

The End of Impostor Syndrome

Face your Fears and Become a Successful Coach

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Throughout this book I have used examples from many of my clients' personal lives. However, to ensure privacy and confidentiality I have changed some of their names and some of the details of their experience. All the personal examples of my own life have not been altered.

I have participated in countless intensive training programs over the last 4 years and a lot of the thoughts and ideas shared in this book are inspired by all the learning from thought leaders such as Tony Robbins, Dean Graziosi, Keith Cunningham, Brendon Burchard, Trent Shelton, Jamie Kern Lima and Nick Santonastasso just to name a few.

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*This book is dedicated to
my wonderful children*

*Michael, Jimmy,
Sixtine and Olivia.*

Thank you for believing in me.

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Chapter 1: I Hear You, I See You, I Get You...

“If you hear a voice within you say ‘you cannot paint,’ then by all means paint, and that voice will be silenced.”

— Vincent Van Gogh

Is this you?

Imagine yourself sitting on the patio of your favorite Starbucks right now, enjoying a white chocolate mocha Frappuccino. You are lost in your thoughts.

These thoughts are somewhat like these...

The truth is, I just got my coaching certification, and you would think that now is the time to celebrate, but something in me feels off. It is like I am frozen in time. All my thoughts today are around, “What if I can’t get clients? What if no one wants to coach with me? What if I am not good enough? Where do I even start? Who would want to be coached by me? me to coach them? I am a brand-new coach...and I feel like an impostor. Who am I to coach others?”

You are so lost in your thoughts that you cannot even enjoy the sunshine caressing your skin.

“What if I fail? What if I have to go keep working my nine to five job? I do not want that job anymore! I am ready and want to coach! But what if I am not good enough?”

Oh, my phone is ringing! Time to get back home and let the babysitter go about her life.

Back to reality for me! “Will I ever be a successful coach? How can I even make this a priority when there is so much going on around me? What if I am not good enough and I don’t succeed? Everyone sees me as a successful person... yet I don’t have coaching clients to show for it! How do I even start and find the right way to do this?”

Take a breath! I know you are familiar with these thoughts. Most coaches have had the same ones at one point or another. Chances are you still have similar thoughts or a version of these.

Truth be told, it is a jungle out there! You were so eager to launch your business after getting your coaching certification. You knew it was not going to be easy, but you did not expect it to be this hard...

You are wondering why this is not working the way you thought it was going to work. Even with all the hours you spent getting ready, coaching for free (practice, right?), and working on getting the business ready...well, you have nothing to show for it.

You have built your skills, have done one certification after another, yet you do not have enough clients to build your coaching business to a level where it pays the bills.

You became a coach to help people become who they were born to be.

To help them achieve their biggest dreams.

To have a positive impact on the world.

You want to lie in bed each night smiling because you know you are making a difference!

You also became a coach to experience more freedom in both your work and your personal life. You wanted to control your schedule, not have a boss controlling you...

You wanted to have plenty of time for the things that are most important to you. To balance family time with impacting people's lives and making a difference in the world.

You *know* that it's possible to create a successful coaching business where you get to make a difference for others and enjoy the lifestyle you dream of – but you are beginning to wonder if that is even in the cards for you.

You are exhausted from trying to implement marketing funnels, signing up for yet another marketing workshop, and getting one more miracle tool – all of them promising success but none them delivering at the level they proclaim.

Maybe you are burned out. This is not the lifestyle you signed up for when you decided to start coaching, and you seriously do not know how much longer you will be able to do this.

Where are the clients??? All I want to do is coach! I do not want to do all this marketing stuff. I want to sign up for a system that gives me clients! I am good at what I do; if only I could just focus on coaching!!!

Wait, scratch that. Here is what is really going on in your head right now...

"Maybe I am not good at coaching! Who do I think I am, believing that I can create an impact in people's lives? I am dreaming here. This is probably why I do not have paying clients right now. I suck at this! Maybe I should go back to school and get one more certification. Yes, that must be it! Time for more learning!"

Sound familiar?

Here is the truth.

Your ideal clients are out there. Whatever problem they have, they are praying for someone to help them. I cannot help them. The competition cannot help them.

They need YOU. They are praying for YOU. And they want you *right now*.

They need *you*. And they are *ready*!

Are you ready? ARE YOU READY?

I have been in your shoes – more than once. The first time was when I launched my first coaching business, “MyLifeToolBox,” some sixteen years ago. The second time was over six years ago when I quit my job to launch a new coaching business (this is a story for later). Let’s go back to the first launch for a moment.

Sixteen years ago. Seems like yesterday. I was so excited and eager to make a difference. I had my brand-new certification; I had done many “practice sessions.” I was ready! I had worked endless hours on creating content for my new website. I had put my heart and soul on this website! I had changed the look, colors, and content many times, swapping one page for another. It was my baby! My creation!

This website, for sure, was my key to getting clients! I had worked on a logo and asked many friends about their input. “What do you think of this color? Do you think I have the right symbol here? Do I pick version one or version two?”

I put everything I had into getting ready! I had beautiful brand-new business cards. I had even made flyers explaining what coaching is.

It was not *Sleepless in Seattle*, but definitively sleepless nights in *mi casa*!

I had worked so many hours to be ready to launch! And then finally, the big day arrived: the website was officially launched.

And... nothing happened. No one came to the website. Nada. Zilch. Zip. Zero. Nothing.

And then I heard this loud Voice in my head. “*Who are you to think that you can, just like that, manifest clients? Are you even sure that your website is good? You have no experience, what are you thinking here? Who do you think you are? That coaching certification of yours...well, that might not be enough, you know.*”

Can you relate? Have you heard the Voice? I experience the Voice loud and nagging. She does not take no for an answer. When she shows up, she is *there*. She stays there!

So...I listened. *She might be right. I must be doing something wrong! Okay, let’s update the website some. And let’s go to networking events! That must be the key to getting clients.*

The next thing I knew, I was all signed up with the local Chamber of Commerce. I had a list of networking events to go to!

I went to every event I could for the next few weeks. Got up early every Wednesday. Was gone every Thursday night. Made the lunch event on Fridays...

This must be it! This is the recipe. I talked to as many people as I could. Met some interesting people (and some not so much), learned about them and their businesses, and even started referring them to others. I was bringing them business, and the next thing I knew, I was the queen of referrals! Unfortunately, it didn't work both ways, though.

After a few months of this, with a massive pile of other people's business cards on my desk (can you relate?), self-doubt started creeping in. Maybe I was not cut out to be a coach. Perhaps it was not in the cards for me! I was doing everything right!

Now the Voice was screaming at me.

Little did I know that having a website, business cards, and flyers and showing up at networking events was far from the right strategy. I had let the Voice take the best out of me, and I came up with a story to justify why I was not making money as a coach.

The Voice had won! I decided to focus somewhere else for now, on a job that was paying the bills. I could always go back to coaching, right? *I am just not ready*, said the Voice. It was not the right time. I needed more time. To maybe learn more, to get some more experience...it was not my fault, just not in the cards for me.

My heart was aching because, in my gut, I knew I was born to be a coach. This was part of my mission in life. Yet, I had failed. People were not going to my website or giving me referrals, and I was not getting paying clients. I had a few free clients, but justified not charging because the Voice had said, *I need more practice*. No one would pay for my services. Not now. Maybe even never. So should I do it for free for now?

Does this sound familiar?

I even came up with a story: "I am coaching people for free because this is part of my life mission. So, if it is my mission, I cannot charge." (By the way, it took me years to get rid of this limiting belief.)

I wanted to coach so much that I was willing to do it for free. I was attracting quite a few people, yet I did not charge them because of the story I was telling myself. Thus, I never successfully launched that coaching business and got it to a place where it paid the bills. I was stuck in this quadrant, not charging for sessions, not getting the money to pay the bills, working my other job paying the bills, and feeling freaking miserable while doing it.

I felt stuck. Really stuck. This went on for years! Not living fully. This wasn't the life I was born to live. I had listened to the Voice a little too much!

Meet the Voice, the Impostor, your so-called friend! And together, let's learn to ignore him!

Chapter 2: ...And I Can Help

“The top experts in the world are ardent students. The day you stop learning, you’re definitely not an expert.”

— Brendon Burchard

Most of you who have worked with me know that that I am one of 104 top coaches in the world working for Robbins Research International. Most of you do not know that, before I became a successful results coach, I had a successful remodeling company for thirteen years that I built from the ground up.

My company was known for our creativity and for going above and beyond to meet homeowners’ needs. I had named my business “Finish Line Décor,” as I always made sure to take every project, small or big, to the finish line, no matter what came up on the job. The cool part is that I did not have to do any type of marketing for my business; all my work came from loyal customers and word of mouth (you can only imagine the wakeup call I got when I started the next version of my coaching business, and I found myself needing to do marketing!).

A lot of people also don’t know this about me: when I was a little kid, I was somewhat of a tomboy and did not want to play with dolls or join in other household games little girls growing up in Europe in the ‘70s usually played. Instead, I liked to play what I called “the learning game.” Reading was essential to me, and most nights, I was found reading under the blanket with a flashlight.

I loved to learn and grow and discover new concepts and ideas. I would lose myself in books and create a new imaginary life, feeling a sense of freedom by living the characters’ fictional lives in my books. I was an avid reader with many areas of interest. It was never enough. To this day, I am still always reading at least three books at any given time. You might be able to relate here: this constant need to learn and grow is typical of a successful coach’s journey. As coaches, we always need to be a step ahead of our clients. We need to grow and expand. Learning never stops. Your clients come to you to take their lives and businesses to the next level. Leveling up starts with you doing it for yourself first.

Growing up as the middle child of three sisters, all close in age, I fought hard to prove myself, and I gained attention, often in the form of being a troublemaker. Yes, there was a part of me that did not want to conform to my reality, and this often manifested as being rebellious. I

always felt this deep need for freedom and independence. When I turned eighteen years old, it was an easy decision for me to become one of the first exchange students to travel to the United States to live a new life for one year. Back then, being an exchange student was rare and incredibly expensive. Today, it is not uncommon to travel to different countries and experience different cultures before settling back home and going to college.

This was a quite different experience for me than for someone in a similar situation today: I did not speak English. There was no internet, and the cost of a phone call was too high to make it worth calling back home. Still, I made the best of my situation and learned to create success on demand. I knew that saying yes to new opportunities was already 80 percent of a win. The other 20 percent could then be created on the spot.

Sadly, my dad died while I was in the USA, and when I came back home from my year of freedom abroad filled with incredible experiences, life was never the same.

I went to University but dropped out a month from graduation. I was once again longing for freedom and needed to fly on my own. Years later, I accomplished my dream of going back to start a life in the States. There is something powerful about immigrating to a new country and having the option to leave old baggage behind. It is a fresh start, and that is what is needed sometimes. Yet I found it important to remember that the geographic location does not matter: here I was, and I brought me with me!

I learned long ago that we can create anything we want in our lives, and it starts with creating inside ourselves to manifest our creations in the outside world. I always refer to the United States as a country of opportunities: you can be anyone you want here. You can build any business you wish to if you put enough heart and dedication into it. There is no limit on who you can become. I believe this with all my heart. There are endless possibilities. Have you ever had that feeling deep inside that you know with all your heart you are meant to do something big? Is this what coaching feels like for you? It does for me.

Now, here is something else that most people would never know about me. I have felt like a fraud for much of my life. Because I did not graduate from University, I felt like I could never have enough academic credentials or knowledge to believe in myself or for others to believe in me and take me seriously. I felt like a failure. I remember in my early twenties, when I went to my mother and told her I was dropping out of college, my mom told me I would never be successful in life and I would amount to nothing. I would be happy if I could even make it living on the

streets. It was on that day that I promised myself I would do everything to prove my mother wrong. Can you relate? What promise have you made to yourself to prove someone else wrong? Just put this book down for a minute and think back. Why are you doing what you are doing right now? What promises did you make to yourself a while back around this coaching business? And why?

The quest for knowledge and learning I had as a little girl became even more of an obsession. Countless certifications and seminars and programs, one after another...it was a never-ending process. It is still, to this day, an ongoing process! I bet you are on this same journey! Constantly learning, reading, going to yet another seminar...finding the right balance is key. So often I see coaches on this quest for knowledge, and it becomes an obsession that prevents them from really focusing on what truly matters: getting clients to coach! This constant need to learn is like a double-edged sword. It is important to learn and grow, yet it is equally important to coach and get practice. Nothing trumps the practice you will get from coaching clients. You have got to do the work! I have a constant need to learn, and this momentum has led to all sorts of accomplishments, including my life as a passionate coach.

Now, the truth is that coaching is just one tool in my toolbelt. I am a coach, a teacher, a mentor, a trusted advisor, and so much more.

The dark side of this need to continually learn is that it is never enough. *What if I could have that one more piece of information before I launch?* The light side is that, in this book, I am bringing you a different way to look at things, a new approach developed through years of learning from the best out there – to name a few, Tony Robbins, Dean Graziosi, Keith Cunningham, Nick Santonastasso, Jamie Kern Lima, and many more. I have relentlessly learned from the best over the years, and I am ready to deliver and be a reporter on what I've learned from these amazing mentors. I am ready to help you create the results you want for yourself.

I am addicted to learning. I am also addicted to helping others, implementing what I learn, and taking massive action. You need to get addicted to taking action and implementation! Because if you are not impacting people's lives by sharing what you do, you are not doing what you need to do!

It is no surprise that my coaching business is called "Results Now" because this is exactly what I create with my clients. My ways might not be the typical way a coach would get results, but the results I get for my clients are the kinds of results everyone is longing for.

I am always a step ahead of my clients. I am doing the work on myself, and I am known for the number of tools and strategies in my toolbelt. I often refer to this as an invisible file cabinet I have somewhere inside my head.

I know with absolute certainty that when I show up with love and with a servant's heart, the right file will come out of the file cabinet with the right tool needed at that specific time.

