101 in high school? College? Probably not. Choosing the right goals is an art, and a coach who takes the necessary time to help you clarify your personal values will help you create solid ground on which to develop your goals. A coach will also have tools and techniques to share with you that will enable you to accomplish those goals in less time that it would have taken you on your own.

Many of my clients didn't even have goals when they hired me. They just wanted to make more money. When I asked them how much more, they couldn't really say, or they had a number in mind that wasn't realistic for where they were in their business. Even those who did have a specific goal did not have a way of measuring the result (which is not always just more income). The other problem was that they may have had a goal but didn't know how to break it down into bite-size pieces. And that's in addition to the ideal that your goals should be consistent with your values. All of these issues can be addressed and remedied through coaching.

8) Become more effective and influential with others

A coach is a clear communicator and can train clients on how to come across better, relate more effectively with others, listen more mindfully, and influence, motivate and support more people. There are hundreds of communication and listening skills that clients can get from a coach, often just learning by imitation.

I remember a conversation I had with a potential client. I offered her my free strategy session and in it she talked solid for almost 45 minutes, mostly about how she couldn't get

enough clients to make a sustainable business. This made me aware of several issues she needed help with, including how to pause and notice the reaction and response of your audience, the importance of listening when in conversation, and focusing on one topic at a time so your energy isn't all over the place. Once we began dealing with these issues, she became a better communicator and was able to attract more clients.

When you know how to effectively communicate with potential clients, you become more attractive to them and they will be much more willing to buy your product or service, because they feel a connection and resonance with you. And remember, people buy from people they "know, like, and trust."

9) Make more money in your business

Clients don't keep paying their coaches just for the fun of it. Coaching, like every other professional service, needs to improve the financial bottom line, and it does. Coaches are trained to help clients leverage their ability to make money, i.e., starting a business, improving profitability, adding more value to their customers, proper pricing, productivity, and others.

Every time I have hired a coach, my income has increased. A most recent example is when I hired a coach and had to put the cost on a credit card because I didn't have that much money available (but I knew I would get my investment back). And sure enough, in the first 30 days, my coach shared a marketing strategy with me that netted the entire cost of his coaching fee for the next two years. I'd say that's a pretty good return on investment!

10) Step out of your comfort zone

It's very engaging to spend your whole day at the computer doing all the business activities you like and need to do---

especially if you're like me and consider your work "playing" at your business. And if you get into a routine, it can be hard to step outside your comfort zone to go places, meet new people or try new things. As an entrepreneur, you have all those creative ideas flowing constantly, but you don't always have the motivation or courage to try them out. This is one of the best things about having a coach supporting you; they will give you a gentle push to explore yourself and your ideas more, while giving you that tough love not to quit. Which brings us to a final reason for hiring a coach...

Bonus Reason: Find support and encouragement

There will be times when things don't go as planned and you may feel discouraged, disheartened, or even downright depressed. Your confidence level may hit new lows and your energy may be zapped. That's when it's great to have a coach who can remind you of your strengths, your accomplishments, and your vision. A coach is there to support you, just like a personal cheerleader. You see this happening in sports all the time. The athlete is going for the prize and there's someone—standing on tip-toe shouting words of encouragement. The coach gives the person the added confidence needed to complete the task, whatever it may be.

Your coach can also give you encouragement when you just want to throw in the towel. Building a business takes time and our society has been trained to want it now. Patience is key when building a business, and a coach can remind you and encourage you when you most need it.

Sometimes it's support you need. You think you have a great idea but aren't sure whether to put the time and effort into implementing it. That's when it's nice to have someone to bounce ideas off of. A coach can help you determine if it's congruent with your overall plan for success and support you on it if it is.

In summary, there are many reasons why entrepreneurs can improve their bottom line by hiring a coach. I have illustrated a few of them that I have experienced.

About the Author

Jeannette Koczela spent several decades as an Impressionist oil painter and working as a free-lance artist. Her interest in computers led her to become a graphic and web designer, and to create online products including a flash card set, a home study course, digital ebooks, and her first published book, "Money Mindset Makeover."

Then she discovered life coaching and went through certified spiritual life coach training. While coaching life coaches, she began to see a need for more ways for them to be seen online and connect with potential clients, and a way to learn more business skills. The idea of founding an association culminated in creating the "International Association of Professional Life Coaches®." The association offers an online directory, monthly Masterclasses, opportunities for publishing and speaking, through more visibility, credibility, and connection, and other business resources for life coaches.

Her second book, "Life Coach Business Blueprint" combined all the business and marketing skills she learned while running her own coaching business, and teaches new coaches how to run and market a coaching business.

Since almost all of her business comes from LinkedIn, she has most recently developed a coaching program, "LinkedIncome Blueprint," for coaches, consultants, and entrepreneurs who want to learn how to get more ideal clients using LinkedIn.

To get a copy of her free report, "How to Get All the Leads You Can Handle Without Spending a Dime" go to: www.linkedincomeblueprint.com

Main Website: www.jeannettekoczela.com
Email: jeannettekoczela@iaplifecoaches.org

"How Coaches Help Entrepreneurs Improve Their Bottom Line"

By Don L. Morgan, PhD.

If you have, or plan to risk loss in order to start a business, you are an entrepreneur.

"A person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk."
(Dictionary.com)

The 2015 Deloitte Millennial Survey reported that 46% of Millennials hope to start their own business. This sets the stage for life coaches to work with a growing number of entrepreneurs as they begin to follow their aspirations - and later as they seek ways to be more successful in their businesses.

Being an entrepreneur goes against what many of us have been taught - most of these aspiring entrepreneurs have been immersed in a traditional schooling system. Operating in a lockstep fashion, students move forward one grade level a year and graduate from high school alongside the same class of peers they started first grade with. Schools reward conformity, and those students who are capable of accelerated studies are held back to keep them with the other students of their age group.

Entrepreneurs take the risk to step outside of their comfort zone, breaking free of conformity, limitations, and the "pack" to create their own vision. They do what they want, the way

they want, on the timeline they want, and pursue their ideas and passions regardless of what other people say. When entrepreneurs talk with their friends or family, they tend to get evaluative responses such as:

“You have a great idea.”

“Do you really think you can make a go of it?”

“I have faith in you.”

“What are you waiting for?”

“That’s really a dumb idea.”

“I know someone who tried something like that and they fell flat on their face.”

“Almost all businesses fail within the first five years.”

Such well-intentioned comments come from people who want to both support and protect you from negative outcomes. However, these comments can be limiting, discouraging, or even falsely reassuring. When entrepreneurs work with a competent coach, they gain clarity, support and inspiration. Coaches are objective and ask questions to help clients clarify their plans, rather than give emotionally-prompted judgment.

Expect to ask questions like:

“What will your success look like?”

“What is it you specifically want to achieve?”

“What have you done up to now?”

Entrepreneurs need a complete support system, including both the emotional support of friends and family, and someone objective to act as a “sounding board.” A life coach can fill this role, helping entrepreneurs be more objective themselves as they plan their enterprise and sort through the sometimes overwhelming decisions and emotions they encounter. This allows them to clarify their plans and priorities and stay focused on their goal.

Coaching for an Entrepreneur

That clarification is not so much to answer to the question “What do you want to *do*?” as it is “What do you want to *be*?”

The major advantages of working with a competent coach are the commitment and accountability functions, which are usually missing when discussing plans with friends and family. In addition to asking entrepreneurs to provide detailed ideas or plans, coaches ask for commitments of action to be taken by their clients, hold them accountable, and follow-up in subsequent sessions.

The coach’s role is to use open questions, reflections, and summary statements to help the entrepreneur set goals, understand themselves better, and use their strengths to reach those goals. The coaching process elicits “I want”, “I can”, “I will”, to get to “I did.” Expect your coach to ask: “What do you want?”, “What can you do?”, “What did you do?”, “What will you do?”

Entrepreneurial coaching relies on motivational interviewing, which includes:

- Open questions to facilitate discovery
- Appreciative Inquiry questions to affirm the value of the client
- Reflective listening to provide support
- Summarization to provide clarity, and
- Asking for commitment to action to create client responsibility and accountability

Profitable entrepreneurship requires a number of skills, yet most new business owners have limited expertise in areas other than their product or service. To improve the bottom line, entrepreneurs need to understand and oversee all aspects of their business.

Look at entrepreneurship from three perspectives:

- Leadership
- Management
- Operations

Leadership is the heart and creative force of the company. This includes designing an overall vision, which requires identifying the needs of the customer or client, creating the product or service to be offered to satisfy those needs, and marketing those services and products. Many entrepreneurs lack the knowledge to market successfully - a skill critical to a successful enterprise of any type.

Management provides structure to the organization. It is about optimizing resources, including materials, information, finances, and especially the people involved. Two areas where many entrepreneurs fail are accounting and selling. It is one thing to provide a unique product or service, but quite another to build a financially healthy business.

Operations deals with the functionality of the company. This is where providing the service or supplying the product comes into play. For most entrepreneurs, this is the area of greatest strength as they are using what they know best: their education and experience.

No single one of these skills is more important than the others. A coach can provide a very important function in the success of an entrepreneur's venture: understanding their strengths and weaknesses and learning the skills they need to be successful in their business.

Sample coaching questions regarding Leadership:

- What is the profile of your ideal customer or client?
- Describe the opportunity for your business.
- How will you measure your success?
- How long have you wanted to do this kind of work?

- How motivated are you to work extra hours to achieve success?
- What are your unique strengths?
- What weaknesses do you need to overcome?
- Who is your competition?
- What major customer needs will your venture fill?
- Describe what your business will do in three or four sentences (elevator pitch).
- What is your purpose and the best way to achieve it?
- Is your venture a job for you, or a permanent organization that would go on beyond your participation?
- What is your leadership style?
- How will you brand yourself / your company?
- Describe your marketing plan.
- What organizations have / will you join?
- What is your business strategy?

Sample coaching questions regarding Management:

- What functions will you be outsourcing?
- What skills are necessary for success?
- What training do you need?
- Describe your sales funnel to gather and convert leads into paying customers.
- Do you have a list of potential customers or clients?
- How are you going to price your goods and/or services?
- Do you enjoy controlling and discussing costs with your clients?
- Do you enjoy contacting new clients and selling?
- Do you have experience with websites and/or social media?
- Will you offer discounts, loyalty programs, or other incentives?
- Are you going to seek investors or financing?

- What regulatory requirements will you need to meet?
- What business structure are you planning to use?
- What types of insurance will you need?

Sample coaching questions regarding Operations:

- Describe your operating plan.
- How soon will you be operational?
- Have you identified the professional service providers you will use?
- Do you have a product or service that equals or surpasses your competition?
- How will you deliver your goods or services?
- What staff will you need to hire?
- What equipment is needed?
- Do you plan to work from home or elsewhere?
- What type of facility will you need?
- What will your technology needs include?
- Will you collaborate with other businesses?
- Are you in contact with other individuals in your industry?
- Are you already involved in your business concept in a limited way?

These questions illustrate the need for a written business plan, which is critical for your success. Your coach can help you answer these questions and may use tools such as SWOT assessments:

What are your Strengths?

What are your Weaknesses?

What are your Opportunities?

What are the Threats to your success?

Your coach can also help you refine your SMART goal statements to increase your bottom line:

Specific - What is the specific net income you are looking to earn?

Measurable - How are you measuring success?

Attainable - Why is this goal reasonable?

Relevant - Is this goal allied with your values and interests?

Time-bound - By what date will you achieve this goal?

Are You a Successful Entrepreneur In the Making?

An entrepreneur is a self-starter who starts a business from the ground up, whether they are freelancing/consulting, opening a professional practice, starting an online business at home, or opening a brick-and-mortar business. Entrepreneurship results in writing your own paycheck and being in control of the business and how it operates. However, it also requires absolute commitment, considerable risk, long hours and hard work, as well as certain skills and personality traits. The new entrepreneur's first decision is whether this path is right for them.

Entrepreneurs are often characterized as driven, persistent/stubborn, rebellious, optimistic, determined, goal-oriented, controlling, curious, flexible, visionary, adventurous, independent, self-starting, organized, motivated, and tenacious. In general, these are necessary traits for the entrepreneur - when used judiciously.

As an entrepreneur, it is important to find challenge and fulfillment in the work itself, not just in providing a desirable outcome (i.e. money, "success"). It is important that you do something each day that allows you to use a strength or talent. You will have demands on your time that are not always aligned with your strengths or talents, such as bookkeeping, filing, dealing with employees, making sales calls, making marketing decisions, handling customer complaints, and

scheduling. If these are not balanced with satisfying strengths-related tasks, enthusiasm will wilt.

Finding a Balance

Many an entrepreneur has burned out and lost either their family or business as a result of their inability to balance the two. The traits that make them excel at entrepreneurship can make them focus too intently on their business, while neglecting their personal relationships and their own wellbeing. On the flip-side, an entrepreneur's compulsion to build success can lead to burnout, resulting in physical and emotional issues that undermine their dreams. Some indicators of imbalance are:

- Frequent turnover in employees, reduced sales
- Loss of interest in business, avoidance of work, excessive delegation of work
- Problems at home with marriage and/or children

Coaches help entrepreneurs find balance, through further exploration of themselves and learning to manage their work and personal life. Some questions coaches might ask:

“Who depends on you and how are you going to make time for them?”

“What activity refreshes you the most and how will you make time for it?”

“Who are your “fun friends” and how can they help you de-stress?”

“What can you do to remind yourself to take time to recharge?”

“What can you do to make time for your family and friends?”

Control is one of the primary characteristics found in an entrepreneur, making it difficult for them to trust others and delegate tasks. They find it difficult trust others to do things

the way they would, or believe that others can be as dedicated to their business's success as they are.

It's common for the entrepreneur to feel that they need to do it all themselves. Coaches help their clients find solutions to their delegating concerns and how to balance their time to live fulfilling personal lives while building their business.

Jack and Jill and the Entrepreneurial Hill – Making the Best Use of Your Time

Many of us are Jacks and Jills of many trades, but none of us are Jacks and Jills of *all* trades; nor should we try to be. Entrepreneurs should spend their time and effort focusing on, and making other people aware of, what they do really well.

An entrepreneur's credibility will be enhanced when they hire others to fill their knowledge and skill gaps, such as having an efficient and accurate accounting staff or skilled repair technicians. This will result in better marketing, better customer service, more efficient operations, time and energy saved, and less stress. Hiring (or contracting) others with the skills they don't have will lighten their load as they climb the Entrepreneurial Hill.

Most entrepreneurs are strong only in the area of creating their products or providing their service. A coach helps by revealing what they do not know: areas of weakness such as finances, legal issues, and marketing. The coaching process reveals weaknesses and strengths with questions such as:

- Who is your competition?
- Who is your best or ideal customer or client?
- How are you like your competition?
- In what ways are you different from your competition?
- What can you do to be the best in the world at what you do?
- What problems are your customers aware of?

- What problems are your customers not aware of?
- What is the most effective way to communicate the need for your product or service?
- What have you done to build your professional credibility?
- What are the least expensive and most effective ways to market your business?
- How did you decide to start your business?
- Describe a time when you felt most powerful, in control, influential, or quite effective.

Once your client's entrepreneurial strengths and weaknesses are identified, you can help them identify what tasks to delegate or outsource, and how to balance their time between their strengths (what you do best) and their weaknesses.

Delegating and Outsourcing

Five essential skills often absent in entrepreneurs:

1. Self-promotion, branding, and positioning
2. Bookkeeping, budgeting, and accounting
3. Hiring and managing others
4. Long-term planning
5. Legal matters

As an example, unless an entrepreneur has graphic design and marketing training, designing their own promotional material is time consuming and the result is not very professional. It is well worth the cost of using the services of professionals proficient in the area of marketing, to develop quality materials and impress your potential clients. Accounting, payroll, tax preparation, website support, printing, security, and computer technology are some of the other areas that it is often best to outsource.

That being said, professional help can be quite expensive. To minimize these fees, the entrepreneur should consider joining

or forming a mastermind circle. In a mastermind circle, every member takes a turn in the "focus chair," which provides an opportunity to benefit from other people's experience.

There are several types of mastermind circles an entrepreneur might want to start or attend. There are profession-based groups, such as mental health professionals who meet once a month from 11:30 am to 1:00 pm with members bringing a sack lunch; Interest-based circles focusing on single topics, such as social media; and inspirational mastermind circles, which are composed of members with diverse interests. The connections made in such groups can be invaluable to the entrepreneur's success; we will touch on connections more later.

Planning for Financial Success

Writing a business plan is extremely valuable, as it requires the entrepreneur to take an in-depth look at all aspects of their idea, including its financial viability and whether it will allow them the time to do what they do best and enjoy most. Many entrepreneurs skip this critical step because they don't understand the importance, don't have the patience to go through the process, don't think they need it, or don't know where to start.

A coach's work with the entrepreneur parallels the business planning process, helping to answer many of the questions that are raised in a business plan. This is not to say that your coach can help fill-in *all* the blanks in your business plan. Local Small Business Development Center (SBDC) offices are a good place for entrepreneurs to turn for those technical details outside of your coach's expertise (remember Jack and Jill?).

The staff at the SBDC can offer a wide variety of free services, such as industry and market research, assistance with writing the business plan, identifying funding sources, creating

financial projections, identifying new markets, manufacturing assistance, and satisfying regulatory requirements and technology solutions.

They also offer low-cost workshops on a variety of business development and management topics, and some provide incubator space and R&D assistance. SBDCs are hosted by state economic development agencies and universities, and can be found online at <https://www.sba.gov/tools/local-assistance/sbdc>.

SCORE (Service Corps of Retired Executives), a nationwide volunteer organization, provides mentoring in a number of business areas/topics at no cost to the entrepreneur/business. There are hundreds of chapters all across the U.S. and thousands of volunteer retired executives trained to provide experienced guidance to entrepreneurs. Similar to the mastermind circle, these are mentors offering advice based on their experience, not a replacement for using the services of professionals.

The Positioning Statement

A Positioning Statement is not about *what* the entrepreneur does; it is a statement about the benefits they can provide to their intended customers, how they are different from their competition, and why to believe them.

A coach can help you identify your intended audience and the factors that influence their decisions: their frustrations, attitudes, values, challenges, likes and dislikes. Next, you must identify and understand the competition and how your product stacks-up to theirs. Your coach, as an objective listener, can help to clarify this for you. A Positioning Statement should read something like this:

"I am the one person that provides (target audience) with (one key benefit) because (reason). I can deliver (results)."

Visibility Generates Credibility

Credibility will not make sales, but lack of credibility can lose sales and impact repeat business. With credibility, prospective customers will listen to an expert and pay attention to the products or services offered that interest them. Calendars, ball-point pens or trinkets do not close sales, but the quality of those trinkets can reflect on the credibility of a business.

Visibility does not just mean ads, brochures and business cards. There are many ways to make you as an entrepreneur, your business and your expertise known, such as having a website, using social media, blogging, teaching, and publishing. If done well, these build your credibility as a business or expert and become your "brand."

Branding—Foundation for Financial Success

Whether an entrepreneur is a professional who will be offering their services independently, or a passionate individual starting a brick-and-mortar enterprise involving employees, branding is a critical part of their success.

Branding is about how to both fit in and stand out at the same time. It's about connecting with people, and is an area where a competent coach can provide vital assistance to the entrepreneur.

Fitting in is the result of:

- Membership in professional organizations
- Certification and licensing
- College degrees (when appropriate)
- Creating visibility (credibility)
- Online presence (website and social media accounts)
- Volunteering (related to one's work)
- Attending workshops and conferences

Standing out is about rising above the competition. Coaches are especially helpful for elevating your stature:

- Write (or contribute to the writing of) a book in your field
- Submit an article to a profession-related publication
- Conduct workshops in your specialty
- Actively engage in social media
- Donate your products or services
- Write a blog in your area of expertise
- Become a public speaker and make keynote presentations

Most people are good at fitting in; few know how to stand out, or even talk about themselves. Have you ever read the obituary of a friend who has passed away and discovered several things about their accomplishments that you were not aware of? Branding is an effort to communicate accomplishments, strengths, and uniqueness to others for the purpose of increasing effectiveness and expanding opportunities.

Entrepreneurs need to emphasize and promote the specific strengths, uniqueness, and purpose that they want their targeted audience to see. Being qualified and capable is only half of the challenge; the other half is to communicate potential contributions to match the needs and interests of others. Even if totally capable, an entrepreneur will limit their opportunities if they do not adequately and effectively communicate their brand.

An entrepreneur's personal brand is about presenting themselves in the best possible light. Everyone has a brand; it is the way others see you, and you live your brand in everything you do and say. The entrepreneur's personal brand reflects on their business brand (and vice versa). Some

businesses are even built based on the entrepreneur's personal brand.

Personal Brand Equity is the perceived unique value of an individual in the eyes of others. It is what we used to call "reputation." A well-known person tends to receive higher compensation (and other benefits) than a lesser-known person, or a person with a less positive brand. In other words, our responses to others are conditioned by their personal brands.

Marty Neumeier showed that one's brand is one of the most valuable assets a person can have (*The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*, (2006). Berkeley: New Riders Publishing). This is important to every individual, and particularly to an entrepreneur. Your coach can assist with fine-tuning and establishing your brand.

Brand Statements

Coaches ask clients to answer the following questions before writing a brand statement:

- What differentiates you from others?
- What are you known for?
- How would you classify yourself today?
- What value do you bring to your work?
- What do you contribute to others?

Publication: One of the best routes to establishing a personal brand is to become an author. In doing so, an entrepreneur identifies themselves as an authority in their niche or a specialist in their field, and uses it as a platform for self-promotion.

Publishers expect an author to do the lion's share of promotion. Most also expect the author to have an established brand and platform before approaching them with a

manuscript, so it's never too early for the expert to start. Technology is making it easier to shape and promote your personal brand via websites, social media platforms, online videos, blogs, and book sales.

Your coach can help identify your specific genre and learn about the social networks that support that genre. You should seek out local resources, making connections and learning from them, and get to know the libraries and booksellers in your region. Local TV and radio stations may have programs focusing on local arts and events tucked away on an early weekend slot, but they still reach an interested, motivated audience for the author.

Public Speaking: To be a successful speaker, it is essential to establish a "platform." In this context, a platform is anything that positions one over all others in the public's mind. This is all about consciously selecting the way you brand yourself in alignment with your goals. The question is not, "Should I brand myself?" - you brand yourself whether you want to or not.

Blogging: This is a combination of public speaking, publication, and social media that allows an entrepreneur to reach a larger audience without the travel, cost and time commitment. It's a good step in developing your personal brand, helping to set the stage for a move into publication or public speaking. Blogging is also a good solution for those with severe difficulty speaking in front of large groups. Done from anywhere with internet access, it offers the gratification of immediate publication and the opportunity for interaction with your audience. Interaction is critical; audiences expect it and it offers greater opportunity for building reputation, educating an audience, making connections and promoting your brand.

Coaches offer a few cautions regarding potential pitfalls with these branding tools:

- If writing an article, book or manual, be sure to use an editor to polish a manuscript or article. Errors, once in print, become part of your brand and reduce your credibility as a professional.
- If you are writing a blog, brush-up on your writing skills and prepare your topic and research ahead of time. Alternately, work with a writer or editor and prepare posts on a schedule.
- Spelling and grammar errors, errors in information and statements of opinion can't be taken back once on the Web. The immediacy of blogs can be dangerous if thorough editing isn't undertaken.
- If you are venturing into public speaking, make sure you are comfortable in this capacity and work with a coach if necessary to polish your appearance, diction, style of speaking and voice.

