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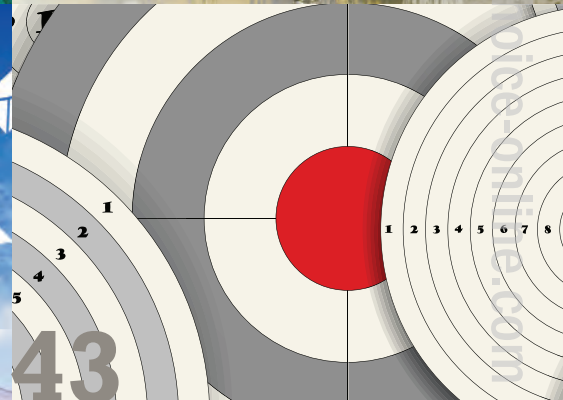
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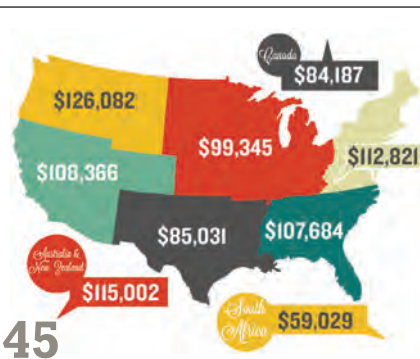


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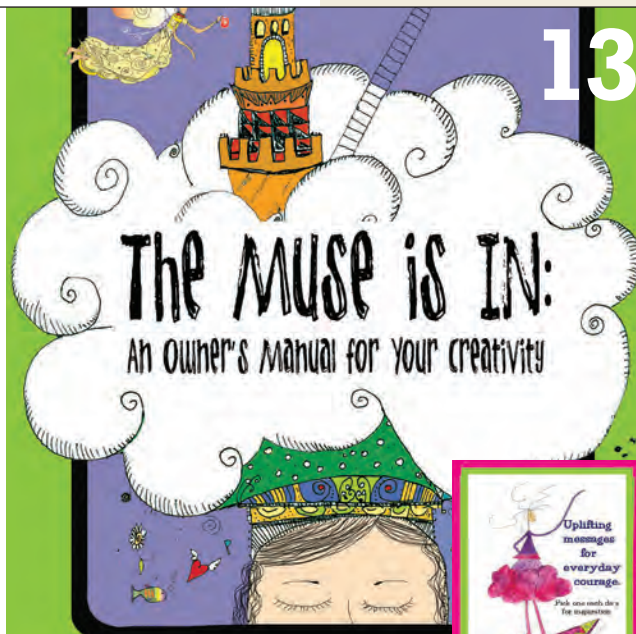
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We are excitedly continuing with the plans for our yearlong celebration of our 10th Anniversary.

By the time you read this, we will have blown out the candles on the shared 10th Anniversary cake as we celebrate with ICF DC Metro chapter at their annual conference. They too are 10 this year. And then doing it again with Marcy Nelson-Garrison of www.coachingtoys.com at the ICF Midwest Regional annual conference in Minneapolis. I just hope it's chocolate cake!

One of the things we are also excited about is the change of our company from a magazine/transactional business only to a community/membership-based company...still

with a really great magazine!

And this is in support of our new vision: To be in support of the success of coaches and the sustainability of the coaching profession.

Watch for upcoming info in choice Magazine and through our emails and social media communities.

Exciting news at *choice* is that we have created a Research and Development team made up of our loyal subscribers (some of our raving fans). With their help we will review and plan all of the coming changes at *choice*.

Some other great team news! We have hired a Content Curator. This person works with all of the great content we deliver via print, digital,

emails and social media. The absolutely best news of all is that this role has been accepted by our amazing managing Editor Janet Lees. Her commitment to quality content will now cover all aspects of *choice*.

Finally, we introduce you to this issue about one of our most important aspects of our profession, Business Building.

Always an important issue and certainly in-line with our mission.

To your success!