I know that "all I need is within me NOW."

I am known for my passion as a coach, trainer, and speaker. I shake things off, I leave nothing behind, and my passion is contagious. I am also known for making things happen and even have the nickname "Badass" among the coaching community.

Now, what is interesting is that most of my clients are rebellious like me! They have this deep need for freedom and want to go after their dreams no matter what. They are people who know deep inside that they were meant to accomplish something more than settling in a nine to five job. People who know that they are meant to make a difference in others' lives. People who feel trapped and unhappy and want to escape and find their true purpose by launching their coaching businesses. Sometimes my clients have been in the nine to five lifestyle for so long, there is a part inside of them that has been feeling constrained and crushed, and they know that feeling of being trapped or overwhelmed is too much. They are ready to seek freedom again and go after their dreams.

They are feeling trapped by the world they live in, by the business they are in, and they want to get out.

I was that person for so long. One of my mentors says, "Your mess, your message." And it is so true. I know what it takes to go after my dreams and have this nagging voice telling me, "You will fail because you are not good enough. Who do you think you are to even put yourself out there?"

You know what I am talking about here.

The good news is, I've got your back!

Let us go on this journey together and figure out how to kick Mr. Impostor to the curb once for all! I did it, and I am going to show you how!

Chapter 3: The Roadmap to Success

“A person who has a dream knows what he is willing to give up in order to go up.”

— John C. Maxwell

Are you ready, or are you ready?

Well, I am ready for you!

You think you are just going to read this book in one go...nope.

Not this book. There is work to do. It is time for you to grab your favorite notebook and your best pen (there is magic to pen and paper),

Throughout this book, I will take you on a journey of discovery, and together we will kick Mr. Impostor to the curb. He has no place in your life, he has extended his welcome way too long. Enough is enough! Agreed?

If you have read my first book, *Launch Your New Career: Steps to Signing Up Your First Client*, then you are already used to the format of this book. If not, don't sweat it! It is all about participating in your own rescue and taking the time to do the exercises as they come. Do not rush through this. Take time to do some self-reflection work. The truth is, you will get out what you put in. How committed are you to kicking Mr. Impostor to the curb?

As I am taking you on this journey, the first thing we will do together is get clarity. To change anything, it is crucial to have an honest look at where we are. As a coach, you know this. What is the starting point? Point A. Where do you want to go? Point B. Between A and B, there is a gap. Yes, a gap, not a bridge. We do not want a bridge. We do not want to create a bridge, because then all we do is link A to B, and the gap is still there.

Imagine instead a river. Point A is on one side of the river and Point B is on the other side of the river. If we put a bridge from A to B, yes, you can go to your destination. But you can also go back to where you started. The river is still there in between A and B. (The river being your gap in this metaphor). Clearly, what we want to do is to remove the gap: no more river. No way to go back to A. The only possible movement is to get to B and onwards. Does this make sense to you?

The gap represents your limiting beliefs, your fears, your lack of clarity, and, let us be honest here: Mr. Impostor believes he is the king of the river and he is there to stay! (Sorry, Mr. Impostor, not on my watch!) We are going to get clear on where you are and where you want to be.

In Chapter 5, we will take a closer look at what your definition of success is. How will you know when you are successful? What are your references? What does success mean to you? I recall working with my wonderful client Mrs. S. It was only when we did the “I know I am successful when” exercise together that everything finally fell into place for her. She was going about her business and her life from a definition of success that was limiting her instead of empowering her.

From this place of clarity, in Chapter 6 we will be able to get Mr. Impostor out of the river. We will talk about what “Impostor Syndrome” is and how to deal with it. As you can tell, the work we are doing here is starting to fill the gap. P is another client. She hired me as she was finishing up her coaching certification. Right from the start, we worked on her impostor syndrome, and, little do you know, within a few weeks of working together, she successfully enrolled four clients into her program. We did not let the gap become bigger and bigger, we took care of it right away.

Chapter 7. Boy, do I like Chapter 7! We are going to address the one thing that you probably do not want to talk about...yet, we are doing it! Here it is, I am saying it: “Your net-worth reflects your self-worth...”

Yes, you read that right. No mistake here! It was a massive revelation for me when I understood this. Over the last few years, I did a lot of work around self-worth, and my entire financial picture has changed because of the deep work I did.

Can you relate to these thoughts of “*Who am I to charge for my sessions?*” or “*I don’t want to charge too much*” or “*People don’t have money and can’t afford me*” and so on? (Beautiful thoughts dictated by Mr. Impostor, by the way, just saying...)

We are going to work together on your self-worth. We are going to get rid of your limiting beliefs around money! We will discover the underlying commitments your subconscious mind made when you were little, and how these commitments are still running the show today.

What do you say? Are you excited? Enough is enough! You have a birthright to abundance! Time to claim it.

As we are doing the work, we are filling the gap. Now, here are a few more things we need to address.

In Chapter 8, you will expand your views around what coaching really is. You are going to love me for this one insight. And again, all the work we do together is to achieve the ultimate outcome, to kick Mr. Impostor to the curb. Well, this chapter is a big step! My beautiful reader,

here is a preview – you ready? Okay, repeat after me: “I am destined for greatness!” Smile. Take a breath. Here we go, one more time: “I am destined for greatness!” Smile! We are going to build this beautiful muscle together! “I am destined for greatness!” Heck YES!

In Chapter 9, you are going to get more clarity on who your ideal client is! I know you have heard this many times. The world is divided out there: do I need a niche? Or do I coach everyone, with no specifics, on all aspects of life?

Well, here is my two cents on that: imagine, for a moment, that you are going fishing. You are fishing in the ocean. You might catch some fish, yet you never know what you will catch. Now, if you fish in a lake and focus on only catching red fish, you will get them and this will create a ripple effect and you will start catching more fish from that same red family and then their cousins, the orange family. You start with one type of fish, and then start attracting all the other fish – but you have to start with one first.

Do not overthink it, just enjoy the ride with me. I promise you, by the end of this chapter you will have more clarity on who your ideal client is, who your red fish is!

The next steps in Chapters 9 and 10 are a natural flow from knowing who your red fish is to clarity on the one problem you can solve for your ideal client.

These two chapters go hand-in-hand. I am excited to share tools here that will be game-changers for your marketing. Here is a hint: you will learn how to participate in the conversation your ideal client is already having.

Yes, I said the word you want to avoid at all costs: “marketing.” Do not run away just yet. We’ve got to talk about this! Stay with me here: you will get a new perspective and new associations with marketing. I’ve got your back!

Can you see how our river is drying up more and more right now? The gap is filling up, and together, we are creating a solid foundation for a successful coaching business, for you to be successful, and for your clients to get the results they are after.

Stay with me. You are doing great, and right now you are participating in your own rescue! This book is exactly what you need. In Chapter 11, I will introduce you to different business models. We all know that you need what we call in coaching “hours in the chair” to build your coaching skills. Yet, truth be told, gaining revenue only through “hours in the chair” is not sustainable long-term, and it creates a cap on your income. To become a master coach, nothing can replace the practice you will gain from coaching clients. There is no shortcut. Successful

coaches know it is a must. Yet there is more than just “hours in the chair” to succeeding as a coach. We are going to talk about your options and give you some clarity on how to conduct a successful business without getting burned out.

I want more for you. I will show you how to put yourself out there and have a business model that works for you without spending hours in the chair! I did it for me, and now it’s your turn!

In Chapter 12, well, there is a surprise in that one! An amazing tool that I will share. This tool has transformed my life, from feeling stressed and overwhelmed to stepping into more and more fulfilling days. This is the reward for you, once you have done the work and gone through each chapter doing the recommended exercises.

Are you excited yet?

Well, get excited! Get ready! Grab that notebook. It’s time to begin some serious work here!

Mr. Impostor, watch out! We are ready! Your hours being alive are now limited!

Chapter 4: Clarity

“Passion is energy. Feel the power that comes from focusing on what excites you.”

— Oprah Winfrey

When I created my first coaching business, “MyLifeToolBox,” I was so excited and proud. It was my baby! I had worked for countless hours between the certification, passing the exams, doing all the practice sessions with some brave souls, setting up all the admin stuff (the contract, the scheduling tool, the note-taking system, the bank account, and so on – and let’s not forget the website!), and coming up with the content and making sure I was doing it right. I am sure you can relate! All this to say, I was ready!

Nothing happened. No clients. Or, let me correct this – a few *free* clients. No *paying* clients. I knew what I wanted: I wanted to coach!

I wanted to coach. I had done the work, I was ready. Where were the clients?

I had this clear vision of what MyLifeToolBox represented: all the tools you need in your life to be successful. Coaching with me would help my clients understand the tools they already had and then add more tools to their toolboxes! Was that clear? Clear to me, but not to the world out there!

What did my marketing message look like? “You are looking to add more tools to your toolbox to be more fulfilled and happier. I’ve got your back! Let’s talk.”

I can see you smile right now. You guessed it right: it did not work! I had the wrong approach. I did not have a vision. All I knew is that I wanted to coach. I was so excited and so sure about how much I could empower other people and impact them that I had focused solely on that. I was convinced that anyone talking to me knew immediately that I was the answer to any problem they might have! So foolish.

The funny thing is that many coaches out there fall in love with their businesses like I did. They focus their thoughts on the changes they can bring to people, and they get lost in that. They bring emotions to the table and do not think like a business owner.

They are artists at heart and would give away everything if they could just for the deep satisfaction of helping someone. It is never about the money. It is about impacting lives. And all we want to do is coach! Not all the other stuff.

I believe that back then, I was living in the “Lalaland” coaching world!

“All I want to do is coach.” How many times have you had this thought yourself? Are you living in the Lalaland coaching world, too?

The first place to start to set yourself up for success is to get real! Yes, you have talent; you have a gift to connect with people. Yes, you know deep inside that this is your mission in life, to impact others. The truth is, it is not enough. You’ve got to go deep. Get real. What are you bringing to the table?

In my first book, *Launch Your New Career: Steps to Signing Up Your First Client*, I introduce the concept of “riffs.” A riff describes a subject you can talk about again and again without notes, support, or hesitation. You are passionate about it, and you cannot stop talking about it once you start.

Step 1 is to know what your riffs are. What are these few subjects that get you going on and on because you feel them, are passionate about them, and live them?

What are your strengths? What comes naturally to you? What are your superpowers? You must know the answers to these questions. By taking the time to go on this journey, you will gain clarity on who you are as a coach and what you have to offer. It starts here.

You are getting clarity on what makes you stand out from the competition. What is it that you are great at, the impact you make?

What are some skills you have developed that allow you to be successful in what you do?

What are three things you do in business that make you the happiest and give you fulfillment while simultaneously bringing you the most money?

What it is that you do in the coaching business that lights you up? What is it in coaching that inspires you in your soul, and your physiology changes because you love it so much?

For me, it is all about inspiring people to step up their lives, to go after their dreams. I feel alive when I train, teach, coach, and share tools and strategies. When I see the impact I am creating in others, it sets my soul on fire. It is addictive. I want more and more.

Making an impact through my questions and sharing turns on the lightbulb for the people I am working with. It immediately changes the quality of their lives just through the insight it brings. This is powerful right there! It does not have to be complicated.

On this journey to clarity, Step 2 is to be brutally honest. Are you procrastinating and stuck in a disempowering story? What are you telling yourself? What is this inner dialogue that you listen to? If you are to succeed and feel overwhelmed, depressed, stressed, anxious, whatever is

going on, you've got to first decide to change the story you are telling yourself. What are the words you are using daily? We often use names that magnify our stress, and then we are so overwhelmed that we do not follow through.

I remember coaching Jim. He had a story of "it is never going to work; I don't have what it takes. I have tried everything." He came to my calls so many times with a story of feeling stuck. He was constantly focused on things that did not work versus the thing that did work. He would amplify his stress and could not even see the wins he had. Once we started working on his words, his inner dialogue, and changing his story, we changed his life. It all begins within you. You've got to believe in yourself, and the story you tell yourself around the coaching business needs to be an empowering story. You create your reality with your thoughts. You need to be clear on what you want in the outside world, and this starts with creating it within. When Jim changed his story, we could create progress and generate the results he was after. The work we did together was simple. We went back to basics and I took Jim through Step 1: what are your riffs? I got him connected to his passion again. Then we went through Step 2 and took a deep, honest look at where he was. We didn't BS ourselves, just looked at the truth. Because Jim was stuck in a disempowering story and was using poor language, he was not focusing on creating progress, focusing on the few things that were going to get him to the next level.

I heard my mentor Tony Robbins say in one of our trainings, "What is wrong is always available, but so what is right." This quote has become one of my favorite sayings in coaching. I use it often. Because this is where it starts: focusing on the wins. Daily. Celebrating the wins. Then, from this place of celebration, focusing on the needle-movers: what are the actions you can take that will get you a step closer to getting paying clients? (You might want to go back to my first book, *Launch Your New Career: Steps to Signing Up Your First Client*, and do the Not-To-Do list exercise. What actions are you taking right now that are not getting you to the next level?) What are the things you must stop doing right now that are not serving you in getting you to the next level?

It is time to start focusing on your strengths, to become an expert at them. Then make enough money to pay someone to take care of the stuff you are not so good at! When you want to improve what you are not too good at, you are committed to having an ordinary life. When you focus on what you are good at, and you take it to the next level and become an expert while delegating those things that you're not good at, you will have an extraordinary life.

Our Step 3 on the journey to clarity is knowing what your “needle-movers” are. What are the things that move the needle in your life, that drive you forward? What are the things that will change your business, change your income? Will these things give you more freedom and control of your time? You should be doing more of these things and less of the things that do not.

Ask yourself these questions about each activity/action:

- Can this activity/action take me to where I want to be?
- Will this bring me forward?
- Does this make me a better version of who I want to be?
- Can this make me more money?
- Can this impact more lives?