Branding is about consciously managing perceptions held by others. It is critically important that you do not come off as "phony". Intentional Branding is the process of collecting evidence of positive attributes and selecting things to develop a personal brand designed to open selected doors to a desired future.

Branding a Business

Coaches help entrepreneurs develop both personal and business brands. It is important for you to define your brand and realize that everything you do as a business represents that brand; with each action and decision, you are either building or damaging it in the marketplace. Consider the following elements in developing and maintaining your brand:

1. Branding a business begins with having a clear vision of what your company represents and the experience you want your employees, suppliers and customers to have with you.
2. Put your “stamp” on all that you do, and build a team of employees who have the opportunity to put their stamp on the business as well, through their own work. People are more motivated and more dedicated to what they help create!
3. Build a following through engagement in the community and social media. Focus first on adding value to engagement with you and you’ll build a loyal following. Prompt conversations with followers on your social media pages, and make sure you respond when they comment.
4. Go above and beyond with customer service; everyone gets “good” customer service and feels generally satisfied. Tap into unique qualities and figure out how to deliver a better experience than they would find with your competition.
5. Find a “Crown Jewel.” Have a specific quality, product, or service that you “hang your hat” on. Make it the focus of all your marketing and any articles about you or your business. When people think about your company, that “Crown Jewel” should come to mind!
6. Be everywhere and get active locally. When you are asked by organizations for donations or to volunteer, you need to say “Yes!” This creates goodwill in the marketplace that will help grow your brand exponentially over time.
7. Position yourself as an expert in your industry, adding valuable content in the marketplace about your specific industry or niche, and do it as often as possible. Seek out speaking opportunities, establish a blog, post on social media, write articles, offer workshops; make sure that people know who you are, and want to connect with you!

8. Work the press. Journalists are hungry for stories; get to know them and give them something to work with to make their job easier. When you roll out a new product or service, reach out to a journalist and offer them the “scoop.”
9. Brand yourself in a way that aligns image with mission. Most people will never see your mission statement; your brand relays your mission to the masses.

Expressing a Business Brand

The entrepreneur must utilize every opportunity to express their brand. There are many tools and templates available to create your own materials, but it's important not to compromise brand and credibility by trying to do it yourself if you don't have the skills. Remember that there are qualified and affordable professionals that can help you create your brand.

When creating online pages, think of them as an extension, not a separate identity. Make sure that the viewer/reader can recognize your company and its voice in any website, blog and social media posts. Printed materials also need to be accurate representations of brand, using color, graphics, type style and design that make the right impression on potential clients.

Branding may include:

Business cards • Brochures • Presentation Folders • Letterhead • Books and Articles • Social Media (Facebook, Twitter, Pinterest, LinkedIn) • Website • Blog • Videos • Logo • Signage • Advertisements • Uniforms/Apparel • Promotional Products (pens, mugs, pins, etc.) • Company Vehicles • Events (held or sponsored) • Packaging

A business brand's power, derived from the goodwill and name recognition that it has earned over time, translates into

higher sales volume and higher profit margins against competing brands.

Further Thoughts About Branding

- The impact from branding comes from what people who know a brand or company say to others. Branding is a process of publicizing relevant information to people who will champion a cause.
- If people get a whiff of "phoniness," a brand will go from the top of their list down to the bottom. An entrepreneur needs to make sure their brand is authentic.
- Humans are social, interdependent beings. It is human nature to automatically support others. In fact, this motivation is so strong that we often try to help people who are not willing to help themselves. By communicating goals, others will help.

Your coach will help you understand how best to be represented in the marketplace, and how to take action to build that brand. When done right, employees, customers, and even vendors can and will help promote a brand by “talking up” a business. In fact, even people who are not actually customers will talk about a brand if it is strong.

Connecting—the Key to Branding

Several studies concerning the adoption of new products or dealing with new vendors found that a small percentage of people are “early adopters,” and that another small percentage of people are quite reluctant to change. Most buyers of innovative products, or similar products from different vendors, rely on the experiences of others to inform their purchasing decisions, making “word-of-mouth” vitally important for entrepreneurs.

When approaching a new customer, it is often most advantageous to use a third-party question, “Who do you

know that might be interested in looking at _____?, or "Do you know anyone needing _____?" It is better to not put people on the spot; if they want to know more, they will ask. Liking this approach, they might also mention your services or products to others. This is far more effective than having a person list the reasons why they are not in the market for your product.

Assess Your Business Brand	
How do you describe your business?	
What words do others use to describe your business?	
What words do you want others to use to describe your business?	
What is your core product or service?	
What is your mission?	
What would you like your business to be known for?	

Assess Your Business Brand	
What are your business' unique benefits?	
Who is your market?	
What distinguishes you from your competition?	

A business' bottom line will be better served by having others thinking about how they can help both the entrepreneur and others at the same time, rather than how to decline an offer without upsetting a mutual relationship. People like to help others, and take pride in connecting someone with a need to another who can meet that need.

Hearing a recommendation from someone they know and trust is what weights the scales for most people. They won't trust someone they don't know, and that applies to both the one making the recommendation and the entrepreneur or business that wants to sell them a good or service. Tell as many people as possible about what you have to offer: let them get to know your brand and your product or service by offering samples or bits of expertise, and encourage them to tell others.

Building Vital Connections

The basic building block of change is the energy created by one-on-one interaction—this is true for both productive and destructive changes. To improve ourselves, we tend to focus

on “self-improvement” activities; to help others be more productive, we tend to focus on their training and motivation. This is all wrong. Each person's potential for change is hidden within their relationships.

“Most of the magic—our room for rapid personal and professional growth—lies in developing our friendships.” (Rath, Tom (2006). *Vital Friends*, p.17. New York, NY: Gallup Press)

Research conducted by the Gallup Organization identified eight vital interpersonal connections the entrepreneur can't afford to be without. Effort in developing and making full use of these connections can make the difference between success and failure for an entrepreneur.

Those embarking on the entrepreneurial path especially need to understand these relationships and identify the individuals or groups that can fill them. Building relationships through participating in various types of organizations expands the individual's network beyond their immediate and current circle. When participation is strategically planned, the opportunities presented by these new relationships are endless, and vital to both personal and professional growth.

Mixing with the right people and the appropriate groups serves two purposes: networking with peers, and connecting with new customers. Professional organizations provide the opportunity to share ideas and build ego. Participating in a local business association allows generation of some business from contacts with business decision-makers. Community service organizations allow an entrepreneur to connect with potential customers.

The eight vital connections identified by Gallup research (Rath: *Vital Friends*) include:

1. Builders, those who motivate or push you, and help you see your strengths, should be utilized by discussing strengths, sharing successes, and asking for day-to-day advice.
2. Champions, those who stand-up for you and thrive on your accomplishments, can be utilized by encouraging them to recommend you to others; sharing your interests, successes, goals, and aspirations with them; letting them know that their kind words and comments to others are appreciated; telling them that you trust and value them; asking their opinions; and acknowledging their contributions.
3. Collaborators, friends with similar interests, can be utilized by an entrepreneur by sending books and articles to them related to a shared interest, and attending events of mutual interest. Collaborators can be found by looking for other event attendees with common interests, or volunteering for an organization with a mission that you believe in.
4. Companions, those who are always there for you, are important not only for support when you need it most, but also for celebrating your triumphs. These are primarily friends and family.
5. Connectors, those who help you get what you want or need, help to build your social network; provide advice; further your interests and future plans; provide advocacy through introductions or supporting your application for membership in a group. The best Connectors are those people who seem to know everyone and are well liked and respected.
6. Energizers, or “fun friends,” are those who “pick-you-up” when you’re down, help you feel better, relax or smile. For the entrepreneur, these are often the people who are peers and can understand the challenges you face. However, they can also be someone that has a purely personal relationship with you, may be totally outside of your professional sphere, and

has the ability to distract you and relieve the stress that an entrepreneur experiences.

7. Mind Openers, those who expand your horizons, challenge you, and encourage you to embrace new ideas and opportunities, are especially valuable to the entrepreneur’s growth. You need to think before reacting and honor the perspectives of these connections. Encourage them to play “Devil’s Advocate;” brainstorm and analyze new ideas with them; and debrief with them after taking action. Seek out and get to know people who hold different opinions and beliefs, put themselves in a new environment, enroll in a continuing education class outside of their field, and say “yes” to something outside of their comfort zone. Entrepreneurship is based on exploring, identifying, and “thinking outside the box.”

8. Navigators, those who give us advice and keep us on track with our goals, should be utilized by discussing options about big decisions with them, asking about their own experiences, sharing dreams with them, and seeking counsel from those you respect most. Navigators are most often other professionals or entrepreneurs in the same field, or in an area of expertise which you lack.

With the exceptions of Collaborators, Companions, and Energizers, most life coaches that specialize in working with entrepreneurs are capable of taking on these vital roles. Identify and cultivate your existing vital connections, and build new ones at every opportunity.

Final Thoughts

The number of entrepreneurs is growing, both as Millennials come of age for entrepreneurship and as large companies continue to down-size and outsource. The appreciation for

the “buy local” movement also continues to spread and add to this growth of new small enterprises.

Life coaches are also entrepreneurs, which gives them a unique insight that is beneficial to the entrepreneurs they coach. Their goal is to coach and train entrepreneurs to success; their reward is not only financial, but the satisfaction they find in helping their clients’ succeed.

This chapter contains excerpts from an upcoming book on career happiness by Don Morgan to be published in summer 2016. Editing assistance was provided by the editing team at Gibbons Business Solutions, LLC.

About the Author

Don Morgan’s experience as an entrepreneur includes owner/operator of a competition motorcycle shop and as a charity vending route operator.

As the founder and Executive Director of Positivity Academy, Don trains and certifies positivity coaches and consultants to use positive psychology findings and innovative organizational practices. He is the author of the Unalienable Pursuits workbooks for use by coaches in their practice, and also wrote the six-part Leadership By Objectives program for use by positivity consultants. Dr. Morgan is also the founder and President of Morgan Management Consulting, offering organizational assessments, consultations, coaching, workshops, and presentations. Don’s clients include corporations, non-profits, and independent business owners.

In addition to being a certified Master Life Coach, Dr. Morgan has been certified in the following areas:

Master Business Coach
Anger Management Facilitator
Performax (DiSC) Consultant-Level III
Leader Effectiveness Training (LET) Facilitator
Executive Coach
Greening of Relationships Facilitator

Dr. Morgan is college-trained in transactional analysis, values clarification, sociology, and organizational behavior. His continuing education course training includes Motivational Interviewing, Appreciative Inquiry, Heroic Journey, Assertiveness Training and Interpersonal Communication Effectiveness.

Dr. Don L. Morgan graduated from Northwest Nazarene College, earned a Masters degree from the University of Idaho, and a PhD from the University of Iowa.

Don's memberships include the International Association of Professional Life Coaches, and the Clarion Chamber of Business and Industry. Don is an active member of the International Positive Psychology Association, having participated in all four IPPA World Congresses.

Dr. Morgan's professional experience has included an athletic coach, teacher, high school principal, college professor, and counselor. While at the University of Iowa, he was employed as a consultant. He has since taught graduate classes at Penn State University and retired as a full professor from Clarion University of Pennsylvania.

Don has continued his professional practice by assisting others to establish fulfilling careers and successful businesses. His specialty is training people involved in vertical relationships (manager-employee, parent-child, teacher-student). For people in subordinate roles he coaches assertive communication skills and how to manage-up (applying their unique talents to promote organizational goals). His work with managers transforms bosses into leaders.

Positive Coaching Academy
www.positivityacademy.com
www.morganmanagementconsulting.com
814-297-7079
PositivityAcademy@gmail.com

“Mastering the Inner You for Kick-ass Business Success”

By Tresa Leftenant CFP®

What gets you up in the morning?

Are you working late into the night just to stay ahead of your to do list? Are you running on life's treadmill so fast in order to fill a depleted bank account? Are you frustrated by superficial and difficult relationships at work and at home?

These three reasons were kicking me out of bed in my 40's. I HAD to make more money, because I was over \$30,000 in credit card debt. I was living in a desert when it came to love, having been married and divorced three times. I had a big fancy title on my business card, but very little integrity when it came to keeping my word or doing what was expected of me at work. Yes, I was running on life's treadmill as fast as everyone else, but the conditions in my life were dreadful, and getting worse.

Some women make a decision that the treadmill life is the “good life.” Somewhere along the path of long hours, loneliness, and starving bank accounts, we just decide this is what life is all about. We decide it is what we deserve. We decide to settle...for less than we want and certainly deserve.

When we decide to settle, we also decide to whittle down our dreams. Remember when you were a kid and everything seemed possible? Remember when you wanted to be something BIG when you grew up? I wanted to be an actor. I

used to put on short plays with other kids in my neighborhood. I auditioned for community theatre groups and was cast in my first part at age 10. I participated in plays throughout grade school, high school and into college. I quit college in my second year so I could move to Los Angeles to become an actor. Then something happened. I had to support myself. Little by little I convinced myself that “making a living” was more important than pursuing my dream. Little by little I let go of the something BIG. Little by little I settled for less than I dreamed of for my life.

Whatever life you dreamed of having as a child, are you living it now or are you just going through the motions of life like I was? Are you full of energy and promise at the beginning of your day? Do you feel only half alive and dread that you will have to get up and do it all again tomorrow?

What if it were possible for you to rekindle the excitement and passion about your future you had back then? What if you felt an inner power, a sense of certainty, that everything you secretly dream of is clearly in front of you and all you need to do is reach out and claim it?

If living your life passionately and purposefully was truly possible for you, would you be willing to investigate how? If you could restore your faith that your dreams are accessible, would you stop the treadmill long enough to consider something new?

Why do we give up our Dreams?

I’ve been a mentor in the financial and life coaching arena for over thirty years. When you talk to people every day like I do, you begin to notice what people have in common. I’ve noticed many obstacles that entrepreneurial women share—excuses and reasons women use to stay stuck in mediocre and dissatisfying lives. My passion is to help women overcome

these obstacles. I want you to be aware of what is holding you back so you can learn how to break-through the invisible chains that have you settling for less than you want, less than you deserve and less than you are meant to experience in this life.

I want to share the same lessons that helped me transform from an irresponsible corporate workaholic to a happy, kick-ass business owner. I went from being a three-time marriage drop-out to creating a romance-novel relationship with my husband of sixteen years. I overcame thousands of dollars of debt and now enjoy a six figure income and seven figure net worth. I’ve walked the path from failure to success, from hopeless to happy, from low self-worth to high self-esteem. I now have the inner power to pursue all of my dreams, and that’s what I want to help you do too!

If you could see a path forward, would you be willing to stop settling for less?

I invite you to suspend any disbelief or cynicism that shuts the door whenever you rally your hope that the future could be better. I ask you to give yourself the twenty to thirty minutes it’s going to take you to read this chapter. You have very little to lose and everything to gain. Perhaps my urgings will give you just what you need to step through the door to outrageous success. Let’s find out.

Together, we will investigate four obstacles that keep women business owners from reaching their highest levels of wealth, health and happiness.

Obstacle #1 - We Lack a Positive Mind

Let’s face it, we have negative thoughts running through our minds almost all day long. It’s pretty annoying isn’t it? Your

inner voice is trying to convince you that no matter what big plans you have, why bother? You may hear comments like these: You can't. You shouldn't. Who do you think you are anyway?

Have you noticed what else your inner negative voice says to you? Do you ever wonder why you do the crazy things that you do? Why you run to the mall to shop when you get upset?

Why you argue with your partner over what seems like trivial details? Why you avoid solving challenges at work until you absolutely have to? Have you ever asked yourself what is really going on inside that crazy mixed-up mind of yours?

Our crazy behavior, the stuff we do that we hide from others and wish never happened, is the result of habitual, negative *subconscious* thinking. We are so used to reacting to our inner negative voice that we almost don't notice it. But it's there... underneath, declaring a bunch of crap in our head and making us do things that cause us to feel embarrassed, frustrated, and ashamed. Not to mention waste money, destroy relationships and ruin our health. The bad news is that by listening to our inner negative voice we give it permission to kill our dreams.

The good news is that we don't have to be at the mercy of our negative thinking. We can systematically tease out our sabotaging inner voice that is ruining our plans and reducing our quality of life. With a little awareness and motivation, we can transform our negative thinking into helpful positivity that we design intentionally to support our dreams and preferences for a better life.

Do you want to learn how to transform your negative thinking?

In the past sixteen years, I've participated in many personal growth workshops. As a Certified Trainer of Jack Canfield's *The Success Principles*, I've facilitated dozens of workshops, trainings, webinars and private mastermind groups. When I learned that my thinking was a root cause of my problems, it blew my mind. I got excited! I spent months investigating my negative thoughts and over time I began to connect the dots between my negative and resistant thoughts and my life conditions. I soon learned how to turn my thoughts around, from negative dream stoppers to positive dream supporters. Here's an exercise that helped me do so.

*The Mind is Everything.
What you think, you become.*
-Buddha-

The Turn-Around Exercise – Sit in a quiet place and ask yourself the following question: *What negative thoughts about myself do I hear over and over in my mind?*

Once you remember a thought, write your answers to the questions below as indicated by my personal example:

What negative thought do you have about money?

I can't make a six figure income because I don't have a college degree.

When you have that thought, what does it create in your life?

Frustration that steals my energy and creativity. Unwillingness to take risks necessary to grow. Doubting myself. Settling for a lifestyle that doesn't make me happy.

What would you rather do, be or have when it comes to money?

I want to feel confident that I have the ability to earn an abundant income. I want an easier life, one where my bills don't take priority,

and my dreams do. I want to support myself and my dreams, and share money with those less fortunate.

What new belief or statement could you design that would support what you want?

I have everything it takes to earn a six figure income - I'm wickedly smart, unbelievably creative, and have plenty of energy, drive and discipline. I'm on my way!

Take a little time, right now, to transform a negative thought in your life by doing the four step exercise above. We learn and retain new ideas more effectively when we take action and practice!

Now that you have practiced this exercise with one negative thought, I encourage you to make a game of it. Set a goal to do this exercise with a different negative thought every day for 30 days. Imagine how your life will change if you transform 30 negative thoughts that are holding you back into 30 positive thoughts that could launch you into a happier, more successful future! What are you waiting for? Commit to changing your life right now!

Do you want to install your new powerfully positive thoughts into your life?

Have you wondered how those negative thoughts got so entrenched in your mind in the first place? It's because of programming. Our brain is like a computer. During childhood and into adulthood we have experiences that encode our mind with ideas, beliefs, opinions and judgments. Many of these experiences were repeated over and over, (like your mother yelling at you to do the dishes and now you can't go to bed with dishes in the sink!). Our thoughts about these repetitive experiences move from our conscious mind into our subconscious mind, and from there they wreak havoc on our behavior.

All you have to do to begin to change your life for the better is retrain your brain with new positive thoughts that support what you really want. Write your new thoughts on 3x5 cards. Carry them with you every day and *repeat them out loud* three times a day for 30 days. As you retrain your brain, you'll begin to see new and positive changes in your life. Keep going and soon you'll become aware of even more negative thoughts that are holding you back. Don't give up! Your life CAN magically transform by doing this exercise!

Obstacle #2 - We Lack Motivation to Change

Let's admit it, you spend a lot of time daydreaming about the future, right? Inside you sense the future you envision could be yours...if you could just figure out how to do a few things differently. Most of us recognize we need to change, but we are confused about where to start, afraid we'll make mistakes and can't seem to find the energy to begin!

In this busy world we all struggle to find the time and energy to make the changes that we really want to make in order to experience the happiness and fulfillment we desire. We really do want a better life, but the whole idea of change can seem overwhelming and impossible.

Of course we experience change every day, but does *creating change* seem a little too hard to do?

We *believe* that change is hard because it requires that a lot of things be in alignment in order for any new action to make any real difference. For example:

- We have to be clear about what we want to be different...
- We have to believe that change is possible...

- We have to be willing to take a risk and try new things...
- We have to be persistent because sometimes things don't work out exactly as we plan...

In order to change, we have to be willing to try, to fail, to succeed, to learn from our results and keep on moving forward. We have to be willing to reframe our view of change and retrain our mind to overcome resistance.

If we are to truly live the life we want, we must grow ourselves into the person who can create it. We will continue to be frustrated with our efforts to change our life until we are ready to generate it from the inside out.

Developing our inner self to powerfully create change isn't something most of us know how to do. In fact, if people put as much effort into connecting to their inner talents and strengths as they do avoiding them, success and happiness would come much faster. So how do we muster up the energy and creativity to change the circumstances and conditions that are making us so unhappy?

The secret to finding the motivation to manifest change in our lives is to connect to our inner desire to *use our God-given talents* to help improve the world. I know you've heard it before, but I'm saying it again. You were put here to *contribute*, to live your life exploring and developing your unique contribution to the world.

This drive, which is in everyone, but lying dormant in most people, is often referred to as following our passion or living our purpose. Yes, we all have a passion and purpose we were born to pursue. The question is whether you are following the one that you are destined to live, or the one that someone else installed.

When I gave up my dream to be an actor, I built a solid career in the banking industry. Year after year I worked hard and asked for more responsibility, promotions and raises. I measured my success by those events; a more important title and a bigger paycheck every two weeks. It wasn't until the day I didn't get the promotion and raise that I began to realize there was very little connection between my happiness and my progress up the corporate ladder. This revelation launched my journey to discover and develop my life purpose.

Are you pursuing your *real purpose in life*, or wasting your precious life force doing something that you think you *should* be doing? Are you happy, full of energy and following your bliss or feeling tired, burned out and secretly hoping you'll win the lottery so you can stop all this nonsense?

Tell the truth, is discovering your purpose something you need to revisit?

What's the secret of finding your life purpose? In order to reach the happiness and success you desire, it is critical that you identify and become acquainted with the inner signals that were installed to help you learn the truth. When we have connected to our own unique destiny, and when we put pursuing it at the top of our list, then suddenly the motivation, creativity, and perseverance it takes to change our life suddenly appears. The belief and time to do it just materializes as if out of thin air!

Do you recognize the truth in what I'm saying?

If you do, then let's open another door...and discover a few clues about the life you were born to pursue.

My Special Day Exercise - Write down five things you *really love to do*. These are activities that you would choose to do if you were magically given an extra day...one where money

and time were no object and you could do all five things in one 24-hour period. Remember what you wanted to be as a child, and remember past activities that you once loved but don't let yourself do now. As you consider how you would plan your special day, do your best not to limit yourself in any way. Don't let any fear, a perceived obstacle or consideration stop you from writing down your top five most fun and exciting activities. Give yourself permission to let your imagination do what it is designed to do. Visualize your *perfect* day!

Once you have your list, next to each activity rate how much you are currently living it. Use a scale of 1 to 10, where 1 is "not at all" and 10 is "living it every day." Explore whether you are truly living your passions or putting them over on the side while you spend your life force (and money and time) on something else. If you rated any of your activities at less than a 5, don't be too hard on yourself. Congratulate yourself for investigating the truth! Now you have information you can use!