Garry
PCC, CMC, CEO & Publisher

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Our annual **Business Builder** issue is one of *choice's* most popular issues each year. In the past we have focused on providing tools to help coaches build their businesses. However, we have come to realize that being successful isn't just about the tools in your toolbox – it's about knowing how to use them to become a Whole Coach™, building your business through management, mastery and magnificence. We liked the idea of the Whole Coach™ so much, we decided to brand it (and the Whole Coach Approach™), and to introduce those concepts in this issue of *choice*.

In our opening feature, Rosemary Davies-Janes asks the question: “Do you focus or juggle?” and explains how having a clearly defined brand helps you focus on “delivering the unique value that leverages your strengths, skills and passion.” Next up, Sylvia Becker-Hill tackles brain-based business building, exploring how Brainalignment™ can bring you more clients, more money and more joy. Heather Markel teaches us how to become marketing geniuses, with three strategies to stay on top of marketing trends. And Becky Benes shows how to plug the “money leaks” caused by wasted time, freeing up your time and talents so you can step into your money power and experience financial freedom. Sally Seppanen gives us a primer on how to identify your brand as the first step towards success. Barbara Appelbaum presents a “wellness plan” to keep both you and your coaching business healthy. And in our final feature article, Sharon Todd and Jill Hewlett take us down the “meaningful coaches’ path,” exploring how cognitive fitness helps us “reconnect with our whole brain potential and function at our best, including building a thriving coaching business.”

Many of our columns and departments in this issue also focus on becoming a Whole Coach™. In our ‘impact’ column, Ana Melikian and Michael Port explain how to choose a target market that will get you booked solid, while Jessica Austin takes a lesson from designers in our ‘perspective’ column. And in ‘final say,’ Regina Hellinger explains how to trade in your to-do lists for a conscious intention of being.

Every article in this issue of *choice* is designed to make you think, question, learn, expand – and ultimately, take action toward becoming a more successful, more Whole Coach™. Enjoy the journey! •

Janet Lees, B.Journ.

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The Art and Science of Human Transformation

departments



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columns



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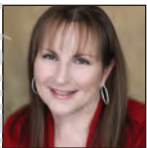


Michael Port has been called “an uncommonly honest author” by the *Boston Globe* and a “marketing guru” by *The Wall Street Journal*. He is a New York Times Bestselling author of four books including *Book Yourself Solid*, *Beyond Booked Solid*, *The Contrarian Effect* and *The Think Big Manifesto*. Michael is also The Global Business Mentor for Reebok and can be seen regularly on MSNBC.
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features



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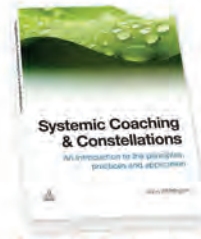
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A Coach Approach to Marketing

By Kat Knecht, CPCC, PCC

I have been keeping my eye out for a book to review especially for this issue of *choice* for months. The ‘business building’ issue is a personal favorite, as I am always looking for tips on how to expand the business I love. Over the years I have found many great books that have helped me immensely in that area.

There is always an array of new business books, and a couple caught my eye. One title that seemed interesting is a new book by Daniel Pink, *To Sell is Human*. I was also intrigued

“The book helped me to use what I know as a coach – how to connect authentically with people to tell them about what I had to offer and how it could be a match for their own dream.”

by the newest offering by one of my favorite writing teams, Chip and Dan Heath *Decisive: How To Make Better Choices in Life and Work*. However, when I needed a book to help me with my latest marketing campaign and I reached for an earmarked book on my shelf, that was when I knew I had found the book for this review.

I first read *Buying Trances – A New Psychology of Sales and Marketing* by Joe Vitale about five years ago when it first came out. I was starting a new venture at the time, which was a vacation rental cottage, and I wanted to learn how to use words to attract people to rent out my little abode.

I liked the book right away because it was easy to read, interesting and at times downright funny! I also noticed that the author had what I would call a

‘coach-like’ way of looking at things. His approach was straightforward in terms of how people think and how to influence them but it is tempered with heart. He very clearly has the intention of influencing people to do something that is good for them.