If the answers are no, you need to put the activity or action on the “Not Now list.”

Do not forget to take inventory of your thoughts as you answer these questions. For example, are there new thoughts that would serve you more right now as you build this strong foundation as a coach?

Move from “*I don’t know if I have what it takes*” to choosing different thoughts like these: “*I have what it takes!*” “*I am an expert at this,*” “*I do know this well,*” “*I am the right person for this!*” You have the power to choose your thoughts, and these are going to serve you more!

Part of the clarity process is recognizing your thoughts and doing some cleaning around them.

Step 4 is all-around your commitment. Do you have both feet in, or do you have one foot in and the other out, planning your escape?

What is the depth of your commitment? What changes do you need to make in your life right now to follow through with your coaching business? What are these habits you will have to let go of?

You want to identify what these habits are. Yes, a sacrifice will need to happen. It is essential to find a way to do some things differently and get some new patterns in place.

I have a client in coaching right now, Julie. She wants to launch her mastermind. She has clarity on what the mastermind is about. She has the content, the vision, the how-to. She also knows the right strategies to use. Yet she is the queen of procrastination. Julie always finds something else to work on, anything but tasks that have to do with the mastermind. Renovating her house is now suddenly a priority, or spending time with her mom who just moved back into

town and does not have friends yet, or helping other people with their taxes because she is good at that. All of these things are great, but they are not taking Julie a step closer to get the mastermind launched!

Here is the truth: if you have many things going on right now and you are overwhelmed, you are avoiding the hard parts. Your subconscious is scared to death, and you are finding stuff to focus on to keep you comfortable. All it is is fear.

Everything changed when I asked Julie what her level of commitment was, from a scale of one to ten. Her answer was four. Once she looked at her behaviors, it was clear that launching the mastermind was more like something nice to do, something she was interested in doing, but it was not a commitment ten. It was not a must. This was not because of a lack of strategies or a lack of time. For Julie, it was about not believing in herself and instead listening to Mr. Impostor. His voice was so loud that she got lost in her own limiting stories and got busy with all kinds of other things, so she did not have to address what was going on.

Through coaching, she learned to turn off that part of her brain that “did not feel like it today,” the part that was saying, “I am not ready.” She learned that when you let fear control you, it stops you. When you let the survival part of your brain guide you, you will never be successful. It takes courage to say to your mind, “Enough is enough. I am not listening to you anymore. I am ready.”

Courage comes before confidence! To have confidence, you first must be courageous! Be courageous enough to take the small steps that will build the momentum for success. It takes courage to do things no matter what.

It does not have to be complicated. I am all for simple steps. Simple steps over a long period can be much more effective than figuring out how you can do everything all at once and then going nowhere.

Take steps to build momentum and create progress. Wanting to do everything all at once is a recipe for failure! When you try to do everything at once, you never really do anything, and you stay stuck where you are. You know the next thing you need to do, but weeks have gone by and you are still in the same spot, because instead of committing to taking one daily step and making gradual progress to start building momentum, you have let fear take over and focused on way too many things. It is a vicious cycle.

Now, my friend, it is time to grab your notebook and do the following exercises.

Exercise 1: Clarity Questions

1. What are the three skills that you have developed that have allowed you to become successful?
2. What are three things in your business that make you the happiest and give you fulfillment while simultaneously bringing you money?
3. What are the things that light you up in your coaching business?
4. What comes naturally to you – what are the things you love to teach? (Go back to the riff questions!)
5. What are your unique abilities? Your core competencies?

Exercise 2: The “Needle-Movers”

1. What are the activities you need to do more of that create momentum?
2. Are these activities getting you a step closer to bringing in more money?
3. What are the activities you need to do less of or even get rid of?
4. What are the words and stories you are telling yourself that are not helping you?
5. What are the new words you can use moving forward and the new story you will create for yourself?

Now go write. You will thank me later!

The truth is you cannot just hope that a good idea is going to interrupt you. Great ideas do not interrupt you; they must be pursued. I forgot who said that, but I love it!

Your inner dialogue, the story you are telling yourself, and the healthy habits you develop are what build a strong foundation for your business. It is not what you do occasionally that matters, it's what you do every day. And it starts with clarity on who you are and what you want, and focusing on the needle-movers versus focusing on fear and listening to Mr. Impostor.

Chapter 5: What Is Success?

“Success means having the courage, the determination, and the will to become the person you believe you were meant to be.”

— George Sheehan

Smile and pat yourself on the back! You did some deep work in the previous chapter. Now, on to understanding who you are when you are successful. Yes, it sounds like a big question, and yes, it can be!

If you recall, in my book *Launch Your New Career: Steps to Signing Up Your First Client*, I introduced you to the concept of doing emotions on demand. Know that, for every emotion, we have three specific patterns. The three patterns are your physiology, your focus, and your language. We can all change our emotions in a heartbeat! What we feel depends on the physiology we have in that moment, what we are focusing on, and the words we are using in that moment.

Here is an example for you: remember a time when you were mad at your kid for not picking up his toys and cleaning up his room. Imagine yourself right now: you are standing, feeling some tension in your body, probably your shoulders. Your head might even be pounding. You are not smiling and you are looking at your child, pointing a finger at the mess. All you can focus on are the toys everywhere and your kid who, once again, did not pick them up. You are raising your tone of voice and your language is harsh. Can you picture this moment?

Okay, now in the middle of this exchange with your child, imagine your phone is ringing. You have to take it; this is your boss, and you have been waiting for this phone call. *“Hello, Mr. Boss, yes, all is great. Absolutely, will be happy to meet tomorrow and bring those files. Yes, Mr. Boss, I am ready and excited to show you the progress I made on our case tomorrow. Okay, thank you. Yes, see you tomorrow. Bye.”*

Your posture is different, your focus is on your boss, and the conversation you are having in that moment, your language is more professional...and then you hang up, and you look at your child, and you go right back to bitching about the mess with the toys and your son. “When are you going to learn to pick up after yourself? I am tired of this mess and picking up after everyone in this house!”

Right there. Back to frustration and anger. That fast! Because we all do emotions! Emotions are created by three patterns: your pattern of physiology, your pattern of focus, and your pattern

of language. No one can make us feel a certain way! We do this to ourselves by adjusting our posture, our physiology, what we focus on and believe in a given moment, the language we use, and the words we speak. Nothing has any meaning in life but the meaning we give it through the words we choose to use. You want to start experiencing different emotions? It all starts with understanding what your recipe is for a particular emotion.

I will take the emotion of confidence, stepping up as a confident leader, and show you how it works. I learned this concept from Tony Robbins, and this is one of the needle-movers in my life! It all starts with the mindset, the psychology I am in. How do I show up every day?

Example: Confidence/Leadership

The pattern of physiology: when I “do” the emotion confidence, my shoulders are back, my posture is straight, I stand up, I have a smile, I make eye contact, my voice is unmistakable. I talk with my hands. I am rested, hydrated, and feel fantastic about myself!

The pattern of focus: my beliefs about myself or the situation are something like: “I’ve got this, I am knowledgeable, I always figure out a way, nothing can stop me, I am ready, it is already done. People trust me and respect me. I show up no matter what. Higher Power has my back. I bring massive value.”

The pattern of language: “Let’s do this. Ready. I’ve got it! YES!”

The part of me that is confidence and leadership is already within me. All I must do is call on it.

Quick question for you: how do you get a dog to come to you? Do you call his name? Same here! This part of you that’s good at being confident already exists within you. There are more than 2,200 words in the English language to express emotions, yet on a daily basis, we all experience maybe between six to twelve different emotions. Go ahead and take time to figure out what your recipe is for each emotion you want to experience on a daily basis – or for those emotions that you want to experience less of. Then give a name to that part of you.

My confidence name is Badass. This is the nickname I have within the coaching community, and I wear it proudly. I also know what it takes to be a badass, what my recipe to be a badass is. It all starts with knowing your own recipe for confidence.

Now it’s your turn! Grab your notebook and get clear on what your recipe is for confidence/leadership. You will thank me later!

Exercise 3: Recipe for Confidence

1. The pattern of physiology: what is your posture? Your facial expression? Your tone of voice? Where are you looking? Are you rested? Hydrated?
2. The pattern of focus: what do you believe about you, the people around you, and the situation you are in at that moment? Where is your focus?
3. The pattern of words and language: what words are you using when you feel confident? What is your language? Is it empowering language? What could you say to intensify your empowering language (from “good” to “awesome”)? Words create feelings. You have the habit of using certain words. We all do. Language creates meaning, and meaning creates emotions. One different word, and you will have a different life!
4. Name this part of you! Do not overthink it. Think of someone you know who is confident. Or take an animal name! Why not? You could be a lion! Or someone from a movie. Or a superhero. I have a client who calls on her “Inner Oprah.” Another one calls on his James Bond, another one calls on Simba. Have fun with this!

This is the first step to success! Success is 80/20: 80 percent psychology and 20 percent strategy.

I am going to hit hard right now...as the truth shall set us free, right? *Your* psychology is the chokehold in your business. Your business is not where you want it to be because your mindset is not where it needs to be. You are listening way too much to Mr. Impostor; you are letting limiting beliefs run the show. Your habits are not those of a successful person. You are letting fear direct your every move and your mind take control. You are not connecting with the essence of your desire and listening to your heart. Mind: 1-0. Heart: 0-1.

Okay. I said it. Some of it. Not all. Not yet.

I have been there; I have been in your shoes. I had a poor story, I had unhealthy habits, I was the queen of procrastination (you could not tell, I was so busy! Yet I was busy with the wrong stuff).

I focused on things I could not control, continually focusing on what was missing and worrying about the future, not celebrating. I promise you, this is the perfect recipe for failure. I

had quite a few stories and excuses. The worst part is that I believed all of them. The more we tell ourselves a story, the more real that story becomes. A belief is nothing more than a thought we stopped questioning, a feeling of absolute certainty that you have about something.

To create fulfillment and success in your life, it is critical to ask yourself these three questions:

1. Do you focus on what is great or what is missing? What is working or what is not working?
2. Do you focus on what you can control or what you cannot control?
3. Do you focus on the past, the present, or the future?

I want to invite you to take a pause right now and think about this! Where is your focus? When you think of your business and where you are in it, what do you focus on?

80 percent of your success in anything you do is one muscle that lives in your body, and it is called your mindset! You must have an unstoppable attitude, this absolute certainty in who you are, no matter what happens!

My life and my business changed radically when I started focusing on what was great, what I could celebrate every day. Big wins and small wins. When I focused on things I could control or directly influence, when I became more present in the moment, not stuck in fears and the past, and with a clear vision of my future, it was a game-changer! Give it a try for yourself.

I used to have a story of *“Poor me, I am all alone, it is all on me. I am tired. I do not have enough time. I suck at marketing. There are already too many coaches out there; why would someone want to work with me?”* Yes, these thoughts were all orchestrated by Mr. Impostor.

Exercise 4: Take Inventory

On a separate piece of paper (not in your notebook), please write down all your limiting beliefs, your disempowering stories, your excuses. You will thank me later!!

Done? You have this one page full of limiting beliefs and disempowering thoughts? Okay, next step: make seven copies of this one page.

Every day for a week, get rid of one page.

One day you will feed it to the dog. The next day, maybe you can flush it down the toilet. The next day, perhaps go outside and burn it. You’ve got the gist of it! Have fun. Make it disappear. Again and again!

Okay! You now know what your recipe for confidence and leadership is. The next step is to get clear on what your recipe for success is.

Who are you when you are successful? What is your physiology? Where is your focus? What do you believe about yourself? About your business? What is your language of success?

Exercise 5: Recipe for Success

Using the three patterns of emotions you learned about earlier in this chapter, create your recipe for success. This is similar to Exercise 4, but this time, we focus on success.

1. What is your pattern of psychology?
2. What is your pattern of focus?
3. What is your pattern of language, words?
4. Name this part of you that is successful!
5. Practice multiple times every day, calling on this part and stepping in as the successful person that you are.

Do not continue this journey until you have done this work. This is everything. It is where it all starts. Take out your notebook. You will thank me later.

The next step in this chapter around success is to get clear on what success means to you.

Do you have clarity on what your definition of success is? Is it a specific number of clients? Is it a certain amount in your bank account? Is it how much freedom and flexibility you have in your life? Is it material and reflected through the house you live in and the car you drive?

How do *you* define success?

I used to define success by the number of private coaching clients I had and my bank account balance from my business. I was tough on myself.

I was stuck in a disempowering story. “I work so many hours for Robbins Research International as a Master coach, I do not have enough time to get more private clients.” I was still functioning from my definition of success that I had created over sixteen years before: “To have a successful coaching business, you need to have a minimum of twenty clients at all times.” Meaning, you must have a full schedule and focus exclusively on your private clients, nothing else. Yep, that was my definition of success. Circumstances had changed, things were different, and yet I was still functioning from this sixteen-year-old belief. Crazy!

Thanks to my fantastic Master coach Suzanne, I had a breakthrough when she questioned that belief in one of our sessions. The truth is, I am incredibly successful right now. My success is not defined by the number of private clients I have or by my bank account balance. Suzanne reminded me that over the last few years, I had twice been awarded Coach of the Month in my coaching community, and that I am one of 104 coaches in the world working for the best coaching community that exists out there. To get that job, I was in a pool of over one thousand candidates, and only fifteen of us got a job offer after a six-month intensive process. Last year I received the “most loved coach by her clients” award. I am a published bestselling author and a successful mother of four incredible children! All this while clearing well over a six-figure income. To me, this is success.

Today, success to me means making a difference in people’s lives. Every day I create massive impact in my clients’ lives. This is success. Not the number of clients, but the impact I make.

The day I changed my way of looking at success, using these new references to define success, everything changed. I started attracting even more private clients. Suddenly the “I don’t have time” excuse was not even in the picture anymore. It was like a door had opened, and because I was ready to own and *was* owning my success, I was attracting even more success. This was a big shift in my identity.