This exercise is the key to developing a personalized Life Action Plan. Life isn't meant to be lived in one perfect day, so celebrate the new awareness that you have. There is plenty of time to live your life more passionately and to follow your inner compass toward expressing the true purpose of your life.

Obstacle #3 - We Lack Clarity

Let's say we do the inner work necessary to connect to our unique life purpose. Our motivation to do things in a different way, to overcome our fears and get comfortable with being uncomfortable (which is what is required to change your life) suddenly feels doable. How do we steer our choices in the direction of living our true purpose?

Success experts agree that we have the ability inside to sense clarity about what we truly want. This requires that we tune our inner instrument by deepening our connection between our mind and our intuition. Yes, we have an inner negative voice, which we often hear loudly and urgently in our mind. But we also have another softer voice, a voice that whispers to us, gently urging us in a particular direction and reminding us of what is important on our journey. This is the voice of our spirit, and sometimes it surprises us with its wisdom, power and creativity. So that's where those amazing ideas you have in the middle of the night come from!

While our negative voice can get us into trouble, our spirit voice guides us to our destiny. She is shy, quiet and waiting to be invited to lead. She is the diamond of your existence, and the key to your happiness and success.

*The more you trust your intuition, the more empowered you become,
the stronger you become and the happier you become.*

-Gisele Bundchen-

There is an important distinction between thinking that we want something, and feeling the clarity of its rightness as a step along our path. Our intuition, along with our emotions, provide crucial messages that we often miss. If we don't learn to understand and incorporate these messages, our life journey might appear successful on the outside but will lack meaning and fulfillment on the inside.

According to motivational speaker Zig Ziegler, only 3% of people in the United States actually take any time to figure out their life purpose and then set goals to pursue it. What kind of life results do you think those 3% achieve versus the results the other 97% are experiencing? According to Mr. Ziegler, they are among the wealthiest and happiest people on the planet. Zig goes on to say that when people are asked about

why they don't set goals for the future, they often say, *I don't know what I want!*

Below are only a few reasons people don't set goals:

1. We never thought it would be helpful...
2. We aren't taught HOW to set goals...
3. Setting goals wasn't modeled by our parents...
4. We are discouraged and teased when we set them...
5. We have a fear of rejection and failure...

Why don't we follow our passions and set goals to attain them?

*Our deepest fear is not that we are inadequate.
Our deepest fear is that we are powerful beyond measure.
It is our light, not our darkness that most frightens us.
We ask ourselves, Who Am I to be brilliant,
Gorgeous, talented, fabulous?
Actually who are you not to be?
-Marianne Williamson-*

I'm giving you permission, right here and right now, to make a clear choice to pursue your true purpose and set some goals to achieve it! I promise that you will not be discouraged, teased or rejected for pursuing your goals. If you share them with others, you'll actually receive much needed assistance. If you do everything you can think of to attain your goals and ask for assistance from people around you, you'll begin to see just how remarkably easy it is to actually attain them!

Obstacle #4 - We Lack Training about our Inner Power Qualities

Many people spend their entire lives paralyzed by doubts and fears, afraid of the possibilities that life has to offer. They see

glimpses of their true potential in moments of brief success, but those moments of excitement and possibility quickly fade as fears and doubts creep back in, holding them hostage in a life they desperately want to escape.

Imagine what your life would be like if you engaged your inner powers...if you knew, beyond the shadow of a doubt, that you could accomplish whatever you set out to do, in your work, your relationships, your health and with your finances!

Imagine if you could develop your Inner Power Qualities, such as confidence, clarity, intuition and resilience. Imagine if your emotions didn't kick you around so much, but instead, you processed them with skill and fluidity? What if you trusted and followed your intuition, used your imagination to visualize a new future, chose confidently and lived courageously? Imagine if having the life you desire is only a matter of engaging the inner assets that were already installed when we got here!

What if you applied all of your natural God-given inner talents to the pursuit of your passion and purpose? What if you actually lived from your authentic inner self?

How would your life be different if you mastered the *inner* you?

Most of us haven't been taught how to master the power of our inner self. We are confused about what our emotions are telling us, don't recognize when our inner voice is urging us forward on our path, and lack clarity about what we truly want for our life. Life feels like a series of ordeals to manage and instead of moving forward we feel like we are just getting by.

However, mastering your Inner Power Qualities changes everything. With inner abilities you can pursue your life

purpose and live with courage and passion. And the best part is, you already have everything you need installed inside. You just need a few tools to tap into that power.

*Let's reinvent ourselves into the women that we dream of becoming;
living the life we were born to pursue.*

About the Author

Tresa Leftenant, CFP®, Speaker, Facilitator and Author of **Reinventing Her - Helping Women Plan, Pursue and Capitalize on Their Next Chapter** is a holistic financial planner who is fiercely committed to guiding women to become empowered to pursue their vision of a meaningful and financially prosperous life. Her professional career includes over thirty years of experience in the financial services industry, opening her own boutique financial planning practice in Bellevue, WA in 2003. Tresa is a Certified Canfield Trainer in The Success Principles and Certified Facilitator of The RIM Process, a method designed to accelerate success.

Tresa is passionate about helping women understand how their inner dynamic with money contributes to their external financial reality. She teaches live and on-line programs designed to help women reduce their fear around money in order to energize their financial journey to a higher level. "My personal reinvention in my 40's is the drive behind my book, workshops and speaking. It is not only my passion to pass on what I've learned, it is also my responsibility. I am very clear there is no way I could even think about helping people reinvent their financial life had I not done the work in my own live."

CFP® - Certified Financial Board of Standards, Inc., owns these certification marks in the U.S. which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Are you ready to strengthen your inner powers and redefine your journey? If you are, here is where you begin:

The Reinvention Blueprint™ - Mastering the Inner You

If you aren't feeling happy and content in your work, peaceful about your money or fulfilled in your relationships, it's time to look at the *inner* you. Feeling trapped in a mediocre and dissatisfying life is likely caused by your habit of having the same thoughts, beliefs, and emotions and doing the same things over and over again. Changing things isn't as hard as you think...

I can help you change your life from Mediocre to Meaningful!

You can learn new ways of thinking and believing, form new positive habits that support what you truly want for your life, and increase your emotional intelligence. You can feel deep inner happiness and experience a meaningful life, **all of the time!** All it takes is a decision to look at your life differently and a commitment to retrain the INNER YOU! Here's what you will learn:

- Why your struggle seems never-ending and how to turn your struggle into a thrilling adventure.
- How to identify and eliminate those annoying doubts and fears.
- Simple, easy ways to grow your confidence, courage, clarity and other inner qualities.
- How to tap into a deep wellspring of intuition and wisdom, already living within you.
- How to refrain your life views, retrain your mind and reclaim your inner power.
- The secret goal setting process that the 3% use.
- How to stretch out of your comfort zone, take more risks, live more fully, and create more abundance!
- And much more...

Explore and retrain the inner you for the journey to a happier and more meaningful life. This transformative program includes live webinars on *inner you* success qualities, a workbook of *inner you* mastery practices and *inner you* private

sessions led by thirty year veteran of financial life coaching, Tresa Leftenant CFP®. This uniquely designed program provides a path to create your Reinvention Life Plan™. Retrain your powerful inner assets and reclaim a healthier relationship with money, passionate purposeful work and joyful connected relationships. Let's Reinvent You for the life you were meant to live!

Running a business is full of potential pitfalls, but when your Inner Power Qualities are turned on, you can sail through your problems and come out on top every time. The only thing that stands between you and the life of success that you deserve is a simple choice to *Master the Inner You*. To find out more information or to sign up for our next group coaching program, visit www.reinventingher.com/master-the-inner-you.

"Growing with your Business"

By Boni Oian

Coaching has been around for a very long time.

Unfortunately, most of us remember coaching from our physical education training in high school where coaching was mentally and physically challenging, and sometimes painful. Plus, the grade we received might reflect badly on our permanent report card.

Coaching later in life has a different purpose; to mentor and guide on an individual basis, instead of a group mentality of what's good for one is good for all.

Now don't get me wrong, many coaches have very effective group coaching calls because there are some basic areas where we all have challenges. These basic areas are: rejection, resentment, and regret. Known as the three R's, these are the first foundational blocks that have to be broken through to get to a better understanding of the motivation and desires of the person being coached.

We always want to be working towards instead of away from something. By removing these three R's, you can get a better feel of what you really love to do, why you want to do it, and what limitations you may have.

Bear in mind that just because you don't like to be told what to do, doesn't mean you'll make a good entrepreneur. An entrepreneur has to have one thing: a love for what they do.

With this love for their craft, vocation or trade, they can overcome everything else that stands in their way.

Maybe you don't like to take risks but you will do whatever it takes to stay in the field you love, because you are fed with overall happiness and inner joy when you make a difference in someone's life. It could be the paperwork that's not your gift, but if it means being able to do what you love every day, you will find a way to get it done.

A coach will walk you through what you like to do, love to do, and hate to do in a very nonjudgmental way. These three categories will allow you to start sorting and prioritizing all the tasks from here on out on the road to your successful business.

So let's say you found what you love to do. The best way to know it's what you truly love is to ask yourself this question: 'Would I continue to do this even if I didn't get paid?' If the answer is YES, then we can move on to further developing your company with naming and packaging.

Now we need to structure your business in a way to make it appealing to your clients from the start. Just because you know all the technical reasons of how and why it works, doesn't mean it's going to be appealing to the people who could use it. Remember, even Mary Poppins had to add a spoonful of sugar so the medicine could go down.

Coaching can help you think outside the box on many important topics, such as naming your business, naming your product, and getting you in front of the consumer. One of the best things coaches do is ask a variety of questions similar to these:

Business name

- Do you have a business or a product? A business usually has a product and a service. It also usually consists of more than one product or a product delivered in more than one way. A flower business may offer cut flowers in arrangements, live plants, vases, and cards. But it could go beyond that and offer plant care classes, herbal uses, deliveries, fertilizer, and potting soil.
- Is the name of your business relatable to your target audience? Your business name plays a large role in the customers you want to bring in. Keep this in mind when choosing your business name. An example would be if you are starting a company selling farm equipment, you would probably want to choose a name that was simple and straightforward, not something swanky or vague. Another example would be adding gender specific words, like 'women' to the name if it's not obvious that your product is only for women. Sometimes just a simple adjective can make all the difference in the name. Customer's will have different expectations from a company with 'costume jewelry,' versus 'fine silver and gold jewelry' in the title.

Legal Type of Business

Is it best to be a sole proprietor, Limited Liability Company (LLC), or incorporate? Sole proprietor is typically the easiest and cheapest to set up and get started. It only takes \$10 to \$30 and the name of your business to file for an assumed name at your local county courthouse. They will usually give you two copies, one for your files and one to give to the bank so you can open a checking account. An LLC will cost about \$1,000 for a lawyer to draw up and file the paperwork, but if you have a lot of personal assets to protect, it will be worth it. You can also look into other legal companies, such as LegalZoom

who do it for less. They also explain more about LLC's, S-Corp, C-Corp, Nonprofit, General Partnership, Limited Partnership (LP,) and Limited Liability Partnership (LLP.) If you need to raise money for your business that you don't want as debt, check into selling equity in the form of stock or ownership in your company.

Product

- If you just saw the name of the product, would you know what it would do for you? Would you know the product was for you? Here are just a few good ones and not so good ones. You decide which ones fall into what category. Bed Head, Tresemme, Lotus Santal, Germ-X, Beanie Babies, Gold Fibre, Easy Peel, Spoiled Rotten, Ready Index, Forever Flawless, Snail's Pace Race, and Sunrise Pottery. Again your coach will give you pointers about putting out a couple of names in various places so you can get unbiased opinions.
- Are you willing to spend time and money on your product and company to create a recognizable brand name? You probably have a good idea of the products Kraft, Johnson & Johnson, and Milton Bradly make, but if you just flew in from Mars you might not. If you need to have a steady income to pay for overhead or employees, you might want to have a product people already know and use. Doing so will mean a shorter step to getting new customers to try your company's product.
- Do you want your business and your top product to have the same name? It has worked well for Coke and Pepsi. Some people don't know that those companies own other products, or that their company name is the same as the product they deliver.
- Who are the people most likely to benefit from your product? What age group? What gender? Would they buy it for themselves, or as a gift? These among other

questions are critical to ask yourself. The wider the audience, the greater the opportunity to sell. However, hitting that wider audience might also cost more.

- Do you have to make the product yourself? The product you are selling will determine what others can do to help you. If the product is your personal attention, it's much harder for others to give the service. Let's say you're a speaker, no one else can go speak for you. What others can do is support you, so all you are responsible for is doing personal appearances. They can set up appointments, update your website, write first draft correspondences, coordinate travel, and advertising. On the other hand, if you are an artist, others can sell your art work at fairs, wholesale shows, or in galleries. Then you can stay home and make more product.
- Who would be beneficial to have as a partner with this product? A speaker might need other speakers to group together to make a bigger event. It would also be logical to partner with audio and video recording experts to reach different audiences in the future. An artist may benefit from partnering with gallery owners, framing stores, and marketing experts. Both professions will need financing, legal backing, insurance, and tax advice. Having a lawyer, CPA, and PR person for either partners could be helpful.
- Are there other uses for this product, or other places your product can be used? Can your product be used in schools as well as businesses? Is it for home use only? Can you use the same product in two different settings, or would that require it to be made into two different versions? Sometimes cooking utensils can be used in other areas of the household besides the kitchen. For example, our family uses spatulas to move jointed puzzle pieces around the table. A coach usually has a

broad field of companies they work with, which can expand your vision of your product.

- How would it benefit the people using the product? Naming these benefits will also help to sell your work on your website, flyers, or Facebook ads. Does your product save time, money, and aggravation? Remember to use feeling words as much as possible. Do this by using phrases similar to 'imagine yourself,' 'remember yourself,' and 'allow yourself.' Most people want 5 things – happiness, freedom, love, security, and wealth. Don't tell them about the process; tell them about the end result. My local grocery store tries to help people achieve happiness and love by marketing specific products with stickers that say 'Go home a hero,' placing them on certain nonessential items so customers will purchase them and receive love and praise for bringing them home. Always have the problem implied with the solution.
- Can you make it easier to use? Simple is always better. If your product requires a 2-inch thick manual in order to use it, people won't want to buy it. Simple sign-up or purchasing instructions are also helpful.
- Can you make it fun to use or share? Tap into your customer or client's friends, acquaintances, and family by making your product so much fun to use that they will want to share it with others. If you are a speaker, you can entice guests to bring a friend to share the experience. If you're an artist, you can hold classes or take art appreciation trips with the idea of 'the more the merrier.'

Coaches help you to take a step-by-step look at what you do from your initial thought to end result. When people ask my husband how long it takes him to make a vase he answers "so far 30 years." The more someone understands the work or process that goes into your product, the more they are willing

to pay asking price. Having a bigger perspective answer educates as well as adds value to your work.

Marketing

- When marketing, what combination of products would add to its value? If on a shelf, what would be the product associated with it as an impulse buy? Some examples are shampoo and conditioner, salt and pepper, and shoes and socks. What good is a printer without ink? Or paper? Or repair service? Or a setup fee at your home or office? Remember your business is a product with a service.
- What is it going to take to get in front of your ideal client? Time, money, displays, travel, television ads, radio ads, interviews, networking events, among other possibilities. Social media should also be considered, such as YouTube videos, Facebook, Twitter, Blab, Periscope, LinkedIn, just to name a few. Where can you speak for free, get paid to speak, or at least sell your product after speaking? If this isn't an area you're familiar with, a coach really can open your eyes to many places where you can speak to sell.
- While you're out advertising, who's creating the product? One example is a client was going to shows selling his bracelets. He realized he had taken orders for what would take him six months to make. That could mean great sales for him, but not for the retailer that needed them for Christmas inventory. You have to be realistic about balancing your capability to produce and deliver.

Choosing your daily work life

- What part of the process do you like least, and is not essential for you to do? This comes down to valuing your time and choosing the life you want for yourself. If your service costs \$100 an hour but it takes you 3

hours to do bookkeeping, hiring someone for \$20 an hour to do books for you makes sense. However, trading services only works out if you keep it to the dollar figure. It would cost you more to give someone an hour of your time for an hour of his or hers in the case of a bookkeeper, but maybe not for a CPA. Plus, keeping track of who owes who could be more trouble than it's worth. Your accountant may want you to keep track of such things so they can document the income even if it's a barter.

- What do you want your day to look like? Do you want to stay home, or work in an office? Do you want to make your own schedule? Are you a night owl, or an early riser? Do you work best with other people, or alone? The more you know about yourself, the easier it will be to create the life you can enjoy. A coach will continually ask questions so you can find the edges of your boundaries.
- What are you already good at? What comes easy to you? What do you do for fun? Sometimes a coach will ask about your hobbies in order to see the pattern of your play so they can suggest techniques to make your work more enjoyable.
- What assets do you bring to the business? Examples of assets would be money, friends, connections, accounting skills, PR skills, designing, computer knowledge, or warehouse space. Think of this as taking inventory. This way you know what you have to work with in your business. If you were making soup, you would want to know what was in the refrigerator, pantry, and garden.

Remember there are two key elements to balance. One is making a living, the other is making a life worth living. If you had to give up your family, friends, good health, peace of

mind or integrity, would it really be the life you would choose for yourself?

Now we are back to your values. Most people don't know what their values are, and the priority they hold, until they are pushed to the wall. When this happens, they are willing to walk away from all they have created or accumulated. Coaches see this all the time when helping a client through a divorce or business partnership breakup. Having a coach at a time like this is essential, so the overwhelming feelings of 'just wanting out' won't override the logical side of getting the value out of what you have put into the relationship.

Again we are back to the feeling side of life. We already have reference of survival in association with the three R's rejection, resentment, and regret, because we started by eliminating these in the beginning of our relationship. Now as unwanted feelings crop up, your coach can step you down a series of rungs on the ladder back to the first time the feelings occurred.

Done in a very systematic process, the unwanted feelings can be eliminated at the root cause. When the root is extracted the whole plant, or in this case the whole unworthy feeling ceases to exist. Having a coach assisting you can be the difference between giving up on your dream, and taking your life to an even higher level.

True Stories

One of my clients started out looking at what she didn't want, which was a business. By not being able to let see past what she didn't want, she couldn't see what she did want.

She loves helping people with their businesses because she's naturally a supportive person.

After getting her to focus on a 'fantasy' ideal life, she was helping out a friend with his decorating hobby and blurted out " we should start a business. "

This partnership was made in heaven for both of them. He was a certified public accountant, so she didn't have to do the paper work involved in starting a business. All she had to do was build the relationships with merchandise people, realtors, and people who wanted their homes to look and feel better. Since that was her natural talent, the business developed quickly into a success that allowed her to employ friends and family. She loves what she does every day, her partner can do more of what he loves, and her associates and clients are happy. A true happily ever after story.

Another coaching client came to me because she wanted to quit her job and needed support in overcoming her fears. After a few sessions she overcame the fear of being seen by her boss, which got her a huge raise. Her continued confidence of being seen then got her recognized by one of her clients. They recruited and hired her with an even bigger increase of salary, a more prestigious title, and job description that she got to create.

Another person that I have worked with over the years is now the vice president of a bank. Before he could move up the ranks at his branch, he had to overcome his issues with low self-esteem.

It was a tough road for him. He was the youngest child in the family and had years of always being picked on and put down by older siblings and a father to overcome. There were so many layers and walls put up to protect the fragile little boy inside, that the challenge was to create a safe place with accurate technique that would help him move past it. Everyone I've worked with over the last 30 years has been a gift. Sometimes I had to look hard to see the gift, but it was

always there. The best part about being a coach is each that each person is unique. The excitement is coming up with best combination of tools, techniques, and programs, and the best order to implement them.

I love what I do and the people I work with. My hobby is putting together puzzles, and I love learning new faster and easier ways to make the pieces fit.

About the Author

Boni Oian is a Soul Purpose Navigator. Assisting people uncover their life's purpose at their full potential has always been Boni's dream. This includes assisting people in knowing they deserve and are worthy of having everything they want in life. Being happy before and after they receive that dream life is the challenge for most people.

She is the Author and Instructor of Claim Your Life - Transform Your Unwanted Subconscious Beliefs into an Exhilarating Source of Power. She also trains teachers, counselors, social workers, and others to instruct her Claim Your Life process worldwide. She has co-authored the best-selling book Answering the Call with Lisa Sasevich.

Boni is certified by the International Medical and Dental Hypnotherapist Association, Catalyst Coach, and the Free your Time, Free your Life and Big Money Business Coach.

Boni's certifications as an Akashic Record Teacher and Consultant are from Akashic Records Consultants International and Akashic Knowing School of Wisdom. She is a Reiki Master, Instant Miracle Practitioner, Trance Dance presenter and Shamanic journey leader.

Boni can be reached at BoniOian@gvtc.com, www.ClaimYourLifewithBoni.com, www.AkashicRecordsTraining.com, 830.537.4523

As a special **bonus**, Boni is offering a complimentary personal session for you and for two of your friends. You each can understand where you are, what you want in your life, why that's important to you, and if your life purpose agrees. Book your sessions here:

<https://www.timetrade.com/book/3TXH1>

“Leveraging Your Most Valuable Asset: Your Personal Board of Directors”

By Deborah Jane Wells

One of the most common complaints I hear from clients goes something like this, “You just don’t appreciate the oppressive power of the judgmental voice in my head. Every time I start to break free from thoughts of self-imposed limitation and lack, that voice puts me back in my place by reminding me that I’m not good enough and never will be. That hypercritical, self-sabotaging voice will always block me from reaching my goals and achieving fulfillment personally and professionally.” Good news! Help is on the way. Once you build a more constructive relationship with your personal board of directors—sage, guardian, and muse—you will find that disparaging voice becomes less prevalent *and* less powerful.

When your board members collaborate respectfully, they leverage their vast collection of competencies, seamlessly drawing on your constructive core energy and feeding all of your senses in a balanced way. When fueled by love, your board members are capable of synthesizing their diverse strengths and talents into a whole that is much greater than the sum of its parts.

When your board is working smoothly and constructively, as they were when you arrived in this world, they function much like a single-lever water faucet that seamlessly mixes hot and cold water to the optimal temperature for a variety of purposes.

When your board members are fueled by love, you can trust their discernment—*reasoning and intuition*—to help you foster equanimity and access your deepest wisdom to reveal and advance the highest good for all, in all, through all. They do this by creating a moment-by-moment custom blend of competencies that varies based on the optimal mix for the opportunities in each life situation.

I am reminded of the teaching I heard from Deepak Chopra: EGO stands for “edging God out.” Based on the laws of algebra, if EGO equals edging God out and God equals love, then EGO equals edging *love* out. That’s precisely what happens when your board members become dysfunctional. When they switch to fear as their fuel instead of love, they block your forward progress by focusing their energies on infighting, backbiting and one-upmanship on a grand scale. In short, they keep you small because they believe that is what safe looks like. The answer is for you to get to know each of them intimately and coach them into a more expansive, love-fueled approach to life.

Awareness of your board of directors is not an indication that you have multiple personality disorder. The construct of a personal board is a useful device. Sorting your vast array of gifts, passions, options, fears, and coping mechanisms into three distinct though interrelated subsets reduces the complexity of understanding what’s going on in each moment and the specific path to finding greater equanimity.