That is what inspired me to keep reading. When I implemented what I read, I was very happy with the results. I was happy because the book helped me to use what I know as a coach – how to connect authentically with people to tell them about what I had to offer and how it could be a match for their own dream.

After that success, it didn’t take me long to incorporate this learning into my coaching business marketing!

I did not read the book cover to cover. I picked the chapters that most appealed to my current interest and have continued to do that over the years.

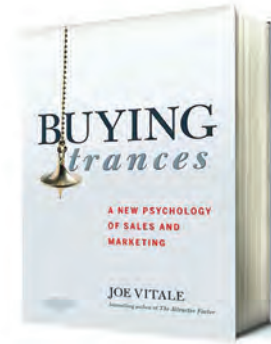
Here are the chapters that stood out for me:

The Most Important Chapter in This Book

After an obvious lesson on how to easily capture someone’s attention with a catchy title, this chapter focuses on the online area of marketing and sales.

Don’t Read This Chapter

The author underlines the fact that using negative messages can be ef-



fective. This chapter also covers radio, TV and video messages.

The Nude Wizard of Money Making Appeal

Besides being a wacky but intriguing chapter title, there is a piece on the developers of NLP and how using curiosity is one of the best ways to break peoples trances.

The Truth about Why People Buy

A look at Maslow’s pyramid of needs and why he was wrong is interesting in and of itself. There is also a list of the five top motivators of our behavior.

If you have any thinking that as a coach you are not in the business of selling something, I ask that you read this issue of *choice* carefully and with an open mind. We may use a different language than other businesses and we may focus on aspects of life that are invisible, but we need customers willing to buy our services in order for us to work our magic and to succeed.

Buying and selling are the essential parts of the ‘successful coach business’ equation. Reaching the people who are seeking the transformation that coaching brings is a requirement. It’s worth your time to learn how to break into someone’s trance and sell them your magic.

If you are looking for a fun and informative book to help you with your marketing and sales, you will enjoy having this one on your coaching business bookshelf. ●

Coaching Toys 2013 Product Awards

By Marcy Nelson-Garrison, MA, LP, CPCC

In celebration of 10 awesome years for *choice* Magazine, 10 years writing about Coaching Tools and the 10-year anniversary of the Coaching Toys Store, we are excited to announce the Coaching Toys 2013 Product Awards. There have been so many amazing tools featured on these pages over the years – it's time to honor the best of the best! We have created three product award categories: Out Of The Box; Big Life, Big Action; and Art Of The Heart. The winner of each will receive an encore write up in "Coaching Tools". **This issue features the winner of the Out Of The Box Product Award.**



Points Of You™ The Coaching Game



Congratulations to Points Of You™ The Coaching Game for winning the 2013 Out Of The Box Product Award! Points Of You is a fresh, fun and innovative coaching process that can be facilitated or used solo. 'Play' is easy. Begin by choosing one of four 'games': Awakeness; Relationships; Gain and Loss; or Past, Present, Future. Define the focus for the coaching; a challenge, a decision or an opportunity. Shuffle the deck of stunning and evocative photographs and draw a card for each of the pre-set squares on the playing field. Each

square has a corresponding coaching question. The photographs activate intuition and wisdom just below the surface and become the perfect stimulus for reflection. The accompanying book deepens the process through stories, quotes and additional coaching questions. The Coaching Game includes a cloth game board, 65 photographic images, a beautifully written companion book and a tear off pad for notes, insights and future action. The packaging is so unique you will look forward to unwrapping the contents each time you use it. The act of unwrapping is the perfect metaphor for the discoveries that unfold as you play.