“I am successful.” Say it out loud. “I am successful.” How does it feel?

What shift do you need to make in your identity? What story do you need to get rid of? What belief do you need to question?

Go ahead, get your notebook and reflect on this. You will thank me later!

Exercise 6: Your Definition of Success

1. How do you know you are successful?
2. What needs to happen for you to feel successful?
3. How do you define success for you? For others?
4. What is a successful coaching business for you?
5. Are you successful now? How do you know?

When my client S did this exercise, she realized she had made it pretty close to impossible to ever feel successful. Success to her was to be a millionaire and to work very few hours. Her

current reality was working her nine to five, then taking care of her sick mama, all while creating programs and courses for her coaching business. She had a handful of clients, nothing near becoming a millionaire. She was feeling pretty hopeless and was ready to quit. Once we reframed what success really was for her, she could then find success in her everyday tasks. She breathed success. She celebrated success. Sure enough, within weeks of making a simple shift in her definition of success, she started enrolling more and more clients. It was a game-changer.

Chapter 6: The Elephant in the Room.

“Doubt is a signal to keep going and figure things out!”

— Brendon Burchard

Let’s get real for a few minutes and address the elephant in the room. Yes, you read that correctly.

Here is what is going on in your head right now – the same thoughts everyone has who has experienced impostor syndrome. These thoughts run over and over again with, okay, a little variation. I am going to give it a try and guess what they are. Tell me if I am wrong.

Who am I to coach others?

I do not have all the answers; how can I even help others?

I am not where I want to be in my own business.

I am a fraud.

What if I do not know what to say?

Who am I to go do something? I do not know what to do!

Who am I to charge this much? Who would even pay for my services?

There is already someone out there doing what I am doing. Why would they pick me?

I have not been doing this long enough to be able to help people.

I need to take one more class, get one more certification, and then I will be ready.

I am comparing myself to others.

I wonder if my voice is unique enough to be necessary.

I do not know enough to be good at this.

Did I get it right? Do I need to keep going? You know, you are not alone with these thoughts. I have had similar ones. Many of us coaches have had them at one point or another.

The truth is that we have all felt the impostor knocking at our door at one point. Let’s talk for a moment about a different way to look at this.

Play with me, and step into this beautiful metaphor for a few minutes.

Imagine a line going from A to Z. You are on this line, at the letter L.

Now, when you look ahead, from L to Z, you see other successful coaches. You see people who are a step ahead of you. You want what they have. You want to do what they do. You want to earn what they earn. You are longing to have their success. You are hungry for their knowledge, their wisdom, their experience. You feel the pull. You know that hanging out with them is a win

for you. There's so much more to learn, so much excitement. They have the future you want for yourself.

Shift your body for a second and look back to the letter A. You are looking behind you right now. And you see in this section from A to L, people who want what you have. People who want to do what you do. They are hungry for your knowledge. Your expertise. Your wisdom. Your experience. You can extend your hand, grab their hands, and pull them to you. They feel the pull, just like you did when you were looking ahead of you to the people from L to Z. These people standing between A and L are looking at you the same way you did when looking forward.

You have gold in you. The things you think are not valuable is absolute gold to those who do not know them. Things that you forgot that you had even learned can transform somebody's life. You know things that others will see as magic.

The value you have and the gifts you have are priceless!

You are not a fake. You are out there learning, training, reading. The fact that you even picked up this book about becoming a successful coach tells me that you are ready to learn more possibilities and grow again and again. You have more value living inside of you than you can ever imagine. And the people on this line behind you (between A and L) are waiting for you to deliver. To show up. To play full out.

The fear goes away when you are in the game! You've got to put yourself out there and coach! Yes, you read that right: *coach*. The more you coach, the more confident you will feel. You will be looking through a different lens. Get in the game! Play full out! Add massive value! Deliver! You've got this! You were born to do this. Time to get out of your own way! Find a way to give massive value to others every day! Go live on your Facebook page. Show up. Be you.

When you are putting things off because of impostor syndrome, well, here is a truth: there is never going to be a time when things are going to be perfectly aligned. A mentor of mine said to me one day, "If everyone waited to be a parent until you had it all figured out, the human race would cease to exist." You must figure things out as you go. All you can do is prepare and be one chapter ahead. Just one chapter ahead.

Yes, I know you have a million reasons to quit. Tap into that one powerful reason to stay. This is, more than ever, the right time to create leverage for yourself. What is this powerful reason to stay in the game? A bigger version of yourself? Stepping up into your full potential? Living your mission in life? Creating financial freedom for you? For your family?

Listen to that little, still voice inside saying, “I am not going to be like other people, I am going to play full out no matter what.”

Be an example to others. Make a difference. Think about what your kids and your family will say twenty years from now! “My mom [or my dad] was a badass coach! She/he helped so many people. She/he has impacted so many lives!”

Yes, you have fears. You have doubts. You are not sure how to do the marketing, how to get more clients. You even question the entire coaching thing. “Does it really work? Who am I to think that I can pull this off?” The truth is that, when something goes sideways, we become uncertain and our brains kick in to tell us all the wrong stuff about what is going to happen. Right? Can you relate here? “You are not good enough; you can’t do it; you need one more certification.” And then another program to take. Another class. The never-ending learning escapes.

Don’t get me wrong, I learn all the time. I am always involved in one program or another. Yet, at the same time, I am out there, doing the work, coaching, and impacting lives.

All these beliefs and doubts – “I don’t know if I can, am I smart enough? Is it the right time? I am not sure...” – this negative self-talk is a disservice to yourself. It’s your conscious mind wanting to protect you.

Throw the beliefs out and pretend that there is no doubt that you are doing this!

The tyranny of the voice of doubt! When you doubt, that means you must figure this out. That inner doubt has already cost too much in your life. Seriously, have you thought how much it has cost you when you play small, when you are missing the train of success?

Take uncomfortable action. Your next level is on the other side of your fears! Say “yes” to you. It is uncomfortable, but on the other side is success and all you were born to be.

One of my dear clients is a racecar driver. He reminded me that on the track, you always must look at the clearing. Do not look at the wall for even a second, because then you will go into the wall. In your business, it is similar. When you are looking at what is going wrong, you are going to hit the wall. The minute you step into “I will find a way, I am going to do more than survive, I am going to thrive no matter what,” you will be going through the clearing.

If you have a lot going on right now and you are overwhelmed, it is because you are avoiding the hard parts. If you have a program you have not launched yet, if you have not put together your coaching package, or if you think, “I need to add that one video, or perhaps take that

one more class,” all that is is your subconscious mind that is scared to death. And now you are finding stuff to do to keep yourself comfortable.

All this is is fear! Remember? F*ck Everything And Run! You are not doing the marketing because you are scared. You find excuses. You have a story. *“All I want to do is coach people! I do not want to have to do the marketing stuff. I am not good at marketing...”* And so on. Can you relate?

You must pick a lane and swim! Pick the swimming lane you like the most and get started. Put all your energy in one thing right now and go after it! Is it going to be understanding who your ideal client is? Or getting good at marketing? Or getting familiar with doing live videos? You’ve got to start somewhere – pick a lane!

Connect to your bigger picture, to your why. Be clear why you are doing this, why you wanted to be a coach in the first place. Find your clearing! Create a compelling future and go after it! Enough looking at the walls and all the limitations you are creating in your mind. Decide where to focus, and focus on the things that make you uncomfortable right now! That is where the growth is. That is where you are going to build some momentum and speed.

Know your why. Many people identify their “why” on a surface level. And it sounds so good, yet is it deep enough and are you going to be able to go back to it? Is it going to fill you up no matter what?

When things get tough, you must peel back the layers of your why and get to the root of why you are doing this. *Why?* Why do you want to be a successful coach no matter what other people have to say about it?

Time to show the world how much of a badass you are!

Exercise 7: Time to Say Bye to Your Limitations!

As we did earlier in this book, use a separate piece of paper to write down all your limitations (pen to paper!). This inner dialogue is what’s going on when you feel like an impostor. That story you keep telling yourself repeatedly (this is you focusing on the wall).

You know what to do, right? Make seven copies of this page with your limitations.

For the next seven days, find a way to make a page disappear every day. You will thank me later!

(Feed it to the dog? Flush it in the toilet? Burn it? Eat it yourself? Shred it?)

Exercise 8: My Own Version of Doing “The Work”

Learn to break your own pattern. When you catch yourself in the vicious loop of self-doubt, you need to ask some powerful-yet-simple questions to break the loop.

Here are some of the questions you might ask yourself (inspired by Byron Katie’s “The Work”):

- Is that the truth? Is that *really* the truth?
- Could this be a misperception or a misinterpretation?
- How do I feel when I believe that thought?
- Who do I become when I believe that thought? How do I experience life?
- If this thought did not exist, what would I do differently? How would I experience life? Who will I become? How would I feel?

Example:

Take the one recurring thought, *“I am never going to be a successful coach; I don’t have what it takes.”*

Ask: Is that the truth? Is that really the truth?

Answer: No, it is not. I am already successful. I am way ahead of many people who started way before me and then quit. I have what it takes, my clients are having incredible breakthroughs, and I impact lives one after another.

Ask: Could this be a misperception or a misinterpretation?

Answer: Yes, it could. I could be misinterpreting what success really means. I might have a different perception of success than others.

Ask: How do I feel when I believe that thought?

Answer: I feel awful. I am sad and unhappy, and it feels depressing. It feels like a failure.

Ask: Who do I become when I believe that thought? How do I experience life?

Answer: I become depressed, and I want to quit. I feel like I am never going to amount to anything. It is lonely, and it feels like a failure. I experience life focusing on everything that is wrong and cannot even focus on the wins. I see everything in the dark. There is no light in my life anymore; I am a failure.

Ask: If this thought did not exist, what would I do differently?

Answer: I would put myself out there. I would become obsessed and find a way no matter what. I would be playing full-out. I would be looking at the people from L to Z (remember the line?), and I would learn from them! Success leaves clues...

Ask: How would I experience life? Who will I become? How would I feel?

Answer: I would be a bundle of joy and excitement. I would become a successful coach, and I would show up authentically – nothing to hide. So much to give. It would feel fantastic.

Okay, you get the gist of it. Now it is your turn to use these questions to get rid of the negative self-talk!

Do these exercises *now*. You will thank me later.

Our Deepest Fear

By Marianne Williamson

“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?
You are a child of God.
Your playing small
Does not serve the world.
There’s nothing enlightened about shrinking
So that other people won’t feel insecure around you.
We are all meant to shine,
As children do.
We were born to make manifest
The glory of God that is within us.
It’s not just in some of us;
It’s in everyone.
And as we let our own light shine,
We unconsciously give other people permission to do the same.
As we’re liberated from our own fear,
Our presence automatically liberates others.”

P.S. This wonderful poem is taken from Marianne Williamson’s book *A Return to Love*.

Chapter 7: You Are Worthy

“Your self-worth is determined by you. You don’t have to depend on someone telling you who you are.”

— Beyonce

How are you doing so far? Have you done all the exercises since we started this journey together? If not, put the book down and get back to them. This is important. You are cleaning up the stuff that does not serve you anymore. It is a gift to yourself. Take the time to work through these exercises. It is like we are peeling an onion, layer after layer. Will there be some tears in the process? Most likely. It is okay. Taking this time for yourself, reading the book, doing the work in every chapter is already a step to increasing your self-worth! You are saying, “I matter. I am important. I can take the time for me. I can fill my bucket.”

One day, my coach asked two critical questions that changed my life forever.

Here is the first one: “How do you see yourself, your identity?” I did not have to think about the answer. Out of nowhere, I shouted, “I am a giver. That is me. I am not motivated by money. It is all about helping and giving to others.”

Just this simple question made me realize that I prioritize people and helping them over the opportunity to make money. This identity, “I am a giver,” influences my values and beliefs about myself.

These values and beliefs influence my behavior, what actions I take and don’t take. If it is important to me, I will do it. If not, I won’t.

The key was to understand these values and beliefs and then to point this powerful engine of mine in the right direction.

This is when my coach hit me with the second question: “How would you describe your self-worth?” Pause. Silence. Honestly, I did not know what to answer.

I said, “Well, I am compassionate. I am passionate about what I do. That says everything about me, right?” The truth is, I was throwing spaghetti at the walls...I had no idea how to answer this question!

She then proceeded to explain that, until we truly feel worthy inside, we will not feel worthy on the outside. And it manifests in our finances. She explained to me how our sense of self-worth was created for us at a young age. All of us, to a certain degree, feel like we’re not good enough.

No matter how we look at it, all our fears come down to one universal fear: “I am not good enough, and I am not going to be loved.”

You have launched as a coach. You are putting the word out. You are branding yourself, spending countless hours learning new strategies to market yourself. You give a lot of free sessions to gain experience and to get clients from word of mouth. You believe that something is going to pay off. Indeed, you will have over ten new clients by next month! Yet, nada. Nothing. Or just a few.

Your bank account does not reflect all the hours you’ve spent in the chair working the business. It does not reflect all the extra training, certifications, and programs you signed up for. Hold on, I need to adjust this thought: it does reflect all the training and certifications, because now you have a negative balance! You might even have created more credit card debt. “Learn how to create a six-figure income in less than thirty days!” You spent close to 10K on that one. Eight weeks later: Nada. Nothing.

A lot more knowledge, yes. More clients? Nope. Or maybe one or two. Not the ten clients that you thought were going to get to pay off your credit card debt.

You go and decide to take another program. *It must be marketing stuff! I am not good at that!* You signed up for “Brand and market yourself in less than ten days.” Nope, that was not enough. Did not work. I did not get the results I expected. Next?

Now you are in way over your head, totally drowning in debt, and you are not sure you will ever be able to get out of it. You are so stressed that now your relationships are suffering. Most certainly your health is, too. It is a vicious cycle.