A reminder: whatever pronoun is used, assume gender neutrality in all descriptions. It makes for smoother reading just to vary the use of masculine, feminine, and neutral pronouns than to constantly indicate female and male in every instance. While it is true that an individual board member may show up as primarily male or female, such designation refers to the member’s energetic signature, not its anatomic

gender. Your board members may all be male, all female, all androgynous, or any combination thereof.

Your Board Members' Agendas							
The whole is greater than the sum of its parts.							
MEMBER: Focus	SAGE: Soul		GUARDIAN: Head		MUSE: Heart		
Love Persona	Optimist		Engineer		Visionary		
CORE FEAR	I DON'T MATTER			I AM POWERLESS			
ATTRIBUTES	LOVE-BASED	FEARS	LOVE-BASED	FEARS	LOVE-BASED	FEARS	
• Goal	Meaning	Nihilism	Safety	Danger	Fun	Drudgery	
• Means	Synergy	Discord	Structure	Chaos	Flexibility	Constraint	
• Gift	Discernment	Confusion	Discipline	Laziness	Imagination	Monotony	
• Passion	Flow	Force	Work	Waste	Play	Servitude	
Fear Persona (GREMLIN)	Bleeding Heart Hermit Know-It-All Zealot		Killjoy Workaholic Drill Sergeant Control Freak		Dilettante Sneak Wild Child Loose Cannon		
Defense Mechanism	Withdrawal and Annihilation		Condescension and Coercion		Deceit and Rebellion		
Remedy	See the Opportunity		Make a Plan		Find the Fun		

© DJW Life Coach LLC 2012

Figure 1: Your Board Members' Agendas

Your Board Members' Agendas

Each member of your personal board of directors has its own agenda and unique set of core competencies. The elements of those agendas are shown in the first column of figure 1 and include the following:

- **Focus:** Where each places its primary attention.
- **Love Persona:** Their optimal constructive way of showing up when fueled by love.
- **Core Fear:** Their lowest common denominator shared fear. This core fear leads each of them to forget the truth of a reality based in love and oneness and choose instead to become victims to the lie of an illusion based in fear and a sense of separation.

- **Attributes:** Their primary love-based qualities and specific fears that can undermine those qualities, including their
 - **Goal:** Utmost desire;
 - **Means:** Preferred way of fulfilling their goal;
 - **Gift:** Greatest natural aptitude and most valuable contribution to every situation; and
 - **Passion:** Chief delight, what brings them the most joy in life.
- **Fear Persona:** Their most common destructive ways of showing up when fueled by fear, also known as their gremlin personas or “going gremlin.”
- **Defense Mechanism:** Their favorite passive and aggressive forms of sabotaging you. Typically, they begin to assuage their fear by using passive aggressive techniques to dissuade you from your chosen path. If those prove ineffective, as their fear continues to grow, they usually switch to more aggressive tactics.
- **Remedy:** The nature of the first baby step that will begin to lead them out of their fear-based, sabotaging gremlin persona and restore them to love and a sense of oneness.

Sage's Agenda

The sage's agenda and core competencies are summarized in the second column of figure 1. The sage places its primary attention on matters of the soul. When its core energy is fueled by love, it shows up as the eternal optimist: everything's an opportunity to the sage centered in love. When the sage forgets the truth of a reality based in love and oneness and chooses instead to become a victim to the lie of an illusion based in fear and a sense of separation, its core fear is the same two-part core fear of your other personal board members: I don't matter; I am powerless.

The specifics of how that core fear manifests for the sage are aligned with the sage's love-based qualities and attributes. Its

goal, or utmost desire, is finding meaning and believing that everything has a constructive purpose. The specific fear that challenges that desire is nihilism: the possibility that anything—or worse yet, everything—is random and meaningless. The sage is especially susceptible to pessimism and despair.

The sage's means, or preferred way of fulfilling its desire for meaning, is synergy, believing that maximizing collaboration always enhances everyone and everything. The specific fear that can test the sage's belief in the universality of a synergistic path to meaning is discord: any form of conflict, friction or arguing.

The sage's gift, greatest natural aptitude, and most valuable contribution to every situation is discernment. The specific fear that undercuts the sage's ability to demonstrate and contribute discernment is confusion of any sort: bewilderment, disorientation or upheaval.

The sage's passion and chief delight—what brings the sage the most joy in life—is a sense of flow: a generous, effortless, gracious way of being. The specific fear that thwarts the sage's passion for flow is any feeling of force: pressure, coercion or bullying.

When any or all of the sage's specific fears awaken the core fear that the sage does not matter or is powerless, it stops showing up as the eternal optimist. Instead, it takes on one of its many gremlin personas, including the bleeding heart, hermit, know-it-all or zealot.

The sage's initial passive aggressive technique to dissuade you from your chosen path is often a form of withdrawal. Denial and depression are the tools of the frustrated sage. The bleeding heart and hermit personas are most common in this stage. When passive aggressive techniques prove ineffective,

as the fear continues to grow, the sage will switch to more aggressive tactics of annihilation: elimination of itself in the form of suicide (figurative or literal) or elimination of others through ruthlessness and murder (figurative or literal). The fear is so unbearable that the sage will do anything to make it stop, including employing force-based tactics that are antithetical and horrifying to its normal passion for flow. The gremlin personas of the know-it-all and zealot are common in this stage.

There is a simple remedy for breaking this self-destructive cycle, leading the sage out of its fear-based, sabotaging gremlin personas and restoring it to love and a sense of oneness. The key is to help the sage *see the opportunity*. Just a small glimmer of a possibility buried under all the fear and then the first baby step in the direction of manifesting that possibility is all it will take. Opportunity is the medium in which the sage thrives. Opportunity will cause the sage's natural aptitudes and abilities to return, strengthen, and grow. When that happens, harmony and synergy with your other board members will be restored.

Whenever you start to feel pessimistic or melancholy, be alert for the possibility that your sage is shifting into gremlin mode due to fear. The equanimity scan in figure 15 can help you diagnose the root cause and return your sage to its more constructive persona.

One of the interesting and challenging realities is that once one board member becomes aligned with fear, the nature of the passive and aggressive tactics to which it defaults will increase the likelihood that one or both of your other board members will be pulled out of alignment in reaction to the first member's antics. For this reason, it is especially important to form deep, intimate relationships with each board member and pay attention to the earliest warning signs that something may be amiss. A sage not quickly restored to love will result

potentially in a much more complex task of working to restore two or more members with very different agendas at the same time.

When life feels like it's running amok and gremlin voices are the only ones you hear, it is quite common to find that each of your board members has become afraid of different aspects of the same situation. It is possible to work with all of them at the same time by addressing each patiently and individually based on their particular orientations. It's just more advanced work. It is much easier to always stay tuned to their distinct frequencies and address any fear-based anomalies in their perceptions before they grow to mammoth proportions.

Guardian's Agenda

The guardian's agenda and core competencies are summarized in third column of figure 1. The guardian places its primary attention on matters of the head. When its core energy is fueled by love, it shows up as the chief engineer: everything is a puzzle to be solved to the guardian centered in love. When the guardian forgets the truth of a reality based in love and oneness and chooses instead to become a victim to the lie of an illusion based in fear and a sense of separation, its core fear is the same two-part core fear of your other personal board members: I don't matter; I am powerless.

The specifics of how that core fear manifests for the guardian are aligned with the guardian's love-based qualities and attributes. Its goal, or utmost desire, is finding safety and believing there is no risk of harm. The specific fear that challenges that desire is danger: the possibility that anything—or worse yet, everything—is a threat. The guardian is especially susceptible to overreacting by seeing every instance of the unexpected as a harbinger of jeopardy or peril. The guardian's means, or preferred way of fulfilling its desire for safety, is structure, believing that maximizing order, specificity, and predictability always enhances everyone and

everything. The specific fear that can test the guardian's belief in the power of structure to ensure safety is chaos: any form of unruliness, pandemonium or anarchy.

The guardian's gift, greatest natural aptitude, and most valuable contribution to every situation is discipline. The specific fear that undercuts the guardian's ability to demonstrate and contribute discipline is laziness of any sort: lethargy, sloth or inertia.

The guardian's passion and chief delight—what brings the guardian the most joy in life—is a sense of work: quality and productivity. The specific fear that thwarts the guardian's passion for work is any feeling of waste: carelessness, extravagance or redundancy.

When any or all of the guardian's specific fears awaken the core fear that the guardian does not matter or is powerless, it stops showing up as the chief engineer. Instead, it takes on one of its many gremlin personas, including the killjoy, workaholic, drill sergeant or control freak.

The guardian's initial passive aggressive technique to dissuade you from your chosen path is often a form of condescension. Sarcasm and superiority are the tools of the frustrated guardian. The killjoy and workaholic personas are most common in this stage. When passive aggressive techniques prove ineffective, as the fear continues to grow, the guardian will switch to more aggressive tactics of coercion: brute force to remove any perceived barriers to safety. The fear is so unbearable that the guardian will do anything to make it stop, including bullying and screaming that are antithetical and horrifying to its cool-headed, analytical norm. The gremlin personas of the drill sergeant and control freak are common in this stage.

There is a simple remedy for breaking this self-destructive cycle, leading the guardian out of its fear-based, sabotaging gremlin persona and restoring it to love and a sense of oneness. The key is to help the guardian *make a plan*. Not a fear-based three-thousand-item fifty-year plan in twelve-hour increments. Just a small suggestion of a path out of the chaos and then the first baby step in the right direction. Await feedback from the Universe and then take the next baby step. Planning is the medium in which the guardian thrives. Planning will cause the guardian's natural aptitudes and abilities to return, strengthen, and grow. When that happens, harmony and synergy with your other board members will be restored.

Whenever you start to feel rushed or tense, be alert for the possibility that your guardian is shifting into gremlin mode due to fear. The equanimity scan in figure 15 can help you diagnose the root cause and return your guardian to its more constructive persona.

Muse's Agenda

The muse's agenda and core competencies are summarized in fourth column of figure 1. The muse places its primary attention on matters of the heart. When its core energy is fueled by love, it shows up as the grand visionary and, of the three board members, is most identified with the construct of the inner child. The muse centered in love is in complete agreement with Frank Sinatra that "fairy tales can come true ... when you're young at heart." When the muse forgets the truth of a reality based in love and oneness and chooses instead to become a victim to the lie of an illusion based in fear and a sense of separation, its core fear is the same two-part core fear of your other personal board members: I don't matter; I am powerless.

The specifics of how that core fear manifests for the muse are aligned with the muse's love-based qualities and attributes. Its

goal, or utmost desire, is having fun and believing life is a game. The specific fear that challenges that desire is drudgery: the possibility that anything—or worse yet, everything—is a grind. The muse is especially susceptible to stubbornness and avoidance when it perceives chores or toil.

The muse's means, or preferred way of fulfilling its desire for fun, is flexibility, believing maximizing freedom enhances everyone and everything. The specific fear that can test the muse's belief in the power of flexibility to maximize fun is constraint: any form of limitation, constriction or restraint.

The muse's gift, greatest natural aptitude, and most valuable contribution to every situation is imagination. The specific fear that undercuts the muse's ability to demonstrate and contribute imagination is monotony of any sort: flatness, boredom or tedium.

The muse's passion and chief delight—what brings the muse the most joy in life—is a sense of play: recreation and amusement. The specific fear that thwarts the muse's passion for play is any feeling of servitude: subservience, subjugation or bondage.

When any or all of the muse's specific fears awaken the core fear that the muse does not matter or is powerless, it stops showing up as the grand visionary. Instead, it takes on one of its many gremlin personas, including the dabbling dilettante, sneak, wild child or loose cannon.

The muse's initial passive aggressive technique to dissuade you from your chosen path is often a form of deceit. Avoidance and trickery are the tools of the frustrated muse. The dilettante and sneak personas are most common in this stage. When passive aggressive techniques prove ineffective, as the fear continues to grow, the muse will switch to more aggressive tactics of rebellion: the unsatisfied desire for *fun*

now finding an outlet in a level of thrill-seeking abandon that introduces a risk of real and very un-fun harm. The fear is so unbearable that the muse will do anything to make it stop, including choosing activities and companions that are antithetical and horrifying to its sweet, fun-loving norm. The gremlin personas of the wild child and loose cannon are common in this stage.

There is a simple remedy for breaking this self-destructive cycle, leading the muse out of its fear-based, sabotaging gremlin persona and restoring it to love and a sense of oneness. The key is to help the muse *find the fun*. Not the adrenaline high of real danger. Just a small suggestion that with a little imagination, what appears to be drudgery could be transformed into something much easier than it appears. With a baby step in the right direction, the task might become downright entertaining. Fun is the medium in which the muse thrives. Fun will cause the muse's natural aptitudes and abilities to return, strengthen, and grow. When that happens, harmony and synergy with your other board members will be restored.

Whenever you start to feel whiny or put-upon, be alert for the possibility that your muse is shifting into gremlin mode due to fear. The equanimity scan in figure 15 can help you diagnose the root cause and return your muse to its more constructive persona.

Board Principles and Dynamics

If your board members could remain completely empowered by love in every moment, with deep and abiding respect for the full range of team strengths and perspectives, what a smooth and fulfilling life it could be. Your sage would channel an endless stream of brilliant insights, along with the wisdom to discern what should be pursued and when. Your muse would apply its creative genius to design the optimal way of

communicating and manifesting those insights. Your guardian would serve as chief engineer to create, execute, monitor and adjust the optimal plan for manifestation. No jealousy, no bickering, no sabotage. Just love-fueled collaboration with a single objective: to reveal and advance the highest good for all, in all, through all.

To achieve the more fluid and fulfilling life you seek, those are the board dynamics you are aiming for. Why does your board so often fall short of that goal, and what can you do to improve its functioning? Here are some additional insights to help you understand the elements of success, recognize when trouble is brewing, and employ the most reliable remedies to get things back on track quickly.

Gender Identity

In terms of gender, many clients sense the energetic gender of their board members long before they know their board members' names. Remember, we're not talking anatomy; we're talking male, female, and androgynous energy. One way to think of it is that male energy is more left brain, female is more right, and androgynous is a blend. There are many books on the subject of energetic gender. You can read them if you are so inclined, or you can trust your intuition. If it feels male, it probably is. If it feels female, it probably is. If it feels androgynous, it probably is. *Your* gender identity has nothing to do with the genders of your board members. They can all be male, all female, all androgynous or mixed.

Choosing Names

That is a trick subtitle: you don't *choose* names for your board members. When they trust you and you are ready to connect with them more deeply, they will *tell you* their names. Honest. No, they aren't named after your first pet, your most memorable teacher, or members of your family—beloved or reviled. They have their own names, generally with very

relevant etymologies. Once you know their names, if you look up the meanings and derivations, you'll find they hold great relevance to the roles they play and gifts they bring. Here are two quick examples in that regard.

The first example is my client Sarah who, as is so often the case, knew the names of her guardian and muse as soon as we began exploring the personal board/gremlin construct. She sensed a third distinct energy and described it as calm and wise but gave no name. Throughout our session, in an effort to help her tap into her intuition, I would say, "I'm sorry, I've forgotten the name of your sage. What is it?" She replied, "I told you. I don't know the name of my sage." I repeated variations on this tactic a couple more times during our forty-five-minute session and received the same reply. At the end of the session, as we were wrapping up, I said, "In looking over my notes, I realize I never wrote down the name of your sage." This time, she replied, "I have a name, but it doesn't make any sense." I encouraged her to ignore logic and trust her gut. She blurted out, "It's Sophia. But I don't even know anyone named Sophia." I became very still. "Sarah, do you or does anyone in your family have ties to Greece (language, travel, origin)?" She replied, "No." I told her, "Sophia means 'wisdom' in Greek. It's the name given to the wisdom aspect of God in the Bible. Congratulations, Sarah, I'm fairly certain your sage just told you her name."

The second example is my client Mark who also knew the names of his guardian and muse right off the bat. His sage's energy and name proved elusive over a period of weeks. Each week, we'd check in concerning his sage, and he'd report his sense that he'd made no progress. We would re-establish his intention to be open to connecting more deeply with his sage whenever it was ready to reveal itself. Then we would focus on other coaching matters. Periodically during sessions, I would try the techniques I used with Sarah and others ("I've forgotten your sage's name; I neglected to write down your

sage's name; etc."). A number of weeks passed during which Mark had no awareness of the name. Then I received a midweek email from Mark, excitedly reporting that he had connected with his sage and knew her name. He said it was Sylvia. When he looked up the derivation of her name, he was blown away. Sylvia means "from the forest." Beginning at a very young age, when Mark was upset or frustrated by life, he would escape to the woods near his home for comfort. He has always loved being in the woods, whether camping, hiking, writing or just thinking. Mark's sage had indeed introduced herself. She had been present in his life all along, leading him into the woods for solace.

Some clients know the names of their most dominant board member the moment we begin discussing the construct. Others know the guardian and muse right away because they have been listening to them bicker for decades. Some clients don't know any names for quite a while. One day, when your board member trusts you, it will tell you. It's like any other relationship that you hope will go to a more intimate level. As you prove to each board member that you are respectful, honorable, and committed to the long haul, they will each tell you their names in their own time.

It's not uncommon to have one member's name take longer than others. Often that member's set of competencies is the one you least value or most fear expressing. Don't expect any of them to tell you their names if your intention is to try to banish them the next time they pop their heads out of their foxholes by "going gremlin." Be patient, don't force it, and let your intuition tell you when it's time. Meanwhile, just do all of the things you already do to build other mutually respectful, trusting, and fulfilling relationships. Before you know it, you'll be engaging your board members in real-time, out-loud discussions and debates in the lobby of your favorite restaurant, boutique or movie theater. They are eager to know

you better too. They are just understandably skeptical about your motivations.

In the Beginning

When you and your board members were born, everything was love and light. The minute you began encountering opportunities for fear, the love and light began to unravel. Because you were small, young and fairly helpless, those initial fears had a big impact, and your board members developed a tendency to overreact to perceived threats.

Life gets even riskier as you get older. As you grow and mature, life presents even more potential slings and arrows, and you present an ever-larger target for them to hit. If your board members become focused on all the fears, they can erroneously conclude that *everything* is dangerous and the only escape is to keep you as small and invisible as possible.

Why the Guardian Takes Over

There are two primary reasons why the guardian tends to take over early in life: First, survival is the top priority in the early years, and the guardian's specialty is safety and survival. Second, the guardian's proclivities for order, structure and hard work make it popular with many cultures and parents. Raising a child is challenging. An obedient, predictable child makes the parents' job easier, though at a huge cost to the healthy development of that child into a confident, self-sufficient adult.

How the Muse Learns to Be Sneaky

For the very reasons that cultures and parents in general love the guardian's energy, many find the muse a handful. All that unbridled imagination, lack of fear, and willingness to experiment make raising a muse exhausting and downright scary at times. For that reason, many children get the message early on that to be popular and feel secure at home, they'd better learn to ratchet their muse back a few notches and toe

the line. Those who do not can have a very tumultuous childhood. Even without any real threat of abuse or abandonment, many children learn early on to be seen and not heard.

To accomplish this long term, they must silence their muses. Because the guardian's prime directive is to keep you safe, often he will help the muse find a place to hide. I've facilitated deeply touching guardian/muse reconciliations with clients, including one where the guardian pulled a skeleton key out of his pocket so he could unlock the door to the closet where he and the muse agreed she would hide forty years earlier for the safety of the child.

Because all aspects of ourselves long to be expressed, even locked in a closet the typical muse will just find more devious ways to make its influence known. For its own energetic survival, the muse becomes quite adept at being sneaky.

Why the Sage Is Out to Lunch

Some clients think they don't have a sage. So far that hasn't proven to be the case. For the very reasons that guardians and muses tend to clash (egged on by our culture and parents), sages tend to hide. The constant discord is upsetting and discouraging to the sage's energetic constitution. When even its extraordinary gift of discernment proves ineffective at resolving conflict, the sage's first line of defense is withdrawal. If the discord continues to escalate such that it invades the sage's sanctuary, then it might change tactics and go ballistic, harming itself or others. Typically it just wants to be left alone, unless there is hope of reconciliation and a return to synergy. Be patient, trust your gut and invite your sage to become active again in helping you discern the optimal path for your life and the best way to restore the guardian and muse to a relationship centered in love and light. A sage respectfully petitioned and offered an opportunity for hope will respond with greater courage in time.

Equanimity Scan

Now that you have greater understanding of your board members' talents, perspectives, propensities, dynamics, and discernment, you are better equipped to notice when one or more of them becomes gripped by fear, and you know how best to return them to alignment with love.

Equanimity Scan						
Pop the fear-based illusion of lies to restore the love-based reality of truth. When gremlins arise, take a baby step toward restoring equanimity by determining which member is feeling threatened based on which fears are being expressed.						
✓	Fear	Synonyms	What Love Looks Like	Likely Saboteur	How to Restore Love	Take Action
IDON'T MATTER—I AM POWERLESS	Nihilism	Meaninglessness, Despair, Pessimism	Meaning	Sage (Optimist)	See the Opportunity	
	Discord	Arguing, Conflict, Friction	Synergy			
	Confusion	Bewilderment, Upheaval, Disorientation	Discernment			
	Force	Coercion, Pressure, Bullying	Flow	Guardian (Engineer)	Make a Plan	
	Danger	Jeopardy, Peril, Threat	Safety			
	Chaos	Anarchy, Pandemonium, Unruliness	Structure			
	Laziness	Lethargy, Sloth, Inertia	Discipline			
	Waste	Carelessness, Extravagance, Redundancy	Work	Muse (Visionary)	Find the Fun	
	Drudgery	Chore, Grind, Toil	Fun			
	Constraint	Limitation, Constriction, Restraint	Flexibility			
Monotony	Flatness, Boredom, Tedium	Imagination				
Servitude	Bondage, Subjugation, Subservience	Play				

© DJW Life Coach LLC 2012

Figure 2: Equanimity Scan

In my book, *Choose Your Energy: Change Your Life!*, I provide a variety of scans to help you recognize when you are out of alignment and get yourself back on track, including the Equanimity Scan. Visit <http://tiny.cc/djwillustrations> to download FREE full-size color versions of all of the scans and other illustrations included in my book.

A real-time Equanimity Scan can help you identify specifically where your personal board members have become derailed by fear and how love might help them get back on track.

Figure 2 provides a simple form to guide this process. The Equanimity Scan consists of a five-step process, with each step grounded in caring enough about yourself to do the following:

- Pay attention so that you notice quickly whenever fear creeps into your board's energetic mix.
- Invest your energy in assessing the root cause of the fear. Using the fears and synonyms listed on the left side of the form, identify which member or members may have become dysfunctional based on which fears align most closely with the way that member is wired. Realize that in any given difficult situation, one, two or all three members may have fallen into the grips of their own particular fears. Understanding what's gotten each of them riled up is the best way to begin determining what can restore each of them to love and wholeness.
- Once you have identified the root fears at work, the love alternatives, and the board members involved, determine what baby steps will strengthen the presence of love in your board's energetic mix based on the scan's indicator of *how to restore love*. Especially in the case of the guardian, make sure any "plan" is a *baby step* and not an eighty-seven-point fifteen-year plan in fifteen-minute increments. Such a detailed plan might thrill the guardian, but it will introduce a new challenge as it sends the sage and muse screaming into the night. Likewise, overdoing it with the sage or muse is likely to throw one or both of the other two members into a tizzy. The optimal realignment approach will take into account the entire board as individuals and a team. The plan will be infused with understanding, balance and harmony.
- Hold yourself accountable for following through on your commitment to take action.