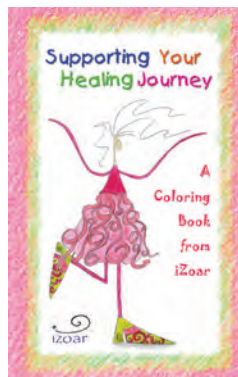
This 'out of the box' tool is powerful on its own and amazing when experienced with a skilled coach. Try offering the process to your clients as a stand-alone. What a creative way to engage clients in their own discovery.



iZoar

Encouragement, inspiration, celebration and support – that's the heart and soul of the iZoar line of products – winners of the Big Life, Big Action Award. Whimsical female characters (there are many of them) serve up simple and profound wisdom for personal growth, healing and going after big dreams.

The 5" x 5" spiral bound book, *Your Dream ... Go For It* is a great way to set the tone for coaching. Each page expresses an encouraging message like: "If everyone around you thinks you are nuts, you are probably on the right road." The question on the facing page is: "To go for your dreams may not get the approval of those around you. How will you handle the disapproval of others?"



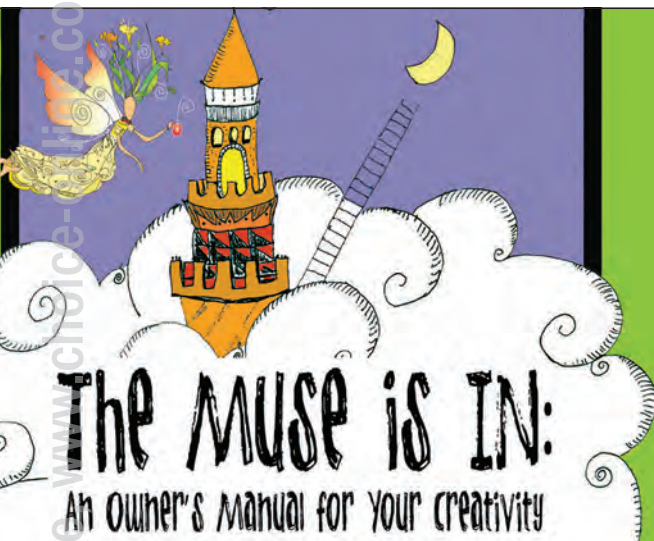
and "Overcome impossible odds by allowing for your own miracles". Imagine a client sitting with this simple tool, connecting with hope and love and gentleness. It gives me goose bumps.

Similar in spirit, the Uplifting messages for everyday courage card deck offers 50 characters each with a unique message. I love the card that says "How powerful will you allow yourself to be?" A great inquiry right? The cards can be used as journaling prompts, powerful reminders to perch on your desk or how about a ritual of drawing a card at the end of each coaching session.

It's definitely worth a stroll through the village of iZoar.

Supporting Your Healing Journey, A Coloring Book is perfect if you work with clients experiencing health challenges or painful life transitions. The act of coloring relieves stress and encourages reflection. The experience becomes richer with messages like: "I only ask for the strength to take one step forward"





The Muse is In: An Owner's Manual For Your Creativity

You know you and your clients are creative but do you really know how to invite creativity to the party? To engage it as an ally? To really build that valuable muscle? Jill Badonsky does! And she does it in a way that will make you want to recommit to your own creativity and feel giddy as you do so! That's the impact of her book on me, and why I chose it for my Art of the Heart Award.



First of all the book, *The Muse Is In*, is visually stunning. It is chock full of color, quirky illustrations, inspiration and exercises that will delight your senses and have your own muse jumping for joy. Grab one of the warm-ups, gizmos or thinking tools to power up your creativity. Try on a percolator question, write a haiku, break some rules or put on your idea radar (imagine a submarine with periscope up). Learn what fuels the creative process and what gets in the way. Jill offers abundant wisdom throughout including how to shift obstacles like resistance and rebellion, overwhelm, perfectionism and self sabotage.

Badonsky also knows that growing anything requires practice and lots of it. The last part of the book offers a creativity prompt for every day of the year. I plan to buy a new journal just for those exercises! This book is the perfect tool to expand your own creativity, mine it for ideas to use with clients or gift it as part of your discovery or completion process. This is definitely a new favorite!

Dropbox

By Sandra De Freitas

If you have ever tried to email a video, audio or zip file to a team member or client only to have it bounce back in your inbox because the attachment was too big, then you are going to love Dropbox. Dropbox allows you to store massive files and share them easily, for free!