All that while Mr. Impostor keeps popping in and running the show! He sure knows how to have fun! He creeps in every day. *“Maybe it is time to quit. Who are you to think you can do this? Don’t you see it now?”*

The joke does not stop there; he has even invited Mr. Procrastination to the party! “Why would I spend more time working on this or this? Nothing works! I am wasting my resources. My time. I am not good enough. Whatever I do, nothing works.” Can you relate?

Mr. Impostor also creeps in at night and keeps you awake as you are lying in bed, wondering if you are ever going to make it. The truth is, you are not alone in feeling this way, and it is not pretty out there in the coaching community.

C.O.D. surveyed 22,524 people in the coaching industry between 2012 and 2019, and here is what they found:

- less than 1 percent of coaches are earning \$ 100K per month or more
- about 2.4 percent of coaches are earning \$50K per month or more
- fewer than 12 percent are making \$10K per month or more
- 88 percent of coaches earn less than \$10K per month
- 76 percent of coaches earn less than \$ 5K per month

Pretty scary, right? Where are you in this study? I was in the 88 percent earning less than 10K per month. This went on for years. Doing the work to feel worthy is when the magic happened for me, when I understood that my relationship with myself, my self-worth, was the first thing I needed to work on. Not another marketing program to get clients on demand! Not another Facebook training on how to build awareness on social media! No. I had to work on me. *Me*.

This changed everything. I realized that I was limiting myself, and the only way out was to improve my relationship with myself, to understand that I am worthy even without my superpowers. My strengths. My skills. I am merely worthy. I had a foot on the gas pedal with all my training and certifications...and at the same time, I had a foot on the brake pedal. I was driving with two feet: busy and going places, but still with one foot on the brakes.

I had this desire to make things happen and get things done. It let me be busy. So busy. Yet, I still had a foot on the brakes. The foot on the brakes represented my limiting beliefs about myself, limiting beliefs that prevented me from creating the life and the business I wanted for myself. It all changed when I understood that my net worth was simply a reflection of my self-worth.

The key is to do the work on yourself, to increase your self-worth so that you can increase your net worth. Your lack of money, your cycle of creating debt, getting out of debt, getting right back in debt, not knowing how to handle money...it is more a reflection of how you feel about yourself.

Self-worth is rising and falling with your circumstances. When I did not have enough clients or I was not making enough money every month, my self-worth was decreasing. Do not confuse this with self-esteem. Self-esteem rises with your confidence and ability to do things. This means you can have high self-esteem yet a low self-worth.

Your money issues are issues of self-worth. In her book *Worthy*, Nancy Levine says, “If you want to see the state of your self-worth, all you have to do is look at your net worth. It is a direct reflection of how you feel about you.”

She then goes on and shares with us, “The amount of money we make and how we relate to money is a result of the beliefs we carry – both our beliefs about money and our beliefs about our self-worth.”

These beliefs she is referring to do not have to be about money. Doing the work and taking inventory of your thoughts will be a game-changer for you. These beliefs are preventing you from having as much money as you want and from being successful. They are stopping you from creating the life you want.

For example, if you grew up in a family where your parents were always struggling with money, you might have created a belief that you are not to make more money than them.

For me, my belief was, “You have to work hard for your money. There is never enough money. Money does not come easily. People judge you for what you earn. You have to play small and downsize your success, especially if it’s financial.” *Crazy stuff!*

No wonder I was stuck in a pattern of spending and never attracting clients. My internal software was not programmed to attract clients! I was sabotaging myself because of this internal program I was running.

I remember realizing that I was blocking my success by repeating the same pattern of learning more about finances, applying it somewhat, and creating more debt. I always had a good excuse for it: investing in myself, in my growth, bettering the house, etc. I always found a way to say, “I *need* this.” If not, I would be stuck. I still found a way to justify all expenses as a *must*.

I am being vulnerable here, sharing this work with you. Yet it made all the difference for me, understanding the limiting beliefs and the underlying commitments that were running the show. I want this for you too. Take inventory of your beliefs. Are they serving you or sabotaging you? This is where you need to start if you are serious about wanting new clients.

I had an underlying commitment around success. I did not know that this program was running in my subconscious mind. See, I believe that we are here on earth to learn lessons. When our soul has learned the lessons she signed up for before our birth, then we die and move on to something else. Now, from this belief, I unconsciously created a commitment to never be successful, because being successful meant I would have learned my lessons and then I would die!

So I thought I had better play small, struggle, and then I will be okay and live a long life! *Crazy* shit! Think about it for a second, and then wonder, what underlying commitment you are dealing with right now?

When I did the internal work, my self-worth grew. My net worth did too.

Self-worth is not just about working to change your beliefs about money. It is also making yourself a priority. Learning to receive. Knowing that you are essential. You matter.

I remember waking up one morning with a bad migraine. I often have migraines, nothing new there. Yet that morning, something was different. I had been doing the work around growing my self-worth. My old pattern was to take the “magic pill” the neurologist prescribed and suck it up! To go about my day (even with a weak stomach because of the pill) and to keep coaching along. It was like I had learned how to turn the pain switch off... and then I would crash at the end of the day. I firmly believed that I could not cancel on my clients, I had to show up no matter what. Then the habitual thought of, “*If you are not coaching, you are not making money*” kicked in.

That morning was different, though. I realized that I was not putting myself and my needs first. I was not taking care of myself for fear of not making my money goal for the month, and I refused to not show up for my clients. Yet I was not showing up for myself! That day, everything changed. I sent a few text messages canceling my sessions for the day. To my surprise, each client answered within minutes, wishing me well and telling me not to worry; they would reschedule for the following week! Six minutes total to make that happen – that simple! All the calls were re-booked for the next week, and it did not make one dollar of difference in my paycheck that month.

My self-worth grew that day and every day after that. It was the beginning of a beautiful journey of growth, of awareness of the self-sabotage I was continually doing because of my beliefs and excuses. The stories I was telling myself – the things I was avoiding. I had finally crossed the line where I divorced the stories, divorced the past, and married the facts. Game changer!

And you can do this, too. This is where it will all change for you. Taking inventory of your limiting beliefs and the underlying commitments you made to yourself at a young age, and doing the work. When you start listening to yourself, to your wants, to your desires, when you learn to receive and you are okay to ask for help, your self-worth grows every time you do.

Now, I can decide who I want to work with. I am not putting the energy out there, “Please work with me; I need a client.” The energy is now from the client, begging to work with me! A powerful place to be. I want this for you, too (and will talk more about this in the next chapter).

Exercise 9: Prove Your Beliefs Wrong

1. Write your old belief.
2. Write a counterexample.
3. Write the new belief.

Example

1. Old belief: I must work hard to make money.
2. Counterexample: I have had money come quickly and effortlessly in my life before. My youngest daughter is extraordinarily successful with money without having to work “hard.”
3. New belief: It is possible to make money without working hard.

Got it? Capture your beliefs about finances and your limitations. Find a few counterexamples. Write the new beliefs. This is an integral part of the process. Do the work; you will thank me later. It is time to have beliefs in harmony with the life that you desire!

Chapter 8: Coaching as a Tool

“I always knew I was destined for greatness.”

— Oprah Winfrey

What a day, my friend! I just got done with seven hours of training. I am feeling on fire as I write this next chapter! The truth is, as a coach, you must keep learning to keep growing. You want to always be a step ahead of your clients.

It would be best if you became obsessed with learning and be the reporter of what you learned.

Want to share what you know? Do it, share your knowledge! One key to success is to master what you learn and then monetize it.

I love Brendon Burchard’s concept, teach to learn! When you teach is when you learn the best! When you help people and work through things with them, teaching what you learned, you become a master at what you learned. You gain expertise in the process of teaching. As you are interacting with your clients, the wealth of knowledge builds up. Stay consistent in teaching, and you become a better teacher and grow your wealth. Teach to learn! Monetize your learning!

This is so powerful! My coaching practice grew tremendously once I started applying this concept. Now, you know how obsessed I am with learning. I have done it for so long that I have trained my brain to capture what is essential. Years later, I can still give you details of that one thing that will make all the difference.

It is like everything I learn goes into that unique file cabinet I referred to earlier in the book. I trust that it is there and that it will come out when I need it.

I have been particularly committed to my growth over the last three years, especially in the previous six months. Going through a fantastic program (I will tell you more about it in my last chapter), I have learned so much! I utilize the learning from this program to help my clients when appropriate. Because of my experience and knowledge, something that would have taken them weeks or months is now something they can apply right away and see results faster.

I get paid to learn and share! Every investment I have made in myself has had a great ROI. It is important to trust in your ability to figure things out and be a step ahead of the people you want to impact. If you choose to invest in some programs, make sure you do it for the right reasons and not to escape your reality of not having enough clients. Or not attracting clients. Or not believing in yourself. You do not need to have all the answers; all you need is to be a chapter

ahead. It becomes a beautiful dance when you share your learning, and it impacts your level of coaching. That means more clients and lets you offer higher-priced packages.

Learn. Teach. Through teaching, master what you learned. Charge a higher price. Get results faster. Repeat.

When you are passionate about what you do, and you go about learning from the best, your entire coaching business will grow. You need to model the people who have the results you want. No need to re-invent the wheel, just do more of the right stuff and less of the wrong stuff! Surround yourself with winners, with go-getters. When you seek knowledge and surround yourself with people having the success you want, you will grow even faster and skip some levels.

At the same time, your growth, your learning, can shortcut the process for other people! Yes, you are a coach. Guess what? You are also a mentor. A counselor. A therapist at times. Coaching is just another tool in your toolbox!

Rich Litvin, the author of *The Prosperous Coach*, shares the concept of “coaching being just another tool in your toolbox” in one of his blog posts. It was eye-opening for me! When I coach clients, yes, it is primarily about the power of questions, not about telling the client what to do. It’s about empowering your client to tap into his own potential and find the answers that already lie within. The 80/20 formula comes to mind here – 80 percent questions, 20 percent everything else! Mentoring. Teaching. Sharing a strategy. Sharing a shortcut when you see fit.

Your success and experience will accelerate the growth of your client and give him results faster.

Do not overthink it! Coach with your heart. Trust that all you need is within you. Know that your client is better with you than without you, that you have what it takes to coach them on what they need. Remember, it is not about what the client wants; it is about what the client needs.

I love using this metaphor where I refer to a client being in a transparent jar. The client cannot see his own label. As the coach, I can see it. I am on the outside. I know what the client needs. And through the power of coaching, I will give it to him. It might not be what he wants in that moment, yet it always creates breakthroughs!

You know you have been called to serve, or you would not be reading this book. When you invest in yourself, you are honoring that part of you that knows deep inside that you were born to do great things!

One of my favorite movies is *Pay It Forward*. Tissue alert, by the way! This is how I see my coaching business: I serve my clients, and it has a ripple effect in the world. I create an impact. A breakthrough in a coaching session, a question, or a new perspective makes an impact far beyond what you can imagine. Like in *Pay it Forward*, it can all start with one idea and three people, but soon, the entire world is impacted.

Same with your coaching. And mentoring, teaching, counseling!

You have been called to serve and create an impact! When you focus on your heart's size and the depth of your caring, you will be unstoppable.

Declare right now, right here: "I am destined for greatness!"

You have a calling in your heart, and it is time to decide to believe in you. Become a lifetime student and remember this: "God does not call the Qualified, He qualifies the Called" (Corinthians 1:27–29).

Here is my invitation to you right now. Grab your notebook and create your coaching manifesto. This is where you take a stand for your coaching, for you, for your client. This is where you own who you are as a coach.

Exercise 10: Write Your Manifesto

Here is my manifesto. Be inspired by this example and create yours.

1. Be bold enough to ask for help.
2. There is always more to learn.
3. My clients are better with me than without me.
4. All I need is within me now.
5. Ask empowering questions.
6. Trust yourself.
7. Respect is key.
8. See the light in everyone.
9. Create a safe space.
10. Do your own work first.
11. Always be a step ahead.
12. Life begins at the end of your comfort zone.
13. Be responsible for both your intention and your impact.

14. Be curious.
15. Be an expert at recognizing patterns.
16. Trust your client.
17. Your mess, your message.
18. Show up no matter what.
19. Be honest.
20. Celebrate.
21. Every client is coachable.
22. Questions are the answer!
23. A belief is a thought that you stopped questioning.
24. Close the gap.
25. Not what the client wants, always what the client needs.
26. Be present.
27. Have fun.
28. I am their long-term trusted advisor.
29. What am I not saying to my client?
30. I do not do the heavy lifting.
31. I have a clear outcome for each session.
32. Be comfortable with the silence.
33. People are not their behaviors.

Now it's your turn! Who are you as a coach? Take a stand as a coach! What are the beliefs that will support being a successful coach? You will thank me later!

Chapter 9: Define Your Ideal Client

“The only way on earth to influence other people is to talk about what they want and show them how to get it.”

— Dale Carnegie

“Your mess, your message!” I was blown away when I heard this the first time. It makes so much sense, though! When I worked on getting my coaching certification for the first time back in 2004, I was taught to “niche down.” I picked “life purpose” as my niche.

I was intimately close to the subject as I was finally listening to that still voice inside, telling me to follow my heart.

It all began when I was nine years old. My mother asked me what I wanted to do when I grew up, and out of nowhere, I answered, “I want to wash trucks.” No, not pickup trucks, eighteen-wheeler trucks! To this day, everyone in my family is still laughing at that answer. Little did I know that I was onto something.

When I was sixteen years old, I wanted to pursue becoming a therapist. All I wanted to do was help and make an impact on other people’s lives. My mother said no. I am going to pass on giving you the details about that experience!

When I was nineteen years old, I told my mother I was going to go to college and become an architect. She said no again.

I ended up going to college and started a degree in computers and business administration and, after a year, switched into public relations. This was far from anything I really wanted to do to.

You must be wondering why I am giving you all these details; I am getting to it. Stay with me.