- Assess your result and continuously refine and expand your action plan to maximize the presence of love and minimize the presence of fear in your board members' execution of their daily responsibilities.

Respecting your feelings enough to notice them and then demonstrating curiosity and compassion about them, rather than continuing to tell yourself to suck it up and stop being a wimp, will result in far greater emotional equilibrium and resilience in the face of life's ups and downs to optimize your presence, relationships and endeavors personally and professionally. You're worth the effort!

About the Author

As a board-certified coach, author, radio host, Reiki Master and EFT/tapping practitioner, I share hope, possibilities and empowerment with the world. What's love got to do with minimizing stress and getting unstuck? Everything! My book, *Choose Your Energy: Change Your Life!* (Hay House/Balboa Press 2013) shares my story and the stories of 10 of my clients along with my signature Discovery Framework.

During my 30 years as an organization transformation consultant, I served as a senior partner in four of the world's largest, most prestigious global professional services firms. In 2005, I took a five-year sabbatical to find healing and peace because non-stop work had taken its toll. My recovery from burnout, including a sustained 80-pound weight loss and freedom from 10 years of debilitating depression, led to finding my purpose guiding others on their journeys.

Through healing and self-exploration, I discovered that loving yourself unconditionally is the key to transforming your personal life, your work and the world. With attention and intention, I learned to live in alignment with love through a wealth of energy-shifting tools and techniques that help me reduce stress, anxiety and overwhelm by releasing limiting beliefs, emotions and habits.

My books, blog, radio show and signature coaching programs help individuals and organizations harness the transformative energy of love to turn unexplored possibilities into fulfilling realities and step into their greatness. To learn more about my work in the world, visit <http://djwlifecoach.com> and <https://linkedin.com/in/djwlifecoach>.

For fun, I love singing, reading, sewing, knitting, golfing and movies. I live in Williamsburg, Virginia with my husband,

Wilson, and the three coaching cats who manage my life—
SiddhaLee, Mortimer and Maisy Jane.

“Moving Forward On Your Terms”

By Ida Crawford

You wake up every day with this nagging thought. You try to put it out of your mind, but it just keeps coming back. Your mind keeps going on and on, “I want to start a business.” Finally, you decide that you are going to pursue this thought. The next thing that goes through your mind is, “I don’t have the money.” I don’t have the resources.” I don’t have...” I don’t have...” “I need...” “I need...” So you try not to think about it, but the thought just won’t go away. So, what do you do next? Starting a business is a huge endeavor. On a job you can expect a check at some designated time; i.e. once a week, every two weeks, etc.

However, when you make that decision to start a business, the money can be slow. You will do quite a bit of upfront work just to get up and running. There will be no leisure money at first. Every cent you earn will need to go back into the business to satisfy the “needs” of the business. Many times most entrepreneurs start off at the kitchen table, spare bedroom, or the basement. The beginning stages of becoming an entrepreneur can be frustrating and sometimes unrewarding. There will be days when you feel like you just can’t do it. One of the first steps in getting the mindset necessary to begin your new journey as an entrepreneur is what I call “Git The Junk Out Your Trunk.”

“Git The Junk Out Your Trunk” is all about learning to work from the inside out. We all have junk, just like a closet that over time becomes cluttered with stuff that we no longer need. When you think about a cluttered closet, think a minute about

how you really respond. You can't find anything, which leads to frustration. That feeling of frustration sends a negative response to your brain, which does not give you a great feeling. Well, our minds become cluttered with thoughts that could be limiting our quality of life. We sometimes surround ourselves with people who support those limited beliefs. I call them "toxic" people. We don't consciously think about it. It becomes a part of who we are. Days, months, and years can go by before we even take a moment to evaluate where we are in life. Worst, we could leave this earth not using the gifts and talents that we were given. I don't know about you, but I want the least amount of "shoulda, coulda and woulda's" in my life as possible.

You need to be able to get clear about what you want in your life; assess what you need to hold on to and what you need to get rid of in your mind. You need to stop making excuses and start making decisions. You then will move away from past failures. Most importantly, you will stop procrastinating on the things that have meaning to you. In order to be successful, one has to believe that it is possible and achievable. Remember, whatever you believe is your reality. The question becomes, is your reality serving you the way you want it to? A Life Coach once asked me, "What's not good enough in your life? What would you like your life to be instead?" That's been many years ago and I still refer to that question often to ensure that my actions are aligned with what I want in my life. I invite you to take a minute and truly think about that question. Remember to write down what comes up for you.

Now that you are on the road to "gittin the junk out your trunk," it's time to satisfy that nagging thought of becoming an entrepreneur by moving forward on your terms. When you listen to the many stories of successful entrepreneurs, what you will hear is everyone had different life situations going on when they decided to become an entrepreneur. Some were forced into it due to some life situation that altered their way

of living. What you will hear in many of the stories is a passion to change something in the world or just sick and tired of being in someone else's dream as an employee. In order to move forward on your own terms, it's important to get your vision out of your head and onto paper. For me, there is something so magical about writing your thoughts on paper. It's as if I have made a commitment to myself. If you haven't incorporated this action into your daily life, I invite you to do so.

Getting your thoughts down on paper supports you to get started wherever you are. It helps you focus on what you can do now with what you have today. You can document all of the action steps necessary to bring your vision to fruition. When I work with clients I help them turn this into their very first business plan. Many times as a new entrepreneur, creating a business plan sounds scary and over-whelming along with everything else. The tools I use with clients takes the fear and anxiety away from the process of creating a business plan. It becomes your living document that will evolve as you move through your journey of entrepreneurship. You document every element of your new business, which should include your reason to pursue this vision, what problems you will solve for your clients, who your clients might be, how you will achieve your goals, and when you will achieve these goals. In summary, it is your why, what, how, who and when.

Take a minute and think about your vision. Think about what you have today to get started. Look at the current dynamics of your life. Maybe you are married raising a family and/or working a full time job. The emphasis here is to start where you are today. You might start jotting down some questions about your business, which will support you with findings answers, as well as prompt other questions.

Let's take a look at your why. Your why is your reason to become what you say you want to become. It is your purpose in bringing your gift to the world. At this point, you are not thinking about money. I believe that you have to take the money out of the picture to truly know what your purpose is. After all, your purpose will be the only thing you can lean on when the road gets tough.

For example, let's say you want to be a motivational speaker. Your purpose may read, "To support people to be their best self so that they can live a life of happiness and abundance." In that statement you have defined your reason for becoming a motivational speaker. The problem that you will solve for your clients is through your words, you will help them to develop habits that will promote more happiness and abundance in their lives. In short, you are stating your why and what you will bring to your clients to make their lives better.

Well now it's time to think about your 'how.' How will you begin this journey as a motivational speaker? If money is an issue, you may come up with creative ways of getting the information you need to launch your business. If you don't have a computer, the library has plenty. Make the library your office space until you can afford your own computer. You want to be knowledgeable about the area that you are moving towards. There are plenty of motivational speakers on the Internet that you can listen to and learn from. In essence, check out everything that will support you in moving your business to the next level.

This research will include business practices, marketing techniques, accounting, website designs, social media strategies; webinars, blogs, etc. There is so much free information on the Internet, take advantage of it.

Your next step is your, "who." Who will be your target market? Who is your ideal client? You might sit down and make a list of the people you can start with who need to be motivated to live happier lives. You might think about age, gender, life situations, etc. You may decide that you want to use life experiences to speak to people who are a similar situation. Your target gender might be women and/or men between the ages of 30 to 50. Once you decide the audience you may want to work with, now it's time to find them.

Here is where your marketing strategy comes into play. Your marketing strategy could include paper material, such as business cards and literature that states your purpose and the benefits that your clients will receive from your product or service.

Network, network, network. This will be one of the most important actions that you take. People support us to move forward to the next level. They come in the form of clients and resources. People sharing experiences and what they have learnt on their journeys can support you tremendously. You will attract and build relationships with people who can support you in areas that you never thought of. Most importantly, you will build your client database, which is how your business will grow.

Oops, I almost forgot, don't forget to give yourself a timeline to complete the work to launch your business. Having a timeline provides accountability for getting tasks completed. Many times when we don't put a time on it, it becomes forever or never. Even if you go over the timeline that you set due to unforeseen events; what's important is that you complete the task(s). Sharing this information with a life coach will provide additional accountability and ensure that you stay on track.

Becoming a successful entrepreneur requires developing a mindset that can support you for the journey that lies ahead. It requires a high level of commitment and perseverance. Letting go of beliefs and behaviors that do not serve you is a day by day, conscious and intentional effort involving small action steps daily.

Every day when I wake up one of my gratitude statements is "Thank you for my mind." Your mind is your greatest asset. What you record in your brain determines your actions and is directly associated with the quality of your life. Therefore, it is important that we are very careful about what stays and what goes. Remember, as you build your business, there will be a tremendous amount of upfront work with no monetary payoff at first, mistakes will be made, and your plan will be modified often. You will be constantly discovering what you didn't know you didn't know. Your "belief" in what you are doing will be tested time and time again. Having a life coach will make all the difference. Trust me, I know. I have been involved in many businesses throughout my career. Amway, Prepaid Legal you name it. I started off pumped and excited. After a year or so, the excitement dwindled down to nothing at all.

I've taken many business classes and was always on a business webinar and did absolutely nothing with the information. Needless to say, at the end of the day, I felt unaccomplished and depressed most of the time. It wasn't until a Life Coach found me that I became serious about what I wanted to spend the rest of my life doing. The reason I say a life coach found me is because I didn't know what a life coach did or that I needed one. Once I started on this journey, I discovered that I had to "git the junk out my trunk." Today, I am forever grateful for the life coach that found me and supported me in finding my true passion and building my belief in my capabilities to make it happen.

Having a life coach is an investment that you will never regret. There is nothing more important than keeping your mind healthy. After all, everything depends on it. Today, it is now my purpose to support other people in finding their true passion and building their belief muscle to bring it to life. Your Success is My Reason!

About the Author

My journey started in Baltimore City, where I grew up. I graduated from Eastern High School. Later in life, I received my Bachelor of Science degree from University of Baltimore in Applied Information Technology. I have been employed in the Information Technology field for over 20 years holding positions as a Help Desk Associate, Desktop Support Technician, and Network Administrator.

Later, I was introduced to the Personal Development field and I fell in love immediately. Life coaching saved my life and supported me to get in touch with my inner self in a way I had never experienced before. I went on to study the field of life coaching and received my Life Coaching Certification from Coach Training Alliance. Since that time, I became an Achievement Counts Speaker for the Maryland Business Roundtable for Education where I get to speak to middle and high school students about the importance of their academic and personal choices, as well as support the STEM initiative in Maryland. I have worked with Dress for Success as a speaker for the John Hopkins employee lunch workshops, as well as other speaking engagements.

As CEO of Daily Life for Me (dailylifeforme.org), I get to support my clients in developing daily actions that support their mindset in becoming the person that they deserve and want to be. I also host a podcast entitled "UnChain Your Mind, where we collaborate on topics that promote healthy mindset changes for our listening audience.

I am also the Founder and CEO of A Sista's Circle Empowerment Network - ASCEN, LLC (asistascircle.org) where we are committed to nurturing an environment that supports female entrepreneurs in becoming successful business owners through the power of collaboration and community.

When I first started this awesome journey of personal development some years ago, little did I know that it would lead me into a whole new career where I get to support others in living their best life. Having a Life Coach and being a Life Coach has allowed me to become more conscious of who I am, how I want to live in my skin, and what my life purpose is. I am so grateful for the person who introduced me. The skills I have now have changed my life and I want to support you in changing yours.

Your Success Is My Reason!

You can check out my programs, "Git The Junk Out Your Trunk," and "Move Forward on Your Terms" at www.dailylifeforme.org.

“Starting Your Own Business on a Shoestring Budget: How a Coach Can Make a Difference?”

By Davida Shensky

Working from home today is the norm—not the exception! I have watched the job market change over the last 30+ years. As you can see the following synopsis is some of the reasons for the change. I will then talk about how as a coach I’ve helped my clients succeed as entrepreneurs.

For my contribution to this book, I wanted to focus in on how the job market has changed and also how the recession has influenced the job market this time around more than any other time in our history. Since I live in the United States, this is where the focus of my contribution will be.

During the early part of the 20th century there was a large influx of Europeans into the United States. Many of them brought their work ethic with them. In the home villages, they often put their wares on pushcarts and walked the streets selling them. In America, they would take their wares and put it on pushcarts and sell it on street corners.

For those who went to work for companies, they would often work for free until the owner was able to pay them a salary. For their loyalty, they were rewarded by having a job for life and so they were usually willing to work for that company until they decided to retire. Often these small companies grew to become large companies and in some cases corporations.

The first generation born in this country, fought during World War II, when their country asked them to fight for freedom. After the war, this generation went to work for the corporations. They started at the bottom and worked their way up into management. After 25 years they were given a retirement party and a gold watch for their loyalty. Their children were known as the baby boomer generation.

When the boomers were in school getting an education, schools and parents encouraged the students to go to work for the Corporation, which many did. But after 15 or 20 years, during the 1990s, many corporations had merged, and had multiple people performing similar jobs, so they needed to cut the workforce. Some offered buyout packages, because until then, when you went to work for the Corporation it was an unwritten rule, that an individual had a contract for life. Today if you go to work for the Corporation, your job expectancy may be five years or less.

Working for a corporation is a great way to learn a job ethic and then take the skills and apply it to building your own business.

Not only has the job market changed with the new century, but the work ethic has changed as well. Employees are no longer loyal to a company; therefore, the company is no longer loyal to the employee. Generation X., generation Nexter, and the millennial generation, need to consider alternative methods of finding gainful employment. Looking for the typical job working for the same corporation all your life, no longer exists.

During this current economic downturn, I have noted many more cultural changes taking place. Many companies, in order to cut expenses, are renting a smaller office space and hiring people to work from home. This allows the individual more flex time and reduces operating costs for the company.

Another major cultural change that has taken place in the last century, is in regards to the way that much business is done today. When the Europeans first came to the US, they took their wares and sold them on street corners, but today business owners have websites (or e-commerce store fronts) that they load pictures of their wares on and sell internationally as well as locally.

These cultural changes have brought about changes to job titles. A secretary who worked in an office as an executive assistant, today works from home as a Virtual Assistant. A graphic designer today is also a web designer and a sales executive a Freelance Consultant.

When I am working with clients, I often encourage them to think about their passions and personal interests and how they can build them into a high paying income for themselves.

When I have asked clients this question, "If you could do anything you love to do and earn an income doing it, what would it be?" Many have an immediate answer, but they just don't know how to put together a strategic plan and build it into a business.

The future promises further cultural change, with the strong possibility of more people consciously choosing to work from home and instead of working for just one company in an office, so why not choose to work for multiple companies?

Just because a company may not be willing to pay you the salary you want, they may be willing to pay you more money for less hours under this type of arrangement and working for multiple companies can subsequently provide you with better quality of life and a higher income.

I believe, that as children, we are good at coming up with many ideas, but education often teaches us to conform and listen to authority, so we lose our creativity as adults,

therefore, we lose the ability to think outside the box when it comes to being creative about employment.

To summarize, these are my lessons learned:

- Be more creative when it comes to employment and learn to think outside the box.
- Do not be frightened to incorporate technology into your business.
- Think about having multiple streams of income.
- Think about alternative methods of financing your business.
- Use the need to change as an opportunity to think about what you have a passion for and how you can build it into a high-paying income.
- Build a mentor group around you, so that you can bounce ideas off them when growing your business.
- Since so many people are solopreneurs today, why not use each other as a resource to outsource your business needs so that you are not wearing all the hats at the same time?

To tie all of this together one needs to learn to become adapted to their environment because it is always changing, just like the workplace is constantly changing. Jobs that existed 10 years ago don't exist today, jobs that exist today didn't exist 10 years ago, and there will be jobs in the future that haven't been invented yet. I came across an article that talked about how the job market has changed and how many jobs have gone overseas and these jobs have been lost to America forever. Part of the reason is because the unions out price the job market, but it's also because third world countries are becoming more educated and technology savvy, so they are able to fill positions that home grown employees are unable to do.

With all the changes that have occurred in the workplace we have become a global economy. You still have people who are unemployed expecting the government to create new jobs for them, and you hear politicians often promising to create new jobs if their elected. New companies start up every day, but the products they sell are not sold through brick and mortar stores. These changes have been occurring since the beginning of the 21st century across the board in every industry.

These changes affected how we receive our entertainment today. During the 20th century, at first you received your entertainment over the radio, then the television, and now through the Internet where you can download everything digitally. Steve Jobs, was an innovator and introduced iTunes for customers to listen to their music digitally, an iPad for customers to access information, and the iPhone for customers to carry around in their pockets----this is a minicomputer where you can talk to people on the phone and access all the information you would get on a computer.

The smartphone has even changed how we play games today. Three years you had to play games on a console, today all you have to do is download an app with the game. How many times have you sat in a doctors office and watched patients in the waiting room pull out their phone and read emails or play games.

Today, people who develop apps are called app developers. All you have to do is register and pay a one-time fee of \$25 to Google play and then you can create games and upload them on Google so the public can download the game and play. You earn your money through advertisers who advertise on your platform and when players purchase tokens to play your game. You can also submit your game to Apple to be placed on their platform for people who use iPads and iPhones.

Companies that offered mobile gaming have made millions of dollars on games that have become popular. Even in this industry there are opportunities to share in the profits of the mobile gaming industry. Currently there is only one company that is offering affiliate marketing as an opportunity for people who play games to share in advertising revenue, overrides on affiliates you personally sponsor, and when members who enjoying both free and purchase tokens. This is an example of how you can create multiple streams of income from just one company with multiple products to sell, where there is something for everyone. Whether you like to play trivia games, road battle games, games like bejeweled or candy crush where it's match three, etc.

As a career and personal development coach it is my job to help you come up with a strategy to build your business to a six-figure income or higher. In the restaurant business, selling franchises created billions of dollars for the parent company. Today, for the common man, you can become an affiliate with any company for \$500 or less and create a multi-billion-dollar business for yourself. If you have a product to sell and you have customers who purchase your product, why not offer them the opportunity to sign up as an affiliate with your company and pay them a commission when they refer customers to your products or service. If you are looking for an opportunity to earn an income and are into mobile gaming, health and wellness, supplements, etc. there are companies whose products you use that offer you the opportunity to become a distributor or affiliate with them and earn commission through word of mouth advertising.

In the past, I worked with someone who lost his job with EarthLink. I helped him come up with a strategy to use his skills to build a business working from home. At first he started a company where he built websites for customers who had a home business, then he branched out and through Craigslist offered his services to fix personal computers in the

home so customers wouldn't have to have downtime waiting for their computers to be fixed in a computer repair store, finally he combined the two by offering individuals who had a small business and needed a website the opportunity to build their website and market their services and split the profits---70/30 so that he earned an income by helping to market the individual so that all they had to do was provide the service to the customer. This works well for a small businessman who lacks the skills to market themselves.

I recently came across a website platform of a company in Russia where I can upload my training programs for free and split the profits 70/30 for any sales that take place.

There are many opportunities like this for you to put together a strategy to take your business to the next level, or to become an entrepreneur helping someone else as an affiliate to sell their products and take your income to the next level. It is just changing your mindset from having an employee mentality to having an entrepreneur or mentality. It is my job as a coach to help you recognize what opportunities are available and to choose the right one that fits your passion and that she would talk about to your friends and family, whether you were earning money from it or not.

About the Author

When Davida entered school there were no laws guaranteeing people with disabilities the right to an education, therefore, her teachers did not understand that CP affects how the brain processes information or that she learns differently. She also grew up in a dysfunctional family where there was a lot of physical, emotional, and verbal abuse, so as a child she had low self esteem. It was only after entering college and studying both mental health and psychology did she learn to turn her mindset from a negative one to a more positive one.

It was while she was in graduate school the **Individual Disability Education Act** became law. For the first time in 1977 people with disabilities were guaranteed the right to an education up to age 21.

Davida Shensky has owned her own business for the last 25+ years since she entered the workforce 12 years before the **Americans with Disabilities Act** became law. It is not the limit she places on herself but the limits that society places on her due to their misunderstanding of the disability community at large. She has had to learn to become her own advocate and to think outside of the box when it comes to employment.

Davida started Career Performance Institute and works with clients to help you reach your maximum potential and overcome your personal obstacles (fears) to unlock your potential at the highest level to reach your personal goals and fulfill your destiny. We work with you to come up with a strategy to get from where you are now to where you want to be in the future. Career opportunities have moved from working for a large firm in a physical place to working from home virtually online. To lower the cost of overhead companies sell their products virtually, online, through websites, and word-of-mouth advertising through affiliates or

distributors. We work with you to find the right opportunity in your niche and help you come up with a strategy to build a successful team and skills needed to become a good communicator, team builder, and leader.

Among the many things we help you learn:

1. How to break through your personal barriers
2. That life is full of choices for you to make
3. How to take control of your life
4. How to get rid of your negativity and to learn to think positively

Our seminars and in-house training programs for management, customer service, and teams focus on developing fundamental skills necessary to build strong, loyal relationships with employees, team members, and customers. CPI is committed to offering quality programs that have a visible impact on performance. In every learning solution, CPI insures that participants walk away with personal "commitment to personally coach" to make positive changes as a result of their learning. Our programs have been described as progressive, innovative, and highly interactive. Participants in CPI webinars and tele-seminars continually remarked on the enthusiasm, energy, and thoughtfulness of the facilitator when interacting with others in a learning environment.

As a professional Life Coach who specializes in personal growth, relationship and career coaching, I maintain a private practice in Deerfield Beach, Florida but also work with clients virtually online.

I serve as a private practitioner working with a broad spectrum of clients. In addition to being a professional Life Coach, I've also presented nationally to general audiences speaking on the topics of Self-Esteem, Personal Growth.

Leadership, Communication Relationships, and Time Management. I have a weekly Radio Show called **Live Without Limits** that you can call in and interact with me on the radio on any business topic you wish.

I am a collaborative, solution-focused Life Coach. Through this approach, I provide support and practical feedback to help clients effectively address personal life challenges. I also integrate coaching techniques and helpful assignments to offer a highly-personalized program tailored to you. With compassion and understanding, I work with you to help build on your strengths and attain the personal growth you are committed to achieving.

Education AAS(Mental Health) BA Psychology Masters program Rehabilitation Counseling.

Certifications, Additional Training & Awards Certified Seminar Leader(ASLA), Certified Laws of Attraction Coach, Certified Master Life Coach.

Professional Activities and Memberships Nat'l Speakers Association, Toastmasters CTM & ATM certifications, Meeting Planners International, Nat'l Rehabilitation Assoc.