If you have a team that you work with or even a few contractors you can use Dropbox to share team files in a specified folder in Dropbox. Let's say you are working on a new website and you want to share videos and new logos, upload them into your Dropbox account and share that folder with your team either by sharing that folder with them or sending them a link to it and voila. No more attaching big files in emails.



If you want your clients to record themselves speaking, networking or facilitating so that you can critique or coach it, simply have them upload the video on Dropbox for you to view. The best thing is you won't need other software to view the video. Just press play!

Another great thing about Dropbox is you can access your files from any computer or smartphone with the Dropbox app.

Uploading documents to Dropbox is easy. You can either login with your account online and upload them or you can download an app to your computer to drag and drop files to your account.

If you haven't signed up for a free dropbox.com account yet do so now. You won't be let down.

Ubicoach App

By Sandra De Freitas

If you are a new coach, you are looking to polish up your coaching skills or you have some clients that make you nervous, the ubicoach app will hold your hand through a coaching call. It is the first app that walks you through a full coaching session. The app was designed by a coaching training instructor and as such the app walks you through a coaching session and the full coaching cycle. The "Coaching Cycle" is:

- 1) establishing the relationship
- 2) defining the current situation
- 3) defining the desired situation
- 4) action plan
- 5) reflection



At the beginning of your coaching session you will start up the app, indicate who you are coaching and how long the coaching session will be. Because the app will coach you during your coaching session it needs to know how much time it needs to support you. As you are coaching the client the ubicoach app will display a set of questions for you to ask your client.

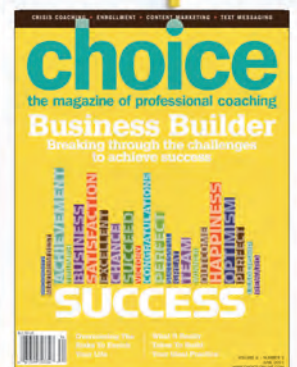
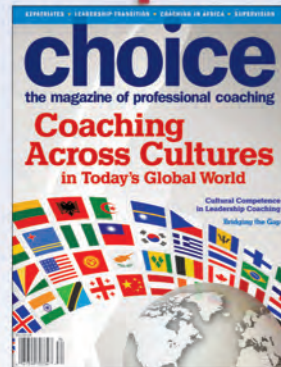
The app tells you which part of the cycle you are in while you are coaching the client and an led light lets you know when you are moving to a new step in the cycle. When you move from one cycle to another the ubicoach app will display a new set of questions to ask your client. The ubicoach app will take good care of the coach throughout the coaching session, so that the coach can take care of their client.

The ubicoach app is available for the iphone and ipad at the time of writing.

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sticky situations

EXPERT GUIDANCE ON CRITICAL COACHING ISSUES

How do I make a full-time living as a coach?

“I have been a part-time life coach for three years and would like to make the leap to full-time. However, I can't seem to figure out how to make a decent living as a coach. If I worked an eight-hour day, five days a week, and did a coaching session every hour, I would make good money, but this seems unrealistic. Sometimes I only have three to four coaching sessions in a week. Can you suggest ways I can make a full-time living as a coach?”



By Victoria Trabosh, CDC®

I see your question as a metaphor for this question: Why would you let go of a sure thing for the chance to hopefully catch something better (especially when you've been trying and haven't been successful to date)?

I'm a realistic dreamer! In the 10 years I having been coaching, I and my clients have taken leap after leap after leap of faith in the beauty and the power of our dreams and now look back and see that the success that was achieved was because we dared to dream bigger than our circumstances. Plus we had a healthy dose of strategy to accomplish our dreams!

The results you are currently experiencing are not the cause of your frustration. The results you are currently experiencing are the 'be-cause' of what you're doing. The results are the effect – you are the cause. AND THAT'S GOOD NEWS! As coaches we know that all transformation comes from within and that's all we can truly change. As Ghandi said, “You must become the change you wish to see.” So let's talk about three things I think you must change from the inside: focus, attitude and action.