It is interesting how I did not follow my life purpose. I knew I was destined to do something big. To create an impact. To change lives. Yet, I did not know the how and the when. I just knew!

Fast-forward some twelve years later, I got my coaching certification as a life coach to help people figure out what they do with their lives, follow their hearts, and listen to the answers that are already within them.

In my first book, *Launch Your New Career*, I explained how I became a general contractor and focused on interior design. Funny how it worked out: when my team and I were done with a

kitchen or bathroom remodel, you could definitively see a massive transformation. Remember the washing a truck idea? Already at that time, something in me knew that I would see an enormous change when I would be done with a job: from dirty to clean. Same with the remodel: from old to new, creating an impact on many families.

I utilized many interior design skills in the general contracting business to redesign homeowners' spaces. Remember how I wanted to become an architect? Interesting, right?

I had started my coaching business before launching the contracting company. Yet, on every job, I would end up coaching the homeowner, or a family member, or even a neighbor! Remember how I wanted to be a therapist and help people?

I had clues all along. I was destined to help others and make an impact that would transform people. I am in the business of transformation!

It started with houses. Now, I am finally home as I transform thousands of lives through my coaching business.

I shared this with you as you have clues in your past to get the clarity that you need around your niche right now. There are different schools of thought around niching down or not. When I took another coaching certification in 2014, we were advised to not niche down. This is when I went more general and stopped focusing on life purpose anymore. The truth was that when I was coaching, it was not just about life purpose; it applied to all areas of life. So that worked for me. Yet it did not work for the marketing aspect of it!

When you do not narrow down who you want to work with, you get lost amongst everyone else. The sad part right now is that there are so many "pretend coaches" out there making noise, disturbing the coaching industry and what coaching is. They have helped one friend, one cousin, a lady at Walmart, and possibly a dog, and now they call themselves coaches. Sad.

This means that we coaches need to get more and more specific about who we want to help! To get clear and focused. To narrow our focus down to a particular problem we solve. To know who this "red fish" is (I referred to this fish metaphor in Chapter 3). The beauty is that, when your client is working with you, you can help them with so many more things, and you will. Trust me. But you've got to start somewhere. You must hook the red fish first.

Take for example a coach. Narrow it down: grief coach? Health coach? Spiritual coach? Get as specific as you can. When you take grief coaching, what specific areas of grief are their

clients suffering in their lives? Grieving a relationship? Grieving a loved one? Grieving the loss of a job?

Is this coach helping people break free from depression? What specifics created the depression? Is it postpartum depression? Is it loss of career depression? What is their clients' pain point? You must narrow your focus down so much that it sets you apart from the competition. This will give you an unfair advantage! Find this one element that sets you apart. When you are fishing in the ocean, is it just to catch a fish? Or are you fishing for a specific fish? You have to have the right line, the right place... the more you can drill down on the nuances, the more specific you will be and the more chance you have to catch the fish you truly want.

Now, one more thing to mention here! When you cast a wide net, then you start questioning if you are qualified enough. You think you will have to help with stuff that you don't know enough about. Focus on what you know!

The more you narrow down, the more confident you will feel.

If you are helping people start a business, and your specialty is teaching them how to have the right mindset, the confidence, and the courage to go after what they want, then you need to focus on that! If you are aiming too broadly and you are more general around starting a new business, then you will feel less qualified when it comes to putting systems in place and teaching clients KPIs, how to hire the right people, and so on. Focus on what you know. This will boost your confidence to a maximum. When you focus on wanting to coach somebody, who do you want this person to be?

Think about your younger self, ten years ago or even fifteen years ago. What is the one thing you needed help with? If you could go and spend one day with your younger self and only help with one thing, what would it be?

Go back to the concept "your mess, your message." Part 1 was about finding my life purpose. Part 2, years later, was about helping people go after their dreams, people feeling stuck in a job they did not want to be in anymore, wondering how they could launch their coaching businesses while still paying the bills, wondering how to transition and become successful.

I was there. It was my story. I knew I was destined to be a coach when I went through my certification back in 2004. Life took a different turn, and I ended up running a successful business for thirteen years while coaching on the side, not full-time. My heart was aching. I felt so stuck.

Every Sunday night, just at the idea of the week ahead, the projects to work on, I felt like I was dying a little more inside.

No one knew. I showed up no matter what. I was amazing. People thought I would never want to do anything else in life, as I was so good at it. I was clearly in the business of transformation, just not the transformation I craved. Little did they know how my soul was suffering in silence. It started impacting my health in general. I am still dealing today with consequences from all these years of stress. My adrenal glands are shot. I was burned out. I am still dealing with that and the impacts it has had on my weight and general wellbeing.

Around the same time I started dealing with the adrenals, I developed a rare condition called “Blepharospasm.” My eyelids twitch. I cannot control it. The little nerves around my eyes are misfiring. I never know when it will start, and when it does, I cannot stop it – the price I am paying for all these years of stress and being burned out. There is no cure for it. I am living with it and doing the best I can.

This is my mess, and I do not want it to happen to anyone else. This is also how I found my red fish! The mess became my message. My red fish is anyone out there feeling stuck in a job they do not want anymore and wanting to pursue their dreams. How do they transition from one to the other? This inspired me to write book number one. Today I am writing book number two to help you go after your dream and be successful at it.

You have now launched your coaching business, and I don’t want you to have the same experience I did: not knowing how to get clients and having to go back and do another job to pay the bills. This is your time to shine, and my wish for you is that through this book, you find what you need to fight Mr. Impostor and get clarity on how to become successful beyond your wildest dreams.

The first step is to get clear on who this ideal client is who you can help. Who is your red fish?

Remember how, in Chapter 6, when you learned about this line going from A to Z, I mentioned you are on the letter L?

When you look ahead of you toward Z, you have your mentors, your tribe. When you look behind to A, you have people waiting for you to help them. They want what you have right now.

You have gold inside of you, and you might take it for granted. To your potential clients, this is all they want right now. What would happen if you extended your arm and reached out to

them and started coaching them? Can you see how many people out there are waiting for you, looking at you the same way you look at the people on your journey to Z?

Reflect on your journey from A to L and you will know who to help. Your mess, your message.

I had this same conversation with my client, J. She is a young widow and has three young children. She is resilient. She is brave. She is incredible. She wants to live. She wants more than living in grief and letting time take away even more than what she has already lost: her life's love. She wants to live for her children. They have lost their dad. They are not going to lose their mom to grief. J has a beautiful soul. You have everything to gain by knowing her. I am honored to be her coach.

She has so much to bring to everyone on this imaginary line going from A to L. Her red fish is a young widow who has lost the love of her life and has young children. She helps her discover how to go about living again, creating a future for herself and her children when all seems too dark and hopeless to ever be happy or in love again.

She created an incredible course with options to do 1-1 coaching with her to support other young widows. Within a few weeks of launching, she has already impacted close to 1000 red fish...and this is only the beginning!

Who is your red fish?

Yes, this is the time to grab your notebook again – time to create a persona for your red fish.

You do not want to be vague. You want to narrow it down as much as possible. You are not helping “people to launch their coaching business,” you are helping thirty-six-year old Kay, for example.

Kay is married with two kids and lives in a beautiful home in Los Angeles. She is in a job that pays the bills, and she feels unfulfilled. Between taking care of the household and her career and helping her kids, she feels like she is dying inside. She has lost her “*joie de vivre*.” She knows she is ready and wants more, but is afraid to launch. She has always known that she was destined for greatness...yet she is worried. Truth be told, she does not even know how to go about her next steps. She feels so lost. She lies in bed at night staring at the ceiling, wondering how much longer she can go about life the way it is now...

This is the level of detail I wish for you to find. Go deep. Give your red fish an age, a place to live, a life. Feel their pain. Feel their joy. What is life like for them? You need to get really clear about your ideal client. Who are they? What do they like? What are they interested in? What do they respond to? How do they spend their time? What are their worries? What do they think about? You've got to understand your client! Spend less time making them understand you and spend more time understanding them!

Yes, you have the solution and you want to be a leader and help your ideal client by showing up as a leader! Before you can lead, you need to pace!

Pacing is going to this place where "I get it, I understand what you are going through." Describe your client's problem in the words that they would use. This is not about getting your ideal client to understand you. This is about you understanding your clients and their thoughts, and using the words they are using!

Seek to understand your potential client! The more intimately connected with your ideal client you are, the more you can serve them. When you feel totally overwhelmed about who to help, it is because you are looking at it the wrong way. Because we love our toolbox. We love it so much, we think about the tools we could be using...and not as much about who we are helping and what we are helping to solve.

Stop looking in the wrong direction. Forget your toolbox for an entire minute, will you?

Who do you want to serve? Is this someone who is going through what you have been through, or someone you have helped in the past with a specific problem and you feel like you can help more people like that?

Hint, your ideal client red fish is probably a mirror of yourself. Look at the journey you have been on, as there is no greater wisdom than the wisdom you have learned from that experience. You can be solving a problem for your ideal client that you have solved for yourself. Your ideal client is the mirror of you. Think about where you were before you decided to make a change. Start by solving the problems you have solved for yourself.

What are your milestones in your life? What were some life-changing events? What are the gifts that you learned from them? Take those gifts to help other people get to their own milestones.

The narrower you get, the more comfortable you make it for someone to be referred to you.

The narrower you get, the higher the chances to attract the perfect client for you, and you will be able to start charging more.

Start by building a narrow community instead of a large community!

Exercise 11: Clarity around Who You Can Help

Part 1

1. What are some milestones in your life?
2. What are some gifts that came out of these?
3. What was your mess?
4. Who have you helped in the past and gotten results? What kind of results?
5. What are five things that make you stand out from the competition?
6. What are five skills that make you successful?
7. What is this one problem you solve?
8. How do you solve it?

Part 2

Create the persona of your ideal client. Give them life, per my example with Kay.

You are serving one ideal person. If you were to sit down for coffee with the perfect person, who are you sitting across the table from? One age, one gender.... Stop describing a range of things and narrow in on who they are. Go! You will thank me later!

Chapter 10: I Hear You, I See You, I Get You, and I Can Help!

“People do not care how much you know until they know how much you care.”

—Teddy Roosevelt

Did you do it? Are you clear about your ideal client? If not, stop reading and go back to your notebook. Give yourself this gift. Give the people on our imaginary line from A to L a chance. They need you. You need them – win-win for everybody.

Here is a golden nugget for you. Your ideal client has the wrong problem, or it would already be solved. Therefore, they need you. You are going to attract them with what they want. Then you will give them what they need.

C is an aspiring coach. She did her coaching certification and launched her coaching business. After a few months, she was barely making ends meet. She was ready to call it quits. That was when she hired me. She hired me to help her get more clients. The presenting problem was that she believed she was not good at marketing. She did not like doing marketing stuff, and she thought this was why she was not getting clients.

Little did she know! In a few sessions, we got clarity on what the real problem was: her self-worth. Her self-worth was so low, and she had a long list of limiting beliefs around money and abundance. She had an underlying commitment created at a young age, and because of it, she was always playing small. Discovering all this is the magic of coaching. I love it! On the surface, yes, she did not have the right marketing approach. Behind that, there was so much more.

Your job is to understand what your client wants. Then, give them what they need.

To successfully get your ideal client to work with you, it is critical to know what already influences them! You cannot influence someone if you do not know what affects them. Everyone is different. We are all influenced by our emotions. You must know what the things are that are most important to them. What are their beliefs? What do they value? What are their interests? What do they focus on? What are their pains? What are their desires?

What do they need, what do they want? What are they most afraid of?

I could go on and on here; the point is to enter the conversation already going on in your prospect’s mind. They come to you with a belief about something. Remember, a belief is nothing

but a sense of absolute certainty about something. In other words, it is a thought you have stopped questioning. When you have the wrong belief, you will not find the answer you are looking for.

Here, C was convinced that she was hopeless at marketing. The truth is that, even if she took every marketing program out there, she probably would not have found the success she was after. Yes, perhaps she would have gotten a few more clients, but not the success she wanted. Not until she worked on what the real problem was: her low self-worth and her underlying commitment to playing small in life.

To be seen, heard, and understood, you need to first understand what is going on for your ideal client! It is only when they feel seen, heard, and understood that you can create real connections!

Share with them how much you understand their pain and problem. From there, you will help them see that there is a path. Something like, “This is what you need to do to. Go from where you are to where you want to be.”

Through sharing your story, you will build credibility, and people will understand that you know your stuff. You have been there. You can help. You have lived through this process. On the other side of this path, this is what life looks like.

You want people to resonate with you. They understand that you were in their shoes before! You know what they are going through! You are building rapport: “I was just like you.”

Show up with compassion for what is holding them back. This is when the magic will happen. This is how you make an impact and create a transformation.

Here is a beautiful exercise for you to do next. Grab your notebook and start a new blank page.

1. At the bottom of the page, draw your ideal client and the main things you know about them.

For example, in my drawing, you see a girl (my girl has sticks for arms and legs by the way, like a five-year-old’s drawing – extremely simplistic). You also see a phone, a computer, dogs, and a husband. These are the few things I want to remember about my ideal client when I start the exercise.

2. Above her head, write her thoughts (like you see in comic books, bubbles with thoughts inside). Draw many bubbles! This is where you step into the conversation your ideal client is

having when they are lying in bed at night, staring at the ceiling. What do they say to themselves? What do they believe at that moment?

Doing this fun exercise will allow you to participate in the conversation they are already having in their head.

You will use these thoughts to connect with them through your marketing efforts.

For example, one of my ideal client's thoughts is, *I hate marketing stuff, I wish I could just coach and nothing else.*

I used this thought in one piece of marketing. I sent an email with a subject line saying, "Do you wish you could just coach and not do any marketing stuff? Me too!"

This is especially important work you are doing here, setting up the foundation to connect later with your ideal client. Do not skip this step. You will thank me later.