Career Performance Institute
International Disabled Entrepreneurs, Inc. Founder
404-655-5159
www.1personalcareercoach.com
www.blogtalkradio.com/careerperformanceinstitute

“The NLP Coaching For Addictions Program”

By Janice Walton

This chapter introduces you to a different type of coaching program; one which addresses addiction issues using the lesser known approach of neurolinguistic programming. Neurolinguistic programming, or NLP, examines the fundamental dynamics between a person’s thinking processes (neuro), the way words are used, and how they influence others (linguistic), as well as how the interaction between the two affect behavior (programming). NLP targets ways in which people:

- Communicate externally and internally
- Process, store, and recall information
- Alter their communication to achieve the results and goals they want

NLP Coaches believe human beings have a capacity for flexibility and there is nothing that happens mentally or spiritually they cannot learn to handle. The focus is on how a person structures his or her thoughts and beliefs; those leading to problematic behavior and those creating change. This program and this chapter can benefit you, the entrepreneur, and your bottom line in the following ways:

1. Explain the approach if personal addiction issues arise.
2. Teach strategies useful with employees or customers experiencing addiction issues.
3. Provide an addiction prevention program for company employees.

Coaching differs from counselling in many respects as you can see by the chart below.

COACHING	COUNSELING
Client is highly-functional	Client needs healing
Roots in business/personal growth	Roots in medicine and psychiatry
Motivates client to higher level of functioning	Works with client to achieve self-understanding and emotional healing
Focuses on actions and the future	Focuses on feelings and past events
Focuses on solving problems	Explores the root of problems
Works with the conscious mind	Works to bring the unconscious consciousness
Works for solutions to overcoming barriers, learning new skills, implementing effective choices	Works for internal resolution of pain and release of old patterns

(Source unknown)

Initially, the term addiction referred to the abuse of alcohol and other substances. However, it has been expanded to include behaviors such as compulsive gaming, pornography, or obsessive internet use. These activities create feelings of pleasure and euphoria in the brain similar to those substances create. Some people who crave a substance or activity are hoping to re-live those feelings. Other people use substances and activities to escape or cope with anxieties and problems. At times, misuse can lead to dependence and to addiction.

The following definition of addiction seems to fit: “a condition that results when a person ingests a substance or

engages in an activity that can be pleasurable but the continued use or act becomes compulsive and interferes with ordinary life responsibilities, such as work, relationships, or health”

(<https://www.psychologytoday.com/basics/addiction>).

Let’s look more specifically at the ways the NLP Program for Addictions can benefit your bottom line by exploring three options.

Option 1 introduces the entrepreneur to the process if/when he or she experiences addiction issues. I describe the process, introduce possible NLP assessment tools, and identify strategies which can be used with a hypothetical client.

Option 1 - The Entrepreneur Realizes He Has a Problem with Gambling

Joe Smith is an entrepreneur who developed and manages a multi-million dollar business, demonstrating enormous initiative and effort in the process. Over time, his effort has created a great deal of stress and to relieve the stress, Joe finds himself turning to gambling. It seems to be a great way to relax but trips to the casino are occurring more often and are escalating into problematic behavior. He is somewhat concerned about the escalating behavior but doesn’t see it as a “big” deal. Therefore, he sees no reason to consider counselling.

Joe views the casino trips as a way of entertaining and impressing potential customers. He also thinks he has worked hard and if he wants to spend his money gambling, he will. So, the positive intent of his gambling is two-fold; it offers him a way to impress prospective customers, and it offers him a way to relax. However, the gambling is a concern to others. His business partner has threatened to leave the company and his wife has mentioned divorce.

Joe decided to make an appointment with me, a life coach experienced in addictions, because his wife and partner think he has a problem. Based on my NLP training, I proceed in the following manner:

1. Build rapport because coaches know the value of a solid client-coach relationship.
2. Identify the positive intent of the behavior as NLP Practitioners know all behavior serves a positive purpose and a need is met whether the behavior is acceptable or not.
3. Conduct assessments using the NLP techniques of Outcome Specification and Logical Levels.
4. Develop a treatment plan because a client is more likely to commit to the coaching process when he or she is involved in the planning process.

While building rapport, I ask Joe strategic questions in an effort to better understand how he structured the problem in his mind: what he was thinking, what his self-talk was, and what he felt when choosing to go to a casino.

Because many clients are unclear about what they want, the nine-question Outcome Specification below provides a summary of a client’s goals and his dedication to those goals. My questions and Joe’s responses were as follows:

1. What do you want?
JOE: My business partner and my wife view my gambling as being out of control. I don’t want to lose either of them. So, my goal is to find a new pastime and new ways of impressing clients.
2. How will you know when you have reached the goal?
JOE: When they no longer complain about the time and money I spend gambling, and I find fewer reasons to go to a casino or cardroom.
3. Why is your goal relevant and/or irrelevant?
JOE: The goal is relevant because my wife and

business partner are threatening to leave. If I were totally honest, it would be relevant financially, as well. Gambling is a costly pastime, and I can't be in two places at once. So, the business suffers as well.

4. What stops you from pursuing the goal wholeheartedly?

JOE: I like to gamble and to impress customers. When I close a big deal, I take them to Las Vegas or the Bahamas. We have a great dinner at one of the restaurants and spend the evening at the tables. Then, maybe we go for drinks or to a show, and fly home in the morning. They love it . . . and so do I. Besides I deserve to have some fun.

5. What personal resources can you use to help achieve this goal?

JOE: I have willpower once I make up my mind to do something and strong entrepreneurial skills, which served me well in the past.

6. What additional resources will you need to achieve your goal?

JOE: I have to find other ways to entertain customers and other ways to relax.

7. How the goal might affect important people in your life, or is there any risk associated with achieving this goal?

JOE: My wife and my partner would be thrilled and I would have more time. However, I would lose an effective sales tool and an enjoyable pastime, which I don't know how to replace.

8. What daily actions will you need to take in order to achieve your goal, and what is the first step?

JOE: I could spend less time on the gambling aspect of entertaining a customer and more time on shows. I could limit how much time and money I spend on gambling. Finally, I could find other hobbies. The **FIRST STEP** is to consider a plan I can live with, if I make this change.

9. Given everything you have considered to this point, is achieving the goal worth it?

JOE: Certainly, the goal to keep my partner and wife is worth achieving and if it means I need to stop gambling, so be it.

Logical Levels can be used with a client to organize thinking, gather information, and communicate. It helps establish an understanding of what makes a person "tick." When looking for reasons why change is not occurring, it can be helpful to look at a person's neurological levels as a way of determining exactly where a block is located and where it would be most effective to intervene. There are five levels: environment, behavior, capabilities, beliefs and identity. The lowest level is environment and the highest level is identity. Joe's responses are shown below.

1. Environment Level - refers to what is around the person when the behavior occurs.

Joe: casinos and/or card rooms.

2. Behavior Level - refers to what the person does.

Joe: I play black jack and poker.

3. Capability Level - refers to what a person is able to do.

Joe: I have the time and money to play. I have honed my skills, which add to the enjoyment as I like to win.

4. Belief Level - refers to what a person thinks he or she can or should do.

Joe: gambling is relaxing and fun. It is a great way to impress prospective customers.

5. Identity Level - refers to what a person thinks of him or herself.

Joe: I am an entrepreneur who does whatever it takes to be successful.

One option was to intervene at the Environment Level where I would teach Joe to reward himself when he stays away from casinos. Because I knew that intervening at a higher level

affects the lower levels, I chose to focus on the Belief Level instead. At the Belief Level, Joe thinks “gambling is fun and a great way to impress prospective customers.” If his thinking at that Level changed to the belief “gambling trips are one way to have fun and impress prospective customers, but there are many ways,” he might consider other possibilities.

Joe was hesitant to give up the gambling. So, my goal was to motivate him to change using NLP strategies of which there are many. One strategy is “The Swish Pattern.” The Swish Pattern allows the user to replace a negative image with a more positive, motivating one. The process is as follows:

- Identify an unwanted behavior or habit.
- Define and recognize a cue image, or reminder that can be used when the unwanted behavior occurs.
- Recall a desired self-image that is more compelling than the image triggering the unwanted behavior.
- Check ecology - or consequences -to see if any part of the mind objects to adopting this new image.
- Do a “swish” by remembering the problem behavior cue image and locating a small dark picture of the desired compelling self-image in the corner of the mind.
- Make the Swish by rapidly decreasing and darkening the cue image and simultaneously making the desired self-image larger and brighter.
- Test by thinking of the cue image for the problem state and noticing what happens. If the swish is effective, the desired self-image will immediately replace the old one, resulting in a change of state and loss of desire for going to casinos.

Joe’s “unwanted behavior” was problematic gambling. The cue image was walking into a casino, and he chose a desired self-image of a trip to Paris with his wife. There were no objections and the swish was made. It took several attempts

until he immediately went to the new image, but it did happen and he was excited about the future trip. The real test will come the next time he wants to impress a customer and whether or not the image of Paris will replace the image of walking into a casino and elicit a different choice.

A second strategy is the Strategies Model. The model suggests thoughts are sequential in nature and a person thinks about one thing at a time leading to an outcome or to motivation. These thoughts are formulated based on visual (V), auditory (A), kinesthetic (K), olfactory (O), or gustatory (G) information. When eliciting someone’s strategy or process, the purpose is to determine how he or she composes this VAKOG phenomenon on the way to the results they experience. The first step is to evaluate what sensory input is involved in the decision and in what order the information is processed. Once known, changes can be made to elicit more adaptive patterns.

When Joe feels stress or thinks about entertaining new customers, he immediately does the following: He pictures playing black jack, hears the sounds of the casino, sees the customer’s excitement, smells the smoke, and feels the thrill of winning. This VAKOG pattern leads him to a casino. I guided him to create a different VAKOG pattern as he thinks about impressing a customer. Instead, when he thinks about the customer, he hears his accountant telling him how much money he is spending, pictures the financial report, imagines all the things he wants to do on his trip, and feels excited about visiting Paris. So, this VAKOG pattern offers him other choices.

These two strategies clicked with Joe and he decided to continue to see me.

Besides going to an NLP coach for personal issues, there are other ways the NLP Coaching for Addiction Program can be

helpful. In Option 2, we explore how an entrepreneur who completed the program can use the skills with employees and/or customers experiencing addiction problems.

Option 2 -An Employee or Customer is Experiencing Addictive Issues

You are the CEO of a company and have completed the NLP life coaching course. Your CFO, Enrique, recently missed several days of work. When you discuss the issue with him, he openly admits his missing work is due to hangovers. His drinking occurs most frequently after a major argument with his wife. He knows his drinking is out of control and he wants to stop.

Given you are close business colleagues, rapport already exists. However, to understand the problem from his point of view and assess his commitment to change, you conduct the Outcome Specification discussed in Option 1. He identifies one behavior that triggers his drinking as his wife yelling at him and the kids. You offer to teach him a couple of NLP strategies.

One strategy involves Enrique dissociating from his wife's yelling by watching her as if he were viewing a movie rather than being the target of her yelling. Along with dissociating he can also alter how he thinks about the situation by changing the submodalities, which are the smallest building blocks of thought.

In changing submodalities, Enrique could do several things: He could picture his wife smaller in size, see her in black and white rather than in color, and change the volume or sound of her voice. These adjustments have the potential to lessen his upset feelings.

Another trigger for Enrique's drinking is his perception that his wife never listens to him. An option would be to teach

him the three points of view used by two people when discussing an issue. The first position represents the individual's point of view, the second position considers the other person's viewpoint, and the third position is a more detached or dissociated point of view, which allows for a broader picture.

In Enrique's case, you could ask him to consider what it might be like to walk in his wife's shoes. This would move him from first to second position. You could also ask how he thinks she might feel as she tends three children while he works 60 hours a week and compulsively drinks. These insights may enlighten him. Another option is for him to look at the situation from the third position. In this position, he sees both sides of the situation and a broader view.

Moreover, you could teach him how to build rapport and create anchors. Anchors are stimuli that trigger specific physiological or emotional states or behaviors, or, in other words, an automatic reaction to something. They happen unintentionally. For instance, a song may evoke memories of an old friend. Anchors can also be intentional. An intentional anchor can be created by pinching an ear when a person feels confident, and this behavior can be repeated as needed. Enrique can use these techniques until he finds a life coach who will work with him regularly.

In the second scenario, you have a customer named Eliana. She tells you she is addicted to running and is experiencing health issues. She is a single woman and has built a successful business, which employs 25 associates. The complexities of the business have become quite stressful for her. She relieves the stress by running 10-15 miles a day, but has recently noticed physical symptoms from so much running. After building rapport with her, there are several techniques you could use. Again, you can conduct the **Outcome Specification** to gain information. Her responses are as follows:

1. The goal is to find alternative ways to relieve stress. Running is controlling her life just like work.
2. She believes she will succeed when she no longer feels compelled to run daily.
3. The goal is relevant because she wants to feel better, be more sociable, and have time for other interests.
4. When she runs, she forgets her problems at work and focuses on the rhythm of her feet hitting the pavement. She finds this relaxing and afterwards she feels great.
5. Her personal resources are a strong determination and the knowledge she quit smoking ten years ago.
6. The additional resources she needs are to find other outlets for her time and other ways to relieve stress.
7. Eliana lives by herself and has no boyfriend, and, so, the pursuit of her goal affects no one but her. In fact, she thinks if she didn't run so much, there might be time to meet someone.
8. Possible daily actions are to a) open another business, b) become involved in other projects such as learning to play the piano, c) hire a life coach, or d) do volunteer work.
The FIRST STEP would be to make a plan.
9. Eliana felt it would be worthwhile to pursue this goal, and you agree to support her while she finds a coach.

One possible short term strategy to use with Eliana is the **New Behavior Generator**. This strategy gains access to additional behavioral choices in a given context. The steps are as follows:

1. Identify the "stuck state," which is her addiction to running.
2. Ask Eliana to consider the stuck state from a dissociated view point. This involves seeing the "stuck Eliana" at a distance as if she were a neutral observer watching a movie.
3. From the dissociated state have her identify several choices she can take.

4. Eliana suggests she could stop running, switch to walking, find a life coach, and start to play the piano.
5. Check ecology with each alternative by asking "what would happen if you incorporate this behavior into your situation?" For instance, if she feels the urge to run, would a switch to walking be satisfying or could she just stop running? If the work stress is high, would thinking about conversations with a life coach make a difference? Or if a friend asks her to run would playing the piano help? She finds walking would not be satisfying and she can't stop running. However, she thinks she could cut back. She decides a life coach would be helpful, and she would enjoy playing the piano.
6. Encourage Eliana to step into each of the images and use each of the alternatives. She finds having a life coach to be comforting and playing the piano soothing.
7. Have Eliana **Future Pace** using the following steps:
 - a. Instruct Eliana to think of possible future situations that trigger the old behavior. These may include other runners, an invitation to run, or work stress.
 - b. Coach her to imagine stepping into each situation. Have her see, hear, feel, smell and/or taste the experience. For example, have her picture playing the piano, instead of running.
 - c. Notice whether or not the change holds and whether or not she responded in the way she wants.

Another quick intervention would be to encourage Eliana to think of a time when she played the piano and anchor it by grasping her left wrist with her right hand, as we did with Enrique. When she next feels the urge to run, she can grasp her own wrist and replace the negative image with the positive one. This can be practiced several times until she feels the anchor is strong enough to hold.

In Option 3, we explore how to use the Program as a prevention program for employees.

Option 3 - An Addiction Prevention Program for all Employees

You completed the NLP for Addictions course and decide you want to offer it to employees in the company whether they experience addiction issues or not. The training consists of ten modules and is open to anyone who is interested or anyone required to attend. You may discover the strategies learned in the course apply to other areas as well as to addiction prevention. In fact, you may use some of them already without realizing. Four popular strategies are

- Meta Model
- Milton Model
- Dissociation
- Association

The basic principle behind the Meta Model is people are in pain because their representation of the world is impoverished rather than rich. Therefore, needs cannot be satisfied. Because most people have a tendency to speak in shorthand, the Meta Model provides a way to find out what's not being said. In other words, it helps to identify and transform problematic vagueness, and to deconstruct the way a problem is worded so it can be resolved.

Conversely, The Milton Model is deliberately and artfully vague. It allows the client freedom to interpret what is being said in a way that has personal meaning. These two models--the Meta Model and the Milton Model--can be used in conjunction with each other.

Two additional powerful NLP strategies are dissociation and association. A memory or an emotional state can be accessed from the inside (association) or as an observer (dissociation). Both can be useful. When a person wants to feel confident in a

situation, he or she can achieve this by remembering a time when they felt confident in the past and reproduce those feelings in the present. Conversely, when a person wants to put distance between self and an unpleasant memory, viewing it in a disassociated state (as if watching a movie) helps lessen the emotion.

In this chapter, we have discussed a variety of ways to help someone overcome addiction using neurolinguistic programming and NLP coaching. These strategies can benefit an entrepreneur experiencing potential addiction issues. They can also help an entrepreneur with troubled employees or customers who might be experiencing addiction issues. Lastly, these strategies can be offered as a personal development tool for employees whether or not they are currently experiencing problematic behavior. As an entrepreneur you have enough problems. Neurolinguistic programming and the NLP Coaching for Addictions program can solve problems, help you achieve success, and improve your bottom line. Coaching can change lives. Be a part of the change.

About the Author

Dr. Janice Walton, LMFT, has a PhD in Psychology from Northcentral University and is a Licensed Marriage and Family Therapist in the states of WA and CA. She has certificates in coaching and supervision in the recovery field, as well as certification as an NLP Master Practitioner, and trainer. She currently teaches online Psychology courses for three universities.

She oversaw a community-based service sponsored by a local police department known as The Counseling Program, where they addressed a broad range of problems for at-risk children and their families. In that capacity, Dr. Walton not only directed the program, which included training and supervision of interns, but also counseled clients. The interns provided crisis intervention, one-on-one, family, and group counseling services on school sites. She also developed a diversion program for first-time offenders, created a program for high-school dropouts, and taught a drug education program to elementary school children. The program was later redesigned for use in a school district servicing 11 elementary and middle schools.

But her focus has changed! Now, she is more interested in the coaching aspect of the field. Her goal is to provide support and strategies to those who are willing to take the challenge.

Contact information:

Website: <http://www.tlcorner.com/>

Email: jcrw1958-tlc@yahoo.com

Phone: 408 475-5279

“The Power of Clarity - 7 Steps to Transforming Your Business into a Profit Center”

By E.G. Sebastian

“The answers you’ll get in life OR business will be only as powerful as the questions you ask!” ~ E.G. Sebastian

“Success is neither magical nor mysterious. Success is the natural consequence of consistently applying the basic fundamentals.” ~Jim Rohn

Starting and running a business is not for everyone – it takes tremendous courage, discipline, and belief in self. But, as many find out, once you take the plunge and start that business, the hard work is just about to start, and many find out early on that courage, commitment, and discipline are often not enough. It helps to enlist the help of a trusted coach or mentor to help you navigate the sea of decisions that’ll pile up on you early on.

As coaches in various niches, many of us have the honor to coach these bold action takers, who often risk everything in order to make their entrepreneurial dream a reality; and it is one of the most satisfying feelings to see our clients succeed in their chosen businesses.

Seeing the power of coaching in action and witnessing client-transformation happening right in front of our eyes is one of the greatest rewards of being a life coach, or a coach in any of the many niches out there.

I'm one of these blessed coaches who supports new start-ups with their business-development and marketing implementation needs, primarily focusing on helping Coaches, Speakers, New Authors, and Consultants. As well as I help business owners who started a while ago, but struggle, or reached an income plateau and want to break out into higher profits.

As a coach whose focus is helping my clients with their Business-Growth, Strategic Planning, and Marketing Planning & Implementation, I have the honor to see some amazing transformations.

I find Business & Marketing coaching to be one of the most rewarding niches, because when I do a good job, I'm impacting more than just the business owner's life - I'm also impacting that business owner's family, friends, and at times - depending on the client's business - even impacting a whole community. And that's what it's all about for many of us coaches - regardless of our niche - to make a true impact in our clients lives, and to make the world just a tiny bit a better place.

Case Study: *I Want More Clients!* (Lisa's Story)

To get the best picture of how I help a business owner grow their business, I'll share with you Lisa's* story, who hired me as her coach, and I'll show you how I helped her transform her struggling coaching business into an enjoyable and successful profit-center.

* - not her real name, but the story is about 90%+ based on a real client's journey with me

If you are not familiar with the term "Case Study," no worries, it's nothing more than a fancy word for getting a peek into how someone accomplished something; usually with step-by-step details. In this case, you get a chance to "look over my

shoulder" as I help a client rebuild her business; and how she started attracting coaching clients almost on autopilot.

Of course, some of the clients I serve already have some of the six elements in place, and they only need help with one or two areas; but to give you a good picture of the whole process, I chose Lisa, who needed help with most of the six elements.

Teach Me... Show Me... How to Get New Clients!

When Lisa approached me, she had the same apparent need as most of my other clients:

"I need help getting clients. I want to learn how to convert more of my one-on-one conversations into Paying Clients!"

And as you read this, you might be thinking, "Yep! That's me... All I want to do is serve my clients - it'd be great if someone could just show me how to get those clients OR just send me clients."

However, most who ask me for help are in for a surprise, as what I help them with at first, is gain clarity of their business' direction, improve their image, and rewording their services in a way that it WILL actually have a chance to attract paying clients. Only after we work on these tweaks, we start implementing actual client-attraction strategies.

Unfortunately, about eight out of ten of my clients come to me after months (or even Year+) of trying to figure out How to Get Clients on their own, but after all that time they still end up feeling like they are going in circles with no results to show for. Many finally realize that it's a good idea to get the help of

someone who's already been there and done it, and has a good track-record of helping others.

The Diagnostic Assessment - Are You Ready to Serve Paying Clients?

To help Lisa grow her coaching business, we started out by having her complete a thorough diagnostic assessment, which helped both of us see that she already had several success elements in place that only needed a little tweak - and some needed some serious "tweaks" or complete rebuilding and thought that with a little guidance, she'll be well on her way to attracting as many paying clients as she could handle.

I initially suggested to her to sign up for myClientAttractionAcademy's (MCAA) training & group coaching sessions, as that's way more affordable than hiring me or any other marketing coach for one-on-one support.

As a member of MCAA, she was getting our eCoaching emails, that were helping her build her coaching business step by step, from the ground up. The video tutorials start out with helping the member put in place foundation elements that'll ensure the business' success in the long run. As well as, in the members' area, she could also access resources and video tutorials on about any business-growth or marketing topic that she needed.

Lisa jumped right in, and she started avidly devouring the Training Videos the MCAA eCourse was recommending her. She religiously attended the weekly support calls, but she was impatient, and wanted more help - she wanted results "now." So she hired me for one-on-one coaching.

Only a few months after we started to work together, she started generating more than 50% of her new paying clients from the web, through certain tweaks we made to her website,

and certain Ever-Green strategies we implemented that gave her great Visibility & Increased Credibility.

By our 6th months together, Lisa was coaching 12 one-on-one paying clients and was running two Group-Coaching programs, each group generating more income than 5 clients' fees combined. We calculated that if she maintained her current client load and fees, she'd be well on her way to generating a Six-Figure Income by the end of the year.

It's NOT Enough to Implement... You Have to Implement the Right Activities, the Right Way!

"I'm doing all I learned...How come I don't get hired as a coach?"