Are you ready for a bonus exercise? My business coach asked me to do this once I had clarity about who my ideal client was. This was a game-changer, as it gave me the exact words my ideal client was using. It allowed me to go deeper into understanding their pain points. You want to get other people's perspective and get feedback from them. Do not answer from your own perspective.

Exercise 12: Your Ideal Client Pain Points

Here it is: reach out to your ideal clients and ask them to answer these simple questions.

1. What are the top five challenges you are facing right now?
2. What have you already tried to do to solve these challenges that has not worked?
3. What are the top five things you want to achieve?
4. How will you feel when you have achieved them?
5. What is stopping you from achieving these things?

Question 4 is important. People make decisions based on logic. They take action based on emotions. You must know what emotions they will feel when they have solved the problem. As you communicate with them, you will be tapping into these emotions. Through your marketing, you will get them predisposed and ready to work with you.

Getting clarity on the answers to these questions allows you to attract the right people, the ones you want to work with. Marketing is attracting those you want and repelling those you do not. You want the red fish!

When I did this exercise with a handful of prospects, I got great insights...and a new client!

Your turn! Send a few emails with these questions. You will thank me later!

Chapter 11: Business Model

“If you ask me, ‘So what is your business model?’ Our business model’s always about shifting to higher value opportunities.”

— Ginni Rometty

Stop what you are doing right now and give yourself a high five! You are here. You are doing the work. You are participating in your own rescue. Celebrate!

You are willing to do the work to be a successful coach. You know it is possible to create a successful business where you make a difference for others, yet you wonder if it is in the cards for you. You have now realized that your impact as a coach is limited to the number of hours you coach.

There are many hours in a day. Yet you also have your personal life to focus on. Many things out there are requesting your attention. Between personal and professional stuff, you barely have enough hours to get some sleep.

You do not have the success you thought you would have when you started. It is taking longer, and you are on the verge of quitting. Do not. It is time to learn how to structure your business in a rewarding way and create even more impact.

I see three business models for a coaching business. Stay with me here, and let’s go through these one at a time.

Level 1

Hours in the chair. This is where you gain experience. You are coaching one client after another. One day at a time. Again and again. And while you are coaching, you are also learning, you are fine-tuning your skills. You are creating an impact on one person at a time. This is the growth period. This is when you are building your confidence as a coach. It takes a lot of hours, a lot of sessions. It is doing the hard work and setting a strong foundation for what is coming down the road.

You MUST go through level one to become an expert at coaching. There is no miracle or shortcut here. The acquired experience will prepare you for the next levels.

I remember when I got a “YES” from Robbins Research International. I knew at that moment that I was an extraordinary coach. Out of over 1000 applicants for the coaching job, fifteen

were offered a position after the six-month process. The process of getting a “yes” is no joke. Hours and hours of work, of digging deep, of being tested to see what I was made of. Finishing the RRI Academy, I knew I could coach anyone on anything at any time. I owned my skills as a coach. I had absolute confidence and certainty as a coach.

Interestingly, having now given well over 6000 coaching sessions over the last few years, I feel even more confident. I now create results even faster than years ago when I started. Because of the “hours in the chair,” one session after another. A lot of sessions. A lot of hours. There is nothing that will replace the experience of doing the work. Stick with it. This is what will set you apart from all the other coaches out there, the “wannabe coaches” and the “pretend to be coaches.” You must do the work.

Level 2

You are doing the work, session after session. You are building your coaching muscle. You are getting results faster, and you are clearly making an impact.

It is time to buy back your time. What I mean here is coaching more than one-on-one.

At this level it is time to introduce group coaching – one to many. You still have your one-on-one clients, but you also set up group coaching and run one or two groups at a time.

This allows you to impact more people and to buy back your time. You serve several people in one hour versus one or two. It is a great way to create transformation at a higher level. And it is fun!

Do this for a while, watch your income grow, and spend your hours working in the business decrease. This will give you more time to work *on* the business.

“In the business” is when you are doing the work, coaching others. Working “on the business” is when you spend your resources on marketing, creating courses, developing new ideas, and bringing some innovation into it.

You are a business owner. When you coach, you have your business *operator’s* hat on. When you focus on growing the business, you have your business *owner’s* hat on.

If you are serious about growing your coaching business, you must think like an owner and work on the business, or you will never succeed and the next thing you will do is say bye to your dream of becoming a successful coach and go after something else – where you will most likely repeat the same pattern you had with your coaching business.

The main chokeholds to any business are the psychology and the skills of the business owner. Ask yourself what the truth is for you. Remember, it's 80 percent psychology and 20 percent skills. Are you your own saboteur in your coaching business? Or is it a lack of skills?

Success has nothing to do with your biography. It has nothing to do with your background. It also has nothing to do with resources. It has everything to do with your state of mind. Are you showing up in a resourceful state every day?

Okay, I am going to say it: you are the biggest obstacle to your success. This is a gift to you, by the way. You might not take it as a gift right now, but the day you accept this gift, you will look within and find the answers you need to have all the success you want.

This is where it all starts. Not getting another program, another certification. No, doing the work inside. Going deep. Facing the truth. From there, you will get the clarity needed to create the success you are after.

The biggest challenge in your business is *you*. You are the biggest obstacle to your success. It is not about "I do not have time," or "I don't have the resources." It is never about that. You are telling yourself it is. It is not.

You know what it takes to succeed? The right mindset and massive, relentless action. Take massive action. If your approach does not work, try something different. Again and again. Spend the hours in the chair. Grow into a master coach. It does not happen overnight. There is no quick fix and get rich quick secret.

"Wannabe coaches" believe that they will be rich overnight, that coaching is a way to work from home, have freedom of their schedule, and that it will just happen for them. It does not work that way.

Successful coaches know that it takes experience, time, dedication, trial, and error.

Coaches at heart know that we do not get in the coaching business to get rich. We get in the coaching business to serve others, to create an impact. To transform.

You never know the ripple effect one session might have on someone and everyone else around that person. You will never know, and you need to be okay with that.

Yes, it is possible to create a six-figure income as a coach. Absolutely. But it does not happen overnight. Stop believing the posts you see on Facebook inviting you to sign for "Eight weeks to a six-figure income" programs. Go back to work on your mindset and do the inner work. Look at what is preventing you from being successful. Hire a coach to help you! If you do not have

a coach, that is your first big mistake. Even the most successful coaches out there have coaches. We cannot see our own stuff.

I was somewhat cruising last year. I was doing good, not great. Got a little burnout (yes, it happens to us, too). My coaching contract was completed, and my coach went on to different things. I thought, *Okay, I am good, I can continue without a coach right now.*

Big mistake. It was only when I hired a new coach that everything started to shift again. We worked together on a few things, and we went deep. Real deep. This is when the magic happened. I went from feeling burned out to excited and fulfilled. I cannot see myself not having a coach.

My new coach helped me with some underlying commitments I made as a younger version of myself. She also helped me reconnect to my big why, finding leverage again, creating a “must” behind the promise of being a successful coach.

Most of us want success, but we only know at a surface level why we want it.

You must know your why. Reasons come first; answers come second. What is your compelling “why” to be a successful coach? Without knowing this, you will quit when it gets hard. What will make you a leader is when you decide to achieve the results you are after, no matter what is going on. You are not going to let anything get in the way of your success. It is never about how you are going to do something, but about why you want it. You are the creator of your life, and it starts with your beliefs, thoughts, and actions. Being the creator of your life versus being the manager of your life means you need to clarify the what and the why.

Exercise 13: Create Leverage

1. What happens if you do not make changes in your mindset right now and find a way to create the results you are after? What does that look like a year from now?
2. Why do you want more success? Why do you want to achieve more?
3. Why is this a must? What is the sense of urgency?
4. What can you focus on right now to make a radical change and go after what you genuinely want?

Get clarity around these questions, my friend. You might know the answers on a surface level. Doing the work will give you the fuel you need daily to go after your dream. Create leverage

for yourself. When you do, and you link your reasons to emotions, there will be nothing stopping you.

Get out your notebook, put this book down, and get to work. You will thank me later.

Ready for Level 3?

You started with level one: one-on-one coaching, hours in the chair building your experience. You shifted slowly and surely to level two: hours in the chair doing one-on-one coaching together with group coaching. You have built your experience with that one-on-one coaching. You have created several groups to coach many clients together. Now it is time to get to the next level, to give you the freedom and the flexibility you craved from the beginning.

Level 3 is having what I call a “front-end program” and a “back-end program.”

Your front-end program is a program where you focus on creating results to a specific problem. Your clients will be in this program and doing the work. They will have access to weekly videos and PDF files; they will do homework and meet together for a Q&A call once a week. On this call, they can ask any questions they want, and you coach them. This impacts everyone else in the group. The entire group is now growing. We like to do it in an eight-week format, maximum twelve weeks. Eight weeks is the minimum amount of time necessary to create tangible results and twelve weeks is the max. Usually after eight to ten weeks, clients get discouraged, and that is why we do not want to go over twelve weeks.

At the end of the eight weeks, clients have gotten the results they signed up for, and now it is time to implement them and create more momentum. This is where you invite your client to continue with you. It is the next level for them. You offer them one year with you. This is a similar format to the front-end program: weekly videos, homework, group coaching Q&A, and a private community where they can interact together where you help as you choose to. You can even upsell where, for an extra cost, they can have access to VIP coaching with you one-on-one once a month.

The front-end program is like the teaser. You give massive value; they get their first results. The back-end program is maintenance and implementation time, together with accountability. This is where the changes happen.

Your time? Less than twenty hours a week, and you are impacting many more people.

This is what is waiting for you, my friend. You’ve got to do the work first and build yourself as a coach.

Are you ready to build a coaching business that focuses on excellence and on getting results? It is time to focus on getting results and creating transformation for your clients. It is never about the money. It is about putting your client first, understanding their needs and wants, and offering a transformation. When you do this, the money will come. Money empowers you to give back to the community in many ways. This is the secret of living a fulfilling life.

Are you ready?

Chapter 12: Now What?

“You will never do anything in this world without courage. It is the greatest quality of the mind next to honor.”

— Aristotle

In our last chapter, we talked about the three different levels of business. In this chapter, I am going to give you a bonus and show you a specific shortcut to get massive success faster!

First, let us be clear, nothing trumps experience. You still must do the work to get better and better every day. To succeed, you need to put the time in and take massive, relentless actions. We have already established that.

We have also talked about how your mindset is 80 percent part of the solution. When you have the right attitude, the clarity on what you want your business to look like, it becomes a different game. Now you are on the road to success.

Sprinkle on that recipe for success a solid “why:” create leverage for yourself.

There are two types of leverage: pain and pleasure. Do you do things to avoid pain, or do you do something to gain pleasure? Most people want to avoid pain long-term and gain pleasure short-term. When you accept pain short-term, you will have pleasure long-term. Not everyone is willing to do that. What is leverage for you?

For some people, it is the fear of losing something. For some people, it is the idea of gaining something. You must know what leverage is for you. Take time to connect and understand what your big “why” is. It will give you the fuel needed to continue day after day on this journey to success.

When you are in a state of absolute certainty and fuel it with substantial leverage, you are unstoppable. From this state of confidence and clarity, you can create an empowering story, and you will then access the strategies needed for success. Change your story, change your life! Your story determines how much you can access various strategies. You must have an empowering story that allows you to follow through no matter what is going on around you. Take charge. Take imperfect action. Dive in. Stop focusing on the obstacles and start focusing on what you know and what you want! One step at a time.

Your success is 80 percent psychology: behind everything you do is your state of mind.

For the other 20 percent to grow your business, you must:

- know who your ideal client is

- have an irresistible offer for this client
- add massive value and over-deliver
- show up authentically

Time to let go of your stories of limitations. Time to kick Mr. Impostor to the curb once and for all. He is not welcome at this party.

You have enough credibility and experience. Do not let Mr. Impostor talk you out of your success.

No one said it is going to be easy. With clarity and a plan, you can absolutely do it. You are probably, right now, overestimating what you can do in one year and underestimating what you will do in ten years. Somewhere in the middle of all this, there is success for you. When you show up day after day. When you are willing to participate in your own rescue. When you are connected to your ideal client, and you know deep inside you that it is a disservice to not enroll them in your coaching services.

You have the knowledge inside of you to help someone, and if you do not share it, you probably have limiting beliefs around selling. You might think selling is cheesy. You might believe “I am not good at selling. I do not want to sell; all I want to do is coach.”

Change your story. Selling is a way to connect and care for your ideal client. You know the transformation and the results they will have with you. Do not rob them of that. Serve them with all your heart and remember that people who pay pay attention. They have skin in the game.

People are paying you for results, not for your time or your knowledge. All they want is to solve the problem they think they have. You can do that.

Remember, your coaching business is not just a business. It is your calling. You get to serve people and create a massive impact. The fun part is that the more impact you make, the more money you will make. The more money you make, the more people you will impact. It is a beautiful dance, allowing you to be healthy and stable and, from there, to give back. To become who you were meant to be in this life.

Even though you love what you do, you will go into your head versus your heart. I know it. I have done it myself. The key is to realize it and get right back to serving from your heart. Otherwise, you will sabotage yourself and your success.

We already talked about this in Chapter 7 when I addressed feeling worthy.

I had a breakthrough this year when my coach introduced me to the Saboteurs Assessment. Do yourself a favor and go to www.positiveintelligence.com. Click on the tab “Saboteur’s Assessment.” Take it.

You will thank me later.

Be amazed by the results. Learn from the results. Recognize when the saboteurs are showing up in your life. Make a different decision around your behavior when they do.

Understanding which saboteurs were in my life was essential for me. I have Controller, Restless, and Hyper-Achiever. You might think your saboteurs are helping. Nope. Not at all. When you function from these saboteurs, you have a life of pushing to get to the success you want versus feeling the pull.

It all comes down to making decisions from your identity, your “I am.” What do *you* want? Not the saboteurs. “I choose to work on this,” versus “I have to work on this” (hyper-achiever talking). Or “I should be working more and doing this and this,” (restless talking) versus “I get to work more on this today.”

I could go on and on about this. Now, here is a quick tip for you.

The top three poison phrases of your saboteurs are:

- -”should”
- -”must”
- -”have to”

Change your story, change your life. Switch these words for:

- “I get to”
- “I want to”
- “I choose to”

Watch your life transform!

There are three areas of focus. Answer these questions without overthinking it.

- Do you focus on what is great and working or what is missing and not working?
- Do you focus on what you can control or cannot control?
- Do you focus on the past, the present, or the future?

Here is what I have found.

When functioning from the saboteurs, we focus on what is missing, on things we cannot control. We are either stuck in the past and/or worried about the future.

My life changed once I understood this.

I recall a Friday night where I was done for the week and had set up some goals I wanted to achieve by the following Tuesday, as I had a deadline that day. Saturday morning, my son called and asked if I could help with his kids. You bet I could! I choose to. I get to! I said, “Yes!” (Yes, I am a young grandmother!)

Sunday evening came around, and I was exhausted! Two days of fun, giggles, and creating happy memories together. Amazing. The kids left. I had nothing left in me!

This was when the saboteurs decided to kick in. “You should be working on your paper for Tuesday!” (hyper-achiever and controller). “You took way too much time off!” (restless talking). I acknowledged them and asked myself, “What do *you* need right now?”

I needed to put my feet up and enjoy the end of that beautiful weekend. So I did.

The next morning, as I sat at my desk, they came back. “You did not do the work. How are you going to be ready?” Stress started building up...and I caught myself and did not let it take the best of me. Again, I asked myself, “What do *you* need right now?” The answer was clear: “Focus on your clients today. Focus on what you can control right now and be present with each client.” And so I did.

The magic happened that day. Two hours of work freed up out of nowhere, and it allowed me to work on the paper. I was ready for my Tuesday deadline...without the stress.

When you show up as who you are and do not self-sabotage, you allow the magic to happen. You step into a life of fulfillment. Your focus is on what is great and on what you can control. You are in the present while having a vision for your future.

Yes, fears will kick in. You will be tempted to quit more than once. Go back to the truth of who you are. Know that you were born to make a difference in the world. Listen to your heart; it has the key to unlock your destiny.

Exercise 14: Take the Saboteurs Assessment

Review the results and practice noticing for the next few weeks when your saboteurs show up. Kick them to the curb. By the way, did I mention that Mr. Impostor is a mix of your saboteurs? Just saying...

Take some notes around your experience as you watch the saboteurs get weaker and weaker. You will thank me later.

Okay, I got a little carried away from the shortcut I promised you at the beginning of this chapter. Here it is!

Go back to knowing your ideal client: most likely a mirror of who you once were. You can solve their problem because you have solved it for yourself before. You have a process to solve this one problem.

What if you were to create a course? Mastermind groups? An eight-week program around the process? You do not have to have it all figure out; all you need is to be one week ahead, one session ahead of your client. You have been in their shoes; you know what it takes to get the results they are after.

I was introduced to this Mastermind concept by my mentors Tony Robbins and Dean Graziosi. They are the founders of the Knowledge Broker Blueprint (KBB). They understand that people want to take shortcuts, to learn from people who have already succeeded and have the knowledge that others want. People do not want to spend decades in trial and error anymore. They want to learn from the best. Robbins and Graziosi created a program to help you take the shortcut, to compress decades of learning and growth into weeks.

I am in this program. I have learned so much over the last eighteen months. It has multiplied my results. It has changed my mindset from an attitude of fear and scarcity to infinite possibilities. I am now taking imperfect action.

I know that nobody creates something because it was perfect. No, it is always built from struggle and loss. I learned to surrender to fear and disempowering emotions. I have learned to develop and connect to the passion and the calling in my heart.

My friend, you are still here reading along – high five to that. The truth is there will be ups and downs. Success is not linear.

My favorite metaphor around success is looking at it as a staircase. You take the first set of steps taking you to level one with ease and excitement. You run through the landing and take the second set of steps. So far, so good. You run through the second level landing and take the third set of steps. When you get to the landing on level three, you must catch your breath. You slow down. It is only after catching your breath that you go on with the next set of steps. Success is not a straight line. There will be ups and landings. The question is, what are you going to do when you are on the landing? Masters know about the landing. They use the landing as an

opportunity to resource themselves. Dabblers use the landing as an excuse to quit. It did not work. Dabblers talk themselves out of what they are supposed to do.

The question is, are you a dabbler or a master?

Give yourself the gift of checking out KBB.

This program will give you the tools you need to have the right mindset for success. It will help you extract your gifts and talents and give you the clarity you need around your ideal client. It will show you how to package the problem you solve and create a program around it. Finally, you will have the support needed to market it. It is a no brainer.

Here is the link. Have fun!

<https://deanandtonylive.com/jointhemovement?source=jointhemovement&a=12999>

Chapter 13: Take Imperfect Action

“We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don’t let yourself be lulled into inaction.”

— Bill Gates

Here we are. Our last chapter together for now. This is not the end. This is the beginning. This is where you are going to make a decision on how to respond to life.

My mentor Tony Robbins says, “Life happens FOR you.” Now you get to decide when life happens FOR you and how you are going to respond.

My wish for you is that you adjust for the best to whatever is coming your way. Do not ever let what is hard keep you from your calling, from your dreams.

How will you respond when something you start is not going too well?

How will you respond when you do not get the clients you wanted initially? Are you going to keep your greatness in a box? Or are you going to adjust?

Tony Robbins said, “Nothing in life has any meaning but the meaning we give to it.”

One event can have one meaning to person A and have a totally different meaning to person B. That is the good news: you get to choose what the meaning you are going to attach to your life events is. The meaning you give to things is everything. Your perspective is everything. Do not let your limitations talk you out of your calling. Go through the process of learning. Adjusting. Growing. Getting better day after day. Do not let your limitations block you in the prison of your mind.

You might be afraid of the process. You might even be fearful of being seen starting the process. Guess what, we all had to start somewhere! The sooner you start, the quicker the results. Stop comparing yourself to others. Remember, it takes a journey to get to your destination.

The truth is it is never achieving the results you are after; it is who you become on your journey to success. Get out of your own way and fall in love with the process. Fall in love with the journey.

Do not listen to Mr. Impostor asking you, “Who do you think you are to help people with this?” Everything you have been through in your life can impact other people and create massive success. Discover why you went through it and then use it to help others.

Today, you are the sum of all the experiences and choices you made in your life. You are perfect just the way you were created to this day. It is time to take imperfect action and ask yourself how things from your past can help you build your future.

This is where it all starts. The worst experience in your life can become the best thing that has ever happened to you if you decide to transform and take massive action. Only your beliefs are holding you back. Crisis either destroys you or creates you! You get to pick.

Some of you would rather stay in your comfort zone and live an uncomfortable life.

I choose to be uncomfortable for a while to have a comfortable life. I choose to share my knowledge and to share what I know. With my depth of knowledge and my depth of caring, I have a winning recipe!

You are not alone. Remember the people ahead of you on our imaginary line? You are at the letter L. When you are looking forward to the letter Z, some people can inspire you and hold you accountable. Find people who are where you want to be and learn from them. Take massive imperfect action. This will add to your growth and progression.

When the destination is essential, you will find a way. Connect with your why every single day. When your why is big enough, you will spend the rest of your life focusing on what you want, and your brain will find a way no matter what.

It is time for you to take charge of the process by taking massive action.

It all starts with you believing in you. Beliefs are these invisible forces that create everything or block everything. With the right thoughts, you will always find a way. With the right psychology, you will find a way.

Are you ready to play full out and to commit to your success?

You are not going to gain confidence until you dare to make a move.

It takes courage to say, "I am doing this even if I do not have all the answers. Even if I am afraid." It takes courage to say, "I will find a new way. I am going to fly the plane and build the wings on my way down."

Focus, my friend! Get clear on this one problem you can solve and go after it.

You can ruin an opportunity when there are too many choices. It is like looking at the menu of The Cheesecake Factory! It is a book on its own. You must plan for at least thirty minutes just to get through the options. It ruins the experience.

Do not offer a Cheesecake Factory menu experience to your clients. Pick one thing you can solve and go after it. You do not have to *stop* there, but you have to *start* there. The smaller your niche is, the bigger you will get.

Narrow it down to what nourishes your soul, what you love to do and share, and go deep on that one. This is how you start creating a massive impact.

What is the lowest-hanging fruit you can grab on your tree of knowledge without climbing into the tree and risking breaking your back? Start there.

Get crystal clear and pick your lowest-hanging fruit. Do not be all over the board, or your ideal client will not find you.

Sometimes you will have the illusion that you are not moving forward because of a sense of wanting perfection. Perfection is really showing up when we are scared.

It is our subconscious protecting us from taking action and getting hurt. From hearing other people telling us, “I told you it was not going to work.”

Do not dim your light to match what they want. People around you want the best for you, and that is to not get hurt. It is going to happen, and it is not going to be the last time. You need to keep being who you are and keep moving forward no matter what.

Many people are critical of you because you are following your heart and your dreams, and they are afraid to do the same, so it is more accessible to critique and judge. Don't you dare dim your light to make someone feel better! Stay bright and keep the course. Listen to the calling in your heart. Surround yourself with people who support your journey and inspire you to be a better version of yourself every day.

The only validation you need is from yourself. Show up. Build confidence and integrity by setting micro-goals every day and following through. Then celebrate every little win like crazy.

Confidence is a skill that you acquire and build over time by showing up and committing to doing things and taking imperfect actions.

The only person you need to compare yourself to is the person you were yesterday. Where were you a year ago? Be a better version of yourself today.

This is the only time that looking backward shows you the progress you made. When you look back, you feel on fire. When you look forward and compare, you start playing small because you think less about yourself, feel less courageous, and let Mr. Impostor take control.

Inner doubt will show up. This inner voice – Mr. Impostor’s voice – shut it up! That inner voice that tells you, “You should be happy, you have the job, you should be grateful! Why can’t you be happy with where you are right now?”

When you listen to this self-doubt inner voice, your soul is being crushed!

The truth is this annoying voice has been there forever and will always be there.

It is full of itself and it is wrong. Remember the quote from Zig Ziglar? “There has never been a statue erected to honor a critic.” They make statutes of heroes!

Stop listening to your inner critic and start focusing on your inner hero! Your inner hero does not have to win a hundred to one. The inner hero can win by fifty-nine to forty-one...that is fine, as long as he wins! Your subconscious is protecting you by playing small.

It takes courage to shut up your inner critic and follow your inner hero!

What is your life going to look like a year from now if you keep listening to your inner critic, to Mr. Impostor? Five years from now? Ten years from now?

How much has it cost you so far to not step into your inner hero?

Are you ready to go for it and take imperfect action? To awaken your true self, crush the negativity, and focus on gratitude and love that will take you to your ultimate destination?

Now is your time, your time to show up for other people! You have an opportunity to make a difference now, not in years! This is your time! The only possibilities that exist are the ones you create!

You have one life, one chance. Once your life is over, there is no do-over. There will be a day when tomorrow will not come, so my question to you is, “Are you going to die with a dream inside of you or are you going to step into the greatest you?”

It all starts with you making a choice and remembering that there is no limit to what you can become.

You have a gift inside of you. You have a calling to answer to. You know in your heart that there is so much to give. The truth is that there is nobody in the world better at it than you. You are unique and special. Someone out there is praying for *your* help. I cannot help them. The competition cannot help them. *You* can help them.

They need YOU and are praying for YOU. They are ready.

ARE YOU READY to take imperfect action?

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About the Author



Carine Kindinger is a Master Results Coach and Business Results Trainer who has been coaching clients since 2004, when she took the risk of quitting her corporate job and following her passion for helping others succeed through coaching. Carine's personal mission is to empower people to live to their highest potential by giving them the tools they need to do so. She helps her clients develop individual plans to achieve anything they want in their lives, working on everything from their careers to their health to their relationships. At the end of the day, it is all about getting clarity, having the right mindset to achieve anything we set our minds to.

Carine moved to the United States from Belgium in 2000, in search of a better life in the States. Since then, she has built multiple businesses up from foundation to profitability and has pushed through countless challenges. Her own life has been an example of the impossible

becoming possible, and she is passionate about her clients experiencing the same thing. She understands what it takes to thrive in any economy and through the challenges of any type of business.

Carine became certified as a life purpose coach through the Life Purpose Institute in 2004. She revolutionized her practice when she added the Robbins Madanes Training to her toolbelt and became a Strategic Intervention Coach. Carine then went through an intensive World Class Coaching Academy qualification process to become a Master Results Coach for Robbins Research International, coaching people to create breakthroughs and results in every area of their lives. She coaches her clients using personal insights as well as the knowledge gained from the constant intensive training she participates in.

Carine's journey has motivated her to inspire her clients to live the lives they desire, both personally and professionally. She believes that, with the power of manifestation and the right state of mind, her clients can be successful in achieving their goals. Carine herself is her own success story.

Carine currently resides in Texas. She often says that the world is her backyard, as her clients are located all over the world. She is blessed with four kids and three grandchildren. She loves nature, and one of her favorite things to do before starting her day is to just sit in silence, watching birds, dogs, and nature wake up. She loves sun and water and takes every opportunity to travel to places where she can enjoy both.



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Thanks for Reading

Since you have finished reading this book, I know that you are on the path to success. I love every one of you who committed to participating in your own rescue and showed up. You were in it from the beginning to the end and you did the work in between! Well done!

I would love to learn more about your journey and success in chasing Mr. Impostor once and for all. Please keep in touch. I am most active on [Facebook](#), where you can share your wins with me. Or you can drop me an email at Carine@resultsnow.coach!