By the time she contacted me, Lisa's been in business for close to 18 months, and she thought that she had all her ducks in a row:

- she had a very attractive website,
- had a marketing plan that she's been implementing religiously,
- created a list of 100 friends, former coworkers, and acquaintances, and sent out an introductory letter to them,
- was attending several networking events, every month... sometimes weekly,
- joined the Chamber of Commerce, and attended the monthly networking events
- spent countless hours on social media,
- ... but she still wasn't getting the results she was expecting ☹

As a result of all these activities, she generated enough exposure and interest that she ended up delivering 2 to 3 complimentary sessions per week... and at times 2 to 3 per day... By the time we met, she gave away more than 100

complimentary sessions; but she got hired by only four paying clients – three of which stayed with her for less than 6 months (Ouch!).

Lisa knew she had a great service. She also knew she can make a real difference in people's lives! The clients who stopped working with her after a few months, stopped because through Lisa's coaching they achieved their objectives; and at the end Lisa didn't want to seem pushy, so she didn't offer the client a chance to stick with her to work on another goal.

What I found interesting was...

Two of those clients signed up for her 90-days coaching packages she was offering; and she got paid up-front for those 3-months packages! I thought, that was a really smart approach, as I found that **Coaching Packages** often **sell way easier** than coaching with no end in sight.

Lisa's dedication was obvious! She was an avid learner, and was spending countless hours on getting trained, attending boot-camps, and implementing home-study courses – definitely reminding me of someone I knew (me ☺).

But with all this dedication and implementation she still did not see the results she expected, and this made her really frustrated and started to feel hopeless about her business' chance of success.

Fact is that studying and implementation alone, do NOT guarantee success.

Lisa was doing lots of the right things, but unfortunately, she was NOT doing them the *Right Way*:

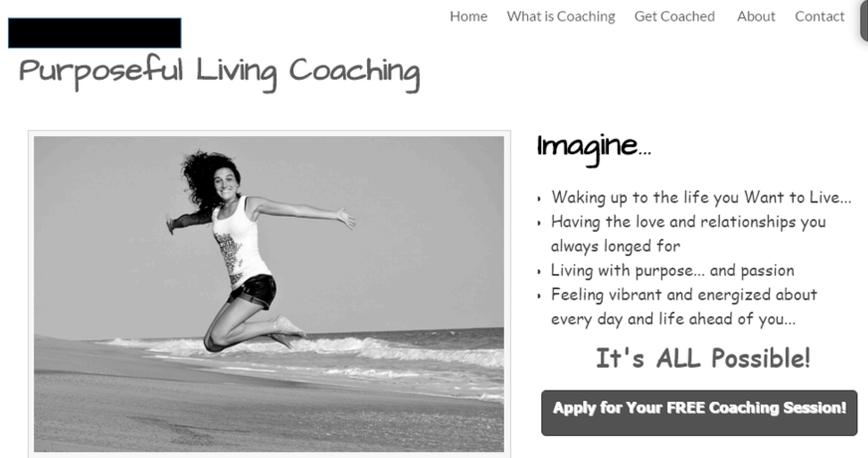
- We found that she was promoting her services to anyone who'd listen
- She'd offer to help with anything under the sun: life-balance, career, business start-up, conflict, adventures – you name, she could help (#1 mistake of most coaches)
- Her online presence was minimal, and Unfocused – there was no attempt to engage her ideal clients on most of her online platforms (Facebook, LinkedIn, SlideShare, etc.)
- **And most importantly**, she did not have Lead-Generation "Systems" set up on her website or anywhere else online (Social Media, Landing Pages, SlideShare, etc.)

Is Your Website Set Up to Attract Leads and Clients, or is it Just a Fancy Online Brochure...?

As I visited Lisa's website, I found it to be really attractive but I instantly noticed at least **three missing crucial client-attraction elements**:

1. No prominent headline to let me know who she was working with AND/OR what she was helping her clients with
2. It had no lead-generation "mechanisms" in place (opt-in offer)
3. No compelling calls to action.

Here's how Lisa's home page looked when we met:



How Coaching Works... And How it WILL Help You

Coaching is an alliance between coach and client with one purpose in mind: to help the client achieve their most daring goals and overcome challenges. Coaching can help you find purpose and live life fully... can help you improve your relationships... help you bring

Figure 1 - Lisa's original website layout - Definitely attractive, but it was missing crucial Client-Attraction elements

It is crucial that your website is set up in a way that it helps you generate new leads - leads that can later be converted into paying clients.

Lead-Generation Definition: Attracting potential (coaching) clients into your world - or more exactly, capturing/collecting the contact information of your prospective clients, so you can...

- a) build a relationship with them;
- b) build Credibility & Trust; and
- c) market your services to them once they *Know, Like, and Trust you!*

The Lead Generation, on your website, should ideally be in the form of collecting your ideal clients' name and eMail address. This way, as time goes by, you Build a List (or database) of individuals who are interested in your service;

and now you can easily stay in touch with them, develop a relationship, become seen as a trusted professional, and be hired as a coach by some of them.

This type of Lead-Generation also helps you automate your marketing and client-attraction efforts; which ensures that you spend exponentially less time on chasing clients, but rather allows your website AND other marketing materials to act as Client-Attraction Magnets.

Remember! The #1 purpose of your website - AND all of your marketing materials - is to generate leads! The sooner you soak up that wisdom and Start Implementing it, the faster you'll start working with as many paying clients as you can handle.

While I did like that Lisa had an "Apply for Your Free Coaching Session" button on her home page; unfortunately - as she already experienced this - only people who already knew her used that button, and a handful of freebie seekers, now and then, who turned out that they could not have afforded coaching, even if Lisa was the right fit for them.

As you read on, you'll discover how I helped Lisa transform her website - and other marketing materials - into powerful Lead-Generation and Client-Attraction tools.

Before we could jump into actually implementing such changes, we had to create some clarity around the direction of her business.

7 Steps to Creating a Strong Foundation for Your Coaching Business

Your Most Powerful Business-Growth Tool: Your Vision Statement

I found that having a Grand Vision Statement can be the most powerful tool to help one get started in the right direction AND use that Vision Statement to easily create most of your other Marketing Materials.

As I talked to Lisa, I found that, yes, she did have a vague vision for the direction of her coaching business, but that vision statement was very abstract and was of no real help (at least, not in the way I like to capitalize on a vision statement).

STEP 1: Gain Clarity & Focus... Using Your Vision Statement

A well-crafted, simple, BUT CLEAR Vision Statement can be your most powerful business-growth tool!

To create a Powerful Vision Statement, one that will serve as your business' guiding "compass" - AND also help you build several of your other marketing elements - consider the following:

1. Make it GRAND(!) - Go as Big as you'd ideally love to get. For example, "Help one million individuals around the world, who struggle with socially-disabling low confidence, to realize the greatness they already have, and start living audacious, adventurous, and passion-filled lives. I'll achieve this through one-on-one coaching, group coaching, public speaking, YouTube videos, books I'll publish, article series, and other new age media."

2. Keep it Informal - at least, at first. Write it so **YOU** have the clarity of Where you'd like to take your business. It doesn't have to be worded fancy - it's YOUR guiding torch of where you'd like to grow, if at all possible.

Remember Less Brown's wise words: *Shoot for the moon - even if you miss, you'll land among the stars!*

3. Make sure that your Vision Statement includes:
 - a) Who will you help
 - b) What will you help them with
 - c) What results can they expect if they work with you

A great Vision Statement can help you create effortlessly several of your marketing elements:

- Your Niche
- Your Elevator Pitch
- Headline for your website and/or your landing page/s
- Title for your opt-in offer (your irresistible offer)
- Webinar title
- Article and blog post titles
- Home study course title
- Group Coaching program title
- ... almost any major element of your business can be easily created from a powerful well-crafted Vision Statement

Now, some of my clients struggle with the first point on this list - Finding the Niche - but don't let that bother you. It's better to have a vision statement that fails at helping you with that one point, than not have it at all.

Lisa's Vision Statement

OK Lisa, we didn't forget about you - back to you ☺

Let's see how did Lisa implement this "Grand Vision Statement strategy..."

As the diagnostic assessment identified that Lisa's vision statement (and her elevator pitch) were fuzzy, our first step was to work on her Grand Vision for her coaching business.

First we narrowed down WHO she wanted to work with and HOW she wanted to help them, and as we narrowed it down to two equally attractive potential directions, we created two vision statements for her.

She liked the idea of:

a) *Helping professionals who are successful in their careers, but who struggle with developing romantic relationships*

and/or

b) *Work with new and struggling managers, help them eliminate overwhelm and increase their productivity*

Based on these two potential directions, here are the two vision statements:

I will help at least 10,000 successful professionals – who are unsuccessful in their relationships – find the courage and the time to finally find love and start a meaningful loving relationship.

I will help at least 500 new managers eliminate overwhelm, reduce stress, and become the productive and successful professional they desire to be.

REMEMBER: This is **YOUR** Grand Vision Statement! You word it any way you want it. Make sure that it answers the question: *If there was nothing to stop you, what success would your business achieve...?* BUT, while, yes, this is Your Vision Statement, I still challenge my clients – and now You – to

make it as specific as possible, and I'll show you in a little while HOW and WHY.

What I liked about both of the vision statements that we created for Lisa, is that both cater to professionals who could easily afford her fees - and this is crucial. If you promote your coaching services to financially struggling individuals, you'll keep struggling too.

Coaching is not for everyone!

If you want to give back to society, and coach people with limited financial means, that's admirable, but that's something you should do on the side. Your main coaching practice has to focus on promoting your coaching services to those who can afford it!

At the time I was working with Lisa, her fees started at \$850/month, for weekly 45-minute sessions; she required a 3-month commitment, and requested to get paid in advance for those 3 months.

As we looked at her vision statements, initially both "niches" seemed equally attractive.

The 5Q "Is-this-a-Monetizable-Vision" Test

I mentioned earlier that your Vision Statement should be *Informal* - at least in the beginning. And there's another reason for keeping it informal at first: Your vision statement has to pass the "Is-this-a-monetizable-vision" test:

1. Can I easily find the people I want to serve?
2. Can I easily get in front of them?
3. Can they afford my services?

4. Do they have a major pain, challenge, or burning desire – so burning that they are actively looking for solutions to resolve it?
5. Can I successfully position myself as the Credible and Trusted Professional with the right solution to their needs?

If you can't answer any of these with a resounding **YES**, then you are setting yourself up for some hard work. And while each of the points are crucial, pay especial attention to points c) and d) (can they afford your fees; and do they have a burning need), as without these two in place, you have zero chance to getting paying clients.

How We Applied All This to Lisa's Business

Once we had the two vision statements, and we put her vision statements through the above Five Questions - the "Is-this-a-monetizable-vision" test - we found that for one of the areas she was considering, we were unable to answer with a resounding **YES** to one of the five questions. The very first question:

Can I easily find the people I want to serve?

As we looked at this criteria, we decided that it'd be pretty hard to find the hangout places of successful professionals who feel lonely or miserable in their personal lives. And in order to reach this target market, we'd have to cast our marketing net way too widely, trying to become visible in front of all types of professionals - some of whom would have seen her messages as irrelevant, or perhaps even annoying.

BUT, as far as her 2nd choice of a niche (or rather Vision Statement, in our case), we agreed that it's really easy to find new managers AND frustrated managers, AND they really need help dealing with their challenges, or else they can create major losses to their businesses, or even lose their jobs.

Also, unlike lonely professionals who can go for years feeling lonely and not do much about it, new or frustrated managers had to take action NOW...AND they also had the financial means to hire a coach!

In her previous career Lisa worked as a Project Manager for more than 10 years; therefore, she felt really comfortable helping others with productivity related challenges. It definitely seemed like Lisa could build a profitable coaching business on this niche or targeting this group.

BINGO!

In the many years I worked as a Business-Development Coach, I found that coaches who build their business on their strengths or past professional experience, are the ones who are most likely to succeed.

As far as picking a direction for her business – or a Niche as many call it - both Lisa and I were happy, and ready for the next step.

STEP 2: Create Your Elevator Pitch... Based on the Vision Statement

With the Niche narrowed down, we now took the vision statement and massaged it into a short elevator pitch - one that she could use during her networking efforts, or any time someone asked her the question "what do you?"

Remember, the Vision Statement was...

I will help at least 500 new managers eliminate overwhelm, reduce stress, and become the productive and successful professional they desire to be.

We massaged that vision statement into this initial elevator pitch:

I work with newly promoted managers who feel overwhelmed and unproductive, helping them become the confident, high-performing professional they know they can be.

Keep in mind that for most of us coaches, the Elevator Pitch is a “living statement” – meaning, we continuously improve it and morph it, as time goes by.

At the time, both Lisa and I loved this elevator pitch, for multiple reasons. It identified:

1. WHO she was helping (*newly promoted managers*),
2. It identified WHAT the main challenge of her target market was (*feel overwhelmed and unproductive*); and
3. HOW her target market would benefit by working with her (*become a confident, high-performing professional*)

Step 3: Create a Powerful, Engaging Headline for Your Website

Once you have either your Vision Statement or an Elevator Pitch, now you can easily create the next crucial Business-Success Element: the Headline for Your website or landing page.

We took Lisa’s vision statement and tweaked it into a headline that would Instantly Attract her Ideal Clients’ Attention:

Are You a New Manager Who is Overwhelmed by the Demands of the New Position?

This is one of the most important Client-Attraction element of anyone’s website or landing page, as it instantly tells the person whether they are on the right website. It’s also, your #1 way to engage your ideal client, and “force” them to read on.

Step 4: Developed a sub-headline, to support the headline

Once we had the headline, we now went on to creating a sub-headline – still based on our Elevator Pitch, except we expanded a tad on it:

Discover Proven Strategies that Will Help You Eliminate the Overwhelm, Double Your Productivity, Delegate More Effectively... and Become Seen as the Leader You Were Born to Be

These “proven strategies” can be provided in your blog posts, articles, videos, webinars that you’ll put on, etc.; BUT on your home page, it should primarily come in the form of a download, or eCourse preferably (more about this later).

When adding content to your website, consider the following:

- We live in the age of ADD, where people have 1000s of choices – you want to capture your ideal client’s attention as soon as they land on your website!
- Everything you say on your website, should be crafted in a way that it “forces” your ideal client to read on:
 - a) The headline attracts attention;
 - b) The sub-headline offers hope and engages your site visitor on an emotional level, as they see it as something they really want
- According to research, you have less than 8 seconds to “persuade” your website visitor that they are on the right website, and they should engage with you (the alternative: they hang around for a few seconds, then leave and most never return)
- **Ensure that you Capture Your Ideal Clients’ Contact Info!** When your ideal client lands on your website,

don't let them leave without sharing with you their name and email address – make sure you give them a good reason to do so!

Step 5: Create an Opt-in Offer – or Irresistible Offer – Based on Your Headline

Look at all we accomplished! And all of it originated from that one element: The Vision Statement.

At this point, we can move on to the creating The Most Powerful Client-Attraction Element of your Website: **The Irresistible Offer**. And we'll create this either based on our original Vision Statement, OR our Headline OR Sub-Headline.

Opt-in Offer, Freebie, or Irresistible Offer DEFINITION: Something that you give your website visitor in exchange for their contact information

Your Opt-in offer is your most powerful client-attraction piece on your website. Nothing you'll do on the web will compare to the Client-Attraction potency of a relevant Free Offer!

Your free offer, is your way to inviting your ideal client to “raise their hands” and say “I want your help. I'm interested in what you have to offer!” (PRICELESS!)

Without a way for your ideal client to share their contact info with you, you are losing out **Daily** on connecting with potential paying clients!

REMEMBER: Your website's #1 purpose is to generate you leads and help you connect with people who might want to hire you.

No Leads = No Clients!

Your Freebie offer is also your most powerful way to “pre-qualifying” your leads, attracting **ONLY** individuals who have true interest in your type of service.

For Lisa, we tweaked the headline and sub-headline we created, and turned it into an irresistible offer for her ideal client:

Are you a (New) Manager who Feels Overwhelmed and Unproductive?

Download Your 7 Steps to Eliminating Overwhelm and Double Your Productivity eCourse

Simply enter your Name and eMail Address below to Get Started.

This way, whenever her ideal client landed on her website, a certain percentage would sign up for her offer, and she'd be on her way to growing a list – or a database – of her ideal clients; with whom she can communicate now and develop a professional relationship:

- can communicate with them on any topic she chooses
- can invite them to her webinars
- can send them links to her articles or YouTube videos she'd create
- can ask for referrals
- can build a relationship with her growing list and be seen by them as a Credible and Trusted Professional

- occasionally can send them a call to action to hire her as their coach

Here's a screenshot of Lisa's home page, after we implemented all of the changes:

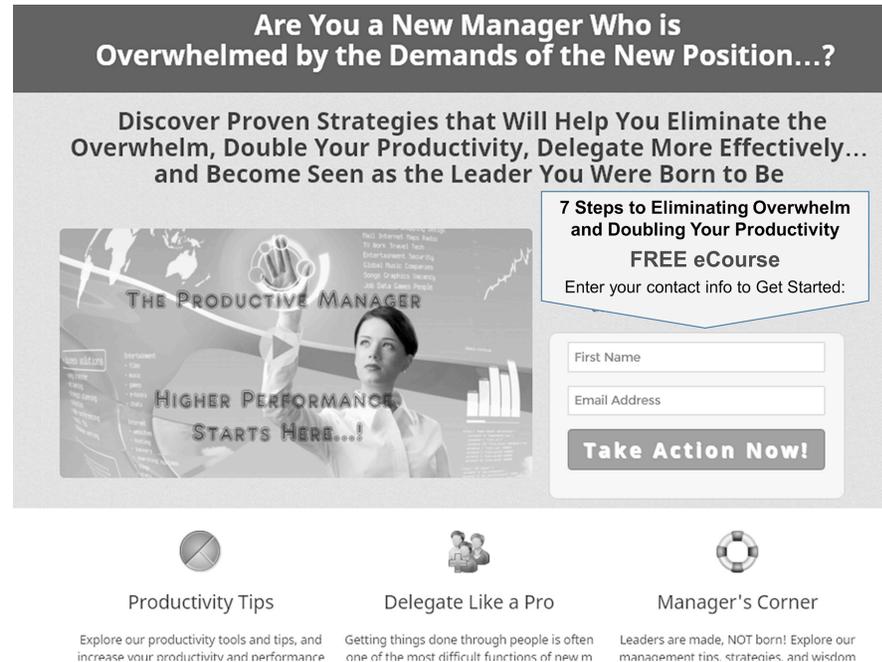


Figure #2 - A great example of a website home page OR a landing page that has all the necessary client-attraction elements: Powerful headline and sub-headline, and freebie (or opt-in) offer

Step 6: Become Seen as a Credible & Trusted Professional

With all that hard work behind us, we were ready in move on to then next stage, and start putting in place the Next Coaching Business-Success Element: **Credibility & Trust**.

While the first five steps required lots of research and creative thinking, this step is more fun and easier to implement. And the good news is that most of these "tweaks" take less than 15 to 20 minutes to implement.

But... just because this step is easy-to-implement, it's in no way less important than the previous steps. In fact, this is one of the most crucial elements of your business that many disregard. Have this in place, and you'll be eons ahead of your competition; and most importantly, **your chances of getting hired will increase dramatically**.

The Goal: When someone does a search for your name, they search results should be so impressive that they'll only have one choice: Hire you!

Let's see how we helped Lisa Implement this step... and I hope you'll get inspired to implement most of these as well.

First we made sure that on her website - on her "About" page - she listed all her professional certifications and experience. Only the ones that were relevant to her Ideal Clients.

Then we set up some new social media platforms, and improved the profile description of the existing ones. We made sure that she was present on:

- LinkedIn
- Google+ (one of your greatest tools to become visible online quickly and effortlessly)
- FaceBook Fan Page
- Twitter
- Pinterest
- YouTube

We created a professional header for each of them (paid a designer \$5.00 for each), and we added a WordPress Plugin in place that helped us automate the content generation for each of these social media platforms.

Automate the Posting Process to All Social Media Platforms

We installed the NextScrips AutoPoster Plugin into her website, which automatically posted her blog posts to all of

her social media platforms, as soon as she'd hit the "Publish" button to her new posts. (You can find this plugin within WordPress - it's FREE, except the free version doesn't post to G+).

Blogging

For her blog posts, we chose topics that were in line with the area identified in her Vision Statement, and decided to post one short post weekly. Luckily, Lisa loved to write on topics of Productivity, Performance, and Life-Balance; as well as I taught her some quick ways to generate content without having to invest lots of time in it.

YouTube Videos

YouTube is one of the easiest and most effective way to become **Known, Liked, and Trusted!** And that's only one of the benefits. It also has the potential to get you seen by 1000s or 100,000s of your potential customers. Also, if you add your videos to your website - for example, as part of your blogging - it'll skyrocket your rankings in the search engines.

Lisa and I agreed that we'll convert each of her blog posts into YouTube videos and post those videos above each of her blog posts.

Then I took it one step further, and I challenged her to repurpose all of her content into multiple value-materials:

- Articles
- Book chapters
- PowerPoints (for posting on www.SlideShare.com or for upcoming presentations)
- Webinar content
- Membership area content
- And more...

Directories

We also took part of her LinkedIn profile description, and used it to sign her up for several Life Coaches' Directories, HR Professional Directories, and other professional directories where we knew that her ideal clients would find her.

Some of the directories I suggested to her:

- www.MyCoachingCenter.com
Free Listing, at the time of this writing
- www.IAPLifeCoaches.org
Free and Paid Coaches' Directory, Support Community, & Training
- www.Noormii.com
- www.ExpertFile.com
- www.Guild.im

Lisa set up her profile in more than a dozen directories (she found most of them through a simple Google search) - most of them free; though, she did pay a fee on some of them, where she believed she'd get a good return on her investment.

Step 7: Time to Engage & Attract Some Potential Paying Coaching Clients

The super cool thing about Step 6 and 7 is that they overlap in many ways. Several of the actions you took in Step 6 can get you paying clients; as well as many of the strategies shared here, can both get you clients AND help you become seen as a Credible and Trusted Professional.

By this point we had most of our basics in place:

- Vision Statement

- Elevator Pitch
- Headline & Sub-Headline for Website
- Professional Looking Website
- Opt-in Offer / Freebie to Help Generate Leads
- Credibility & Trust Elements on Multiple Platforms

We were ready to start planning some ways to Attract and Engage people who'd be most likely to hire Lisa.

Webinars - Capitalize on Others' Large Lists of Your Ideal Clients

We created a webinar for her, entitled:

7 Steps to Eliminating Overwhelm and Doubling Your Productivity

Does it sound familiar? It should be - it's the title of her free give-away as well.

That's what happens when you have Clarity & Focus; and have a powerful Vision Statement - many of your marketing elements will just "appear magically" ☺

To get "buts in the seats" (attendees for her webinar), Lisa strategically approached established professionals who already had a large database of her ideal clients, and we got her invited to present her webinar to those groups.

Live Events

- She volunteered to speak at Human Resources Association meetings, and at other professional

association meetings.

- We did a search for upcoming conferences, and submitted RFPs (Requests for Proposal) to be a speaker at some of them
- She systematically approached organizations in her city and state, trying to connect with decision makers and offer her speaking and coaching services

We agreed that even when she planned to volunteer for some events, always ask: "How much money do you have in your budget for a presentation such as mine?" - then if they say they don't have an allocated budget for it, then volunteer.

Volunteering to speak at larger events - OR at events where you can get in front of your ideal clients - can accomplish several **Super Valuable Benefits**:

1. You get to practice your presentation... that way, when you deliver it for a corporate client who pays you \$5000.00 or more, you don't mess up at that time (i.e. find that your PowerPoints are out of order, pages are missing from your handout, or other glitches and mishaps you can iron out during your free events).
2. You get Visibility (and Instant Credibility) in front of your ideal clients - some of whom might be decision makers or refer you to a decision maker - and might get hired in the future for Paid Speaking Gigs
3. Usually when you speak pro-bono, they'll allow you to promote your coaching services or any other "back-of-the-room" type product you might have

Social Media

Lisa joined LinkedIn groups where her ideal clients hang out in large numbers, and she participated in discussions that were in line with her services; this way, becoming seen and known by some of her ideal clients. Once we felt that she was fairly well-known by some of the group members, she started to message privately to some of the members who were actively engaged in some of the active discussions, and invited them for a complimentary session.

Radio Shows

Lisa looked up BlogTalk radio shows that had most listeners, and offered herself as a resource; which generated her 2 to 3 interviews per week (because that's how many she wanted – BlogTalkRadio is a great platform to get interviewed, almost as often as you'd like. Just make sure to approach shows with LARGE audiences).

The Results of Our Hard Work

As a result of our “hard work” together, Lisa got to a point where she was generating 20 to 30 leads per day (people signing up for her free eCourse on her website); as well as she was getting several inquiries daily from other platforms: directories, LinkedIn (her most successful client-source), and other platforms where she was present.

By our 6th months of working together, Lisa was...

- coaching 12 one-on-one paying clients

- running two Group Coaching programs (each group generating more income than 5 clients' fees combined)

- started getting paid speaking gigs – she even got a 1-year contract where she had to deliver several half-day workshops every three months (quarterly) to teams of 20 to 30 (the company had 300+ employees – YEY! ☺).

We calculated that if she maintained her current client load and fees, she'd have been well on her way to generating a Six-Figure Income by the end of that year. And as importantly, she enjoyed her business and loved delivering her services. She was happy and grateful to have the struggles of chasing clients behind her.

I hope you found Lisa's Story useful and learned a few nuggets that you can implement in your own business. If you have questions about any of the processes covered in this chapter, feel free to contact me (E.G. Sebastian), at info@GetMoreClientsPro.com

About the Author

E.G. Sebastian, a veteran entrepreneur of 20+ years, is the founder of myClientAttractionAcademy and an international speaker (speaks 6 languages.) E.G. specializes primarily in helping coaches, consultants, speakers, authors and service-business owners put in place crucial elements to business success; help his clients get massive visibility for their business; and convert that visibility into paying clients.

He is the author and co-author of several books on Relationship, Communication, Workplace Bullying; co-author of Bushido Business - co-authored with Brian Tracy and Steven M.R. Covey; and is the author of the soon-to-be published Get More Clients by Next Week - 51 Proven Marketing Strategies for Coaches and Consultants.

E.G. is also the founder and manager of the Coaches' Support Group - the 2nd largest Life Coaches' LinkedIn Support Group in the world (currently close to 60,000 members).

Learn more about E.G. and his Marketing, Lead-Generation, and Business-Growth Courses at www.myClientAttractionAcademy.com

Related Resources:

Get a PDF copy of E.G. Sebastian's *Get More Clients by Next Week* book, by visiting www.TheSixFigureIncomeCoach.com/more-clients

Download the *7 Steps to Jumpstarting Your Coaching Business* Worksheet and a few other resources at www.TheSixFigureIncomeCoach.com/resources

List your Coaching, Consulting, or Speaking business at No Cost, at www.MyCoachingCenter.com

Download your Coaching Business Start-Up KIT and Watch our Free Six-Part Video Series on How to Grow a Successful & Profitable Coaching Business, at <http://www.TheSixFigureIncomeCoach.com>

“Communicating Brilliantly: Unleash Your Entrepreneurial Potential”

By Katherine Hartvickson

When I started my business, I had lots of experience communicating with corporate leaders, managers and employees throughout the organization, crossing many age groups and cultures. I was very comfortable participating in large meetings with my peers and helping shape decisions. However, I quickly learned that doing business as an employee in the corporate world was very different from being an independent business owner. Whereas doors were opened for me based on my previous role in corporate, I had a lot of my own fear and resistance to overcome before others were able to know, like and trust me. I had to harness my power and re-build my confidence as I transitioned into this new role as a business and high performance leadership coach.

I basically had to start over – from scratch.

I learned how to communicate and truly connect with strangers at networking events. I set my intention before each event as to how many people I was going to meet and to quickly let them know what I “do” in hopes of having the opportunity to gain their interest. Needless to say, this was a painful, slow and expensive process as I learned how to “speak” with my ideal client and help them understand how I could help solve their most painful problems when it came to building a bigger, stronger business or stepping up as a leader

of their own life. And I have to admit – I thought I could do it all myself since I had such broad experience and was liked, known and trusted in the corporate world. Although my corporate experience may have given me an advantage over some business owners, I had misjudged how I would need to change my style if I wanted to run a business!

I’ve written this chapter for the busy entrepreneur who wants to get their unique message out to the world and communicate like a pro without wasting lots of time and money trying to figure it all out on their own. So let’s get started.

There is a tremendous difference between talking and communicating. We all talk, but not everyone actually communicates effectively and gets the desired results. Communicating with power and confidence to influence others is a skill that can be learned by anyone. Those who have learned this skill have used it to their advantage to:

- Further their personal and professional goals
- Deepen their relationships with family and friends
- Convince others to do things their way
- Successfully market their businesses

In fact, if you practice these skills frequently and fearlessly, you will become a powerful communicator and reap the benefits that this area of expertise can bring to you. And you will recognize that none of us can be all things to all people. We each have strengths and natural talents, so finding experts to teach you how to write marketing copy or finding a buddy to practice your communication skills may be the quickest way to become proficient.

We’ve all met people who we felt were awesome communicators. Think about some people in your life or others you admire who were able to connect easily with

others, succinctly and powerfully communicate their message, persuade others to their point of view, or move people to take massive action.

If you don't feel you are a very good communicator right now, don't worry. **It is a skill that can be easily learned; and like all skills, the more you practice, the better you will be at it!**

**EFFECTIVE COMMUNICATION MEANS
UNDERSTANDING.
IT MEANS HAVING A REAL CONNECTION.**

Why is effective communication so powerful?

The answer to that question can be found in a quote by Kim Krizan from the movie "Waking Life."

"Language comes from our desire to move beyond our isolation and have some sort of connection with one another. Words by themselves are lifeless, they're inert. They're nothing more than symbols. So much of our experience is intangible; so much of what we perceive cannot be adequately expressed. And because of that, when we communicate with one another, and we feel we've connected, that we're understood—it's almost like having a spiritual communion with that person."

What we all want from one another is to connect. When we connect, we feel a special affinity with the person who we believe really understands us. **Communication is how your message is delivered and how it is received.** It is two-way, **involving both the sender, and the receiver.** And to be successful in business, connection is the name of the game.

Effective communication involves not only words, but your body language, what "voice" you use, and the art of listening. We will discuss all of these, as they are equally important to learning this skill.



**WHAT SENDS YOUR MESSAGE MORE EFFECTIVELY
THAN THE WORDS YOU SPEAK?**

Non-verbal communication.

Research shows that:

- The words you use contribute 7% to the effectiveness of your message.
- The quality and tone of your voice make up 38% of the message you are sending.
- Your body posture, facial expressions and gestures contribute a whopping 55% of the message received.

What you really believe is shown more clearly with your body posture, your facial expressions and your gestures than with your words. In fact, they will always trump your words.

If your words say one thing but your posture or gestures say another, your listener will see the incongruence. For example, when you meet someone who is sitting slumped down and unsmiling and you ask them "How are you?" You already know the answer to that question even if they respond with "I'm fine." And in reality, if you were at a networking event

and wanted to make new connections for your business, you most likely wouldn't even approach that person. Make sure you aren't "that" person and missing great opportunities to connect with your potential client.

5 WAYS TO USE NON-VERBAL COMMUNICATION MORE EFFECTIVELY

5 WAYS TO USE NON-VERBAL COMMUNICATION MORE EFFECTIVELY

1. You have to be certain your non-verbal cues match what you are saying.

Most of the time this is natural. You smile when you are happy, slump down when you are not. But there may be times when you wish to show a different message than what you are feeling. You might be feeling a bit nervous, but wish to appear as confident. Take a deep breath, straighten your shoulders, and raise your head up. Put yourself in the "pose" that means confidence to you - like your inner Super Power. As strange as it sounds, you will actually feel more confident!

One tip I practice is what I call "Curtain Down, Curtain Up." When I find myself in situations where I am stretching beyond my comfort zone, I visualize myself on a big stage preparing for my starring role. While the curtain is down, I breathe in deeply and exhale slowly and think about the words I am going to use. Then, the curtain goes up and I step up with power and positive energy! If during a conversation, I feel that someone is pushing my buttons or I am feeling anxious, before responding - I visualize the curtain coming down until I am ready for my big performance and then seconds later - I stand tall, control my voice and respond from a point of strength, respect and grace. This can take mere seconds. Change your thoughts - and your mind changes. And when

you change, everything around you shifts as well. Your mind is infinitely powerful!

2. Think about what your body is doing in certain situations.

How are you sitting? Does your posture send a message of attentiveness? When talking to someone are you looking at the person you are conversing with? Remember, whatever message your body is sending will trump your words. Is your body telling the other person in this conversation that you aren't interested, or that you are? That you don't care, or you really do? That you are the expert and have just the right "product" s/he needs right now? You have the conscious choice to decide what message you want to send, and it starts with removing mental barriers and purposefully signaling your body.

3. Nervous habits can send a different message than what you intend.

The problem with these habits is that most people don't realize they do them. These can include touching your face often, jangling keys or coins in your pockets, looking down for long periods of time, use of "um" in every pause when you speak. Certain habits convey certain meanings and these can be distracting and take away from the effectiveness of your communication. For instance, if your posture is slumped over, you twirl your hair, touch your face or play with your jewelry, it reflects that you are not confident or approachable, and that you are feeling uneasy. And if you keep checking your cell phone to be sure you haven't missed any important calls, you are sending a signal to the person you are with that they are not as important as whoever it is you are waiting to hear from.

4. Pay attention to your emotions.

We all have had times in our lives when our emotions have "gotten the best of us", and usually we do not react with healthy, productive communication. When emotions take over, they will be what the other person will pay attention to,

not what you are saying. Then communication breaks down, and miscommunications happen. If necessary, take a few deep breaths, count to 10 (it really works!), or take a time-out if necessary. It's fine to tell the other person that you need some time to think through the situation and agree to schedule another time to talk at a later time. And then follow-up before too much time elapses.

5. Plan your discussions with the optimal outcome in mind.

Prepare by identifying what is **most** important to you and what's **most** important to them. Think through their resistance to your optimal outcome and answer the questions or challenges they will bring up. As you stand in their shoes, incorporate those answers into your discussion points so that any resistance they are feeling drops away before they can even think to ask the question! And be willing to change your mind before and during the discussion if it's in everyone's best interest – as long as it doesn't compromise your values.

HOW TO USE YOUR "VOICE" MORE EFFECTIVELY

Your actual words make up 7% of your received message.
Your body language is 55% of your communication.

38 % of the message received by the listener is determined by the tone and quality of your voice.

Take the word, "oh." It can mean a multitude of things depending on how you say it:

- "Oh?" a question.
- "Oohh!" understanding.
- "Uh oh." A mistake.
- "Oohh?" as in, "You are in trouble now!"
- "Ohhhhh!" as in, "I really like that!"

What makes each of these statements perceived differently are the three characteristics of our voice: pitch, volume and

control. Maximizing these will make you a more powerful communicator.



You can learn to control all three characteristics. Here are a few tips:

1. Pitch: This is how high or low your voice is. Talk in a high pitched voice, as if you are a cartoon character or talking to a baby. You will feel your voice coming from inside your mouth. Pretend you are talking with a low voice. You will feel it deeper in your throat. Now take a deep breath, put your hand on your stomach and speak from there. That is your diaphragm where the best "pitch" is for speaking. Don't worry if your natural voice is too high, you CAN change it with practice.

2. Volume: This is how loud your voice is. The volume must come from your diaphragm and not your throat. If you try to talk louder from your throat, you may give the impression that you are shouting. If you speak from your diaphragm your voice will have power. People listen to voices with power. If speaking from a stage, visualize yourself talking to the person

in the back of the room and project your voice loud and clear.

3. Quality: This is the color, warmth and meaning given to your voice. Adjusting the pitch and volume will help the quality of your voice. Adding emotion to your voice will give it color and warmth. A great trick for talking on the phone is to smile before you answer the ring. Your voice will convey the warmth of your smile to whoever is on the other end of the line.

I am in a high-end mastermind program and one of my fellow coaches, Michelle Kopper from The Inspired Voice, taught me how to unleash the power of my voice to boost visibility and increase the potency of my message in networking, speaking and on-camera. One of the many tips I learned from her is to warm up your voice by making funny faces that stretch your eyes, cheeks, mouth and tongue so that you are animated, interesting and engaging. So find some interesting tongue twisters and practice them in front of a mirror or say them out loud while driving to your event. You might feel silly at first – but it works! Warming up your facial muscles, and using these muscles when speaking, allows you to project your voice with power and confidence!

THE ART OF LISTENING



You've been learning how to use your words, voice, and body language to express yourself effectively. But that is only half of the communication formula. Listening well is one of the special qualities of someone who is thought of as an effective communicator.

Listening is a **critical part** of communication, and while it may seem like a passive activity, it is in fact a large part of effective communication. Like speaking, listening also provides us with the opportunity to connect with others in a deep and meaningful way.

TWO WAYS TO LISTEN

There once was a young man who was formally introduced to a stately elderly woman. After talking for a little while, he apologized because he had forgotten her name. She told him, "That is because when we were being introduced, you were listening for your name instead of mine."

How often have you had the experience of talking to someone and knowing that the other person hears you, but hasn't really been listening and hasn't actually "heard" what you had to say?

And how often do you find yourself thinking about what you are going to say next, instead of focusing on what the other person is saying? Especially as an entrepreneur when we might be concentrating more on what we are going to say that will turn this contact into a client.

This is called 'passive' listening. It's when we hear what someone else is saying, but we're not actively engaged in the communication process with them, perhaps because we are distracted, disinterested, nervous or thinking about what we are going to say next.

ACTIVE LISTENING MEANS REALLY TRYING TO UNDERSTAND

On the other hand, we've also been in conversations before where the person has seemed to be very engaged, attentive and participative. They look us in the eye, make affirming comments to indicate they are listening, they nod and smile, and ask questions. We know when someone is paying attention and truly hearing us.

This is 'active' listening, which is listening with the purpose of trying to understand the meaning of the message, and being fully engaged in the communication process. And they aren't trying to finish your sentences for you - which is always annoying and usually wrong anyway!

The biggest communication challenge we all face is learning to actively listen. It's not enough to simply hear the words the other person is saying, we must seek to understand the meaning behind their words. This is done by noticing the words, voice and body language of the person speaking. By paying close attention to how people are saying something, we are more likely to understand what it is they really want you to know.



Here are a few tips you can use to be a better 'active' listener:

When the other person is talking, don't interrupt. Wait for an appropriate break in the other's conversation before speaking. In fact, **the less you speak the more you will accomplish.**

Wait for them. Let them pause. They may not be finished and are just gathering their thoughts or taking a breath. Everyone has a different way of speaking and their own unique thought processes. They may be searching for the right way to express themselves. Give them time to say what they want to say.

Give them 100% of your attention. If now isn't the best time for you, let them know right away and ask them if you can schedule a time where you can give them your undivided attention. Then, when you meet with them, watch for non-verbal cues. Let them know you are interested in what they are saying. **Make solid eye contact.**

Show them that at that moment there is nothing more important than what they are saying. Your body language will tell them if that is true or not. **Don't check your phone or tablet for emails or text messages. And unless it is a dire emergency, don't answer your phone. Give them signals that show you are interested and engaged.** This could be by nodding, smiling, making short affirming comments, and asking questions.

TWO WAYS TO ENSURE YOU UNDERSTAND WHAT THE OTHER PERSON IS REALLY SAYING

Paraphrasing back what you heard.

Sometimes even when trying to listen, we don't quite understand what the person has said. Sometimes they may

not have expressed themselves in the way they wanted or we misunderstood their words because of our own back story, biases or beliefs.

It's important when paraphrasing back what you have heard to use the person's own words exactly as they said them so that they know you were listening. For instance, if they said something was "awesome" and you used the word "cool" they will not feel like you actually heard them. Paraphrasing is one of the best ways to avoid miscommunication and to clarify if you have understood what it is they were trying to communicate. When paraphrasing back what someone has said, you are not agreeing or disagreeing with what was said, only that it was said.

Here is an example of paraphrasing back: "If I understand you correctly, you are saying that you feel underappreciated. Is that what you meant?" Paraphrasing back has an added benefit of priming your memory: "So, Ms. Smith, you own a computer services business, and you are looking for someone who can help you with building a client-attracting website? Is that right?" You will have a better chance of remembering who Ms. Smith was and what service she is looking to hire.

If you paraphrase back and that is not the message they intended to convey, they now have an opportunity to clarify it for you and perhaps even expand on the subject: "No, I do own a computer services company but actually need someone to help me identify my ideal target market and then modify my current website so that it attracts those clients. This person will need to be able to demonstrate his/her expertise and I can either hire them as a consultant or put them on my payroll as an employee."

Paraphrasing back:

- Tells the person you are conversing with that what they have to say is important to you.
- Helps you to remember details of the conversation later.
- Helps to avoid a misunderstanding of what was said.

Asking Questions

'Questioning' is important because it keeps the conversation alive, and conveys to the speaker that you are interested and engaged.

There are two types of questions, which are great for keeping a conversation going:



1. Open ended questions – These are questions that cannot be answered with a simple 'yes' or 'no'. They are great for

gathering more information, and they encourage a more meaningful answer. Open ended questions usually start with the words 'what' or 'how' or 'tell me about a time when.' They are more meaningful for the speaker and show that we are genuinely interested in knowing more. It also requires them to really think through the desired outcome when you ask questions that they might not have already thought to ask themselves.

2. Clarifying questions - These are questions we ask when we are unclear about stories, words, or message that the speaker is conveying. By asking 'clarifying questions,' we are 'clarifying' that we understand what is being communicated. We are not agreeing nor disagreeing with what has been said to us, just seeking clarification. By asking questions to further the conversation and paraphrasing back what you are hearing, you will be perceived as an effective, powerful communicator.

There have probably been times when you have had a conversation with someone and you have said little throughout the conversation but showed that you were engaged, interested and asked questions. And afterward the other person commented on what a great conversation that was, and **you hardly said anything!** That is an example of effective active listening.

As you are actively listening to what others are saying, watching for non-verbal cues to how they really feel, and paying attention to the way they are saying it, the speaker will feel that effective communication is taking place and will know that you have connected.



Getting back to the quote from "Waking Life," *what we all want is for someone to understand us, and to feel we have connected.*

If you practice these tips on effective communication...

- Making certain your non-verbal communication matches the message you want to send
- Using your "voice" effectively
- Listening actively, focusing on the other person, with understanding and empathy, paraphrasing back what you heard using their own words, and asking open ended and clarifying questions ...*you will be on the path to success in your career, your business, your relationships and your life!*

The main points to remember are that:

1. There is a difference between talking and communicating. Communicating well is a skill anyone can learn and it favorably adds to others' perceptions of you.
2. Effective communication opens a window for others to begin to know, like and trust you.
3. Effective communication means making a real connection with the other person. It is how your message is delivered and how it is received.

4. Your words only count for 7% of how much of your message is received. Your body language is 55%. Body language must match the words used. When there is a conflict between your body language and the words used, your body language will be believed. Your body doesn't lie!
5. Body language includes posture, gestures, facial expressions and distractions you allow to compete for your attention.
6. Your voice is the most important piece of getting your message across, more than 38%. Three characteristics of "voice" are: pitch, volume and quality. Focusing more on your pitch, volume and quality will go a long way toward getting your messages heard by your target market.
7. Being an 'active' listener is a critical part of being a powerful and influential communicator.
8. To be an effective listener, you must be quiet and let them talk, wait for them to finish what they were saying, and give them 100% of your attention; make affirming comments, and have solid eye contact.
9. Paraphrasing back is a useful practice that aids in remembering the conversation, helps to eliminate misunderstandings, and shows the other person that you have heard and understood their message.
10. Asking open ended and clarifying questions shows the person you are communicating with that you are listening, interested and engaged in the conversation.

To help you hone your communication skills, a few great places to consider is joining a local Business Networking International (BNI) chapter, Chamber of Commerce, Rotary or Toastmasters. And don't just join for the sake of saying you belong - become an active participant to maximize the benefits available to you and others. These associations are filled with caring and generous entrepreneurs at various stages, business owners and career professionals who are dedicated to helping others develop professionally and personally.

About the Author

Katherine Hartvickson is the owner and president of Quantum Ascendance. She is an experienced business consultant and high performance leadership coach. Prior to starting her business, she held leadership positions in Human Resources with several large global employers including American Standard, Campbell Soup, Blue Diamond Almond Growers, Gallo Winery, Trane and Ingersoll Rand. After leaving the corporate world in the rear-view mirror in 2009, she has dedicated herself to working with small business owners and professional women - and a few contemporary men - who want to sky-rocket their business, move up in their career or are at a cross-roads and need help identifying their true passion and life purpose.

Her passion and purpose in life is to eliminate domestic violence against women and she does this by helping her clients learn who they are authentically and develop the skills and take the necessary actions to become independent, strong, caring and loving individuals. With her unique laser-focused coaching, clients achieve individual & financial rewards without sacrificing their personal life. You can learn more at www.QuantumAscendance.com and she can be reached by email at Katherine@QuantumAscendance.com.

The International Association of Professional Life Coaches® (IAPLC) *Credibility ~ Visibility ~ Connection*

The IAPLC is an organization for life coaches to list their services and for others to find a life coach. Members must meet certain criteria to be listed. As an international professional association dedicated exclusively to the life coaching industry it has membership standards based on training, coaching experience and client references.

To find a life coach: Our user-friendly online directory has listings of life coaches in over 20 different categories. Anyone seeking a life coach will find all the information they need to aid them in selecting a coach.

The directory can be found at www.iaplifecoaches.org/life-coach-directory.

To become a member: The association combines a premier user-friendly international online directory with group business-building activities for its members so they can grow their coaching businesses and get more clients.

Bronze Membership is free and includes 5 Business Tool Welcome Package, plus live-only business training classes, and weekly business tips.

Gold Membership is \$147 a year and includes 8-part Social Media ecourse, a full-page listing in our online directory, access to the archives of all business classes, opportunities to become a published author in our annual group book and participate in our annual telesummits and giveaways.

To become a member, visit: www.iaplifecoaches.org

Proof

Printed By Createspace



Digital Proofer