FOCUS: What do you want to charge for your services? And if you're not currently charging that rate, what is stopping you? Limiting beliefs? Sort them out with YOUR coach (you do have a coach, right?). Get clear about your coaching business, have packages, accept credit cards through a merchant account, be open for BUSINESS.

ATTITUDE: With others, be more interested than interesting. Have you identified your ideal client and only talk about

coaching when it's truly an answer for someone you meet and with whom you connect? Are you fear focused and afraid of rejection or do you believe in the power of coaching regardless of your audience and their beliefs? Are you excited when someone hires you and you know you're going to help them connect with their greatest dreams and goals? Your attitudes regarding success for you are paramount to your success. Please read *Think and Grow Rich* by Napoleon Hill.

ACTION: I challenge you to continue work TODAY on your dream of becoming a full-time, well-paid, compassionate, successful coach who not only inspires others but is case-in-point evidence that coaching is key to living the life of your dreams.

I recently heard John Maxwell, the recognized world's greatest leadership coach, summarize it this way:

1. Invest in yourself
2. Discover your strengths
3. Develop those strengths
4. Make every day count
5. Think successfully every day (the way successful people think)
6. Multiply yourself through others: try not to be a person of success; be a person of value.

Through Focus, Attitude and Action you can solve the obstacles you perceive are keeping you from making the leap you desire. Believe in yourself as you believe in others and as I believe in you.

Are you grappling with a sticky situation?

You don't have to go it alone. Let our senior coaches give you some different perspectives to consider. Email your situation to: editor@choice-online.com and put “sticky situations” in the subject line.

By Carol Adrienne, PhD

I am all for having a part-time job to get your practice established. However, after three years, what looks to be an economic problem could actually be an underlying emotional issue. For example, are you still truly committed to coaching as a full-time livelihood? Does a part-time practice keep you in your comfort zone? I think you are right that a 40-hour coaching week is probably the road to burnout for many of us.

Commit whole-heartedly. Working another job softens the financial necessity for a full-time practice. Sincere motivation to be self-supporting at what you love is crucial for any entrepreneurial venture. Necessity promotes creativity. Hedging your bets with another job leaves you with less time and energy to build the practice.

Target your income goal. Think incrementally; how many additional clients would give you a realistic living? Break the issue down to manageable objectives. I once knew a therapist, who each week mentally asked the Universe to fill the holes in her work calendar. It worked! People started calling out of the blue just when she needed times filled.

Ask for (and attract) referrals. When appropriate, ask clients if they are willing to share your business card with friends. Offer a free session if they refer. One coach I know

does volunteer work. She never mentioned that she was a coach. Because she's an enthusiastic, warm, friendly problem-solver, people began to ask about her services, because they knew her and trusted her. She loved not having to do a hard sell.

Participate in local promotion. Some local organizations or corporations invite speakers to brown-bag lunch lectures. Speak or give paid seminars at Unity Church groups or local libraries. Create a short talk on something that would benefit your audience. Speak from the heart and avoid coaching jargon. Tell personal stories. Create a short brochure (five to ten pages) of tips on almost anything! Be sure to include your contact info and short description of services. Attend meetings at Chamber of Commerce or leads groups. Consider having an evening support group for those who can't afford full coaching.

Define a niche. One woman told me about a very successful hypnotherapist. Her niche? Hypnotherapy for entrepreneurs. Think like your customer. What are they searching for deep down?

All the above suggestions may or may not bring you a specific result. However, by amping up your desire to fill those hours, Law of Attraction must match your intention.

By Craig Carr, CPCC, PCC

Earning a full-time living means different things to different people. How much do you want to earn? Who do you want to work with and what tends to be their financial demographic? What is the lifestyle you want?

I had a student once who was an attorney at a big firm in New York. It was his first workshop and he literally knew next to nothing about coaching, but we were asking people to practice their new skills and to experiment with asking to be paid for it, too. He said if he charged anything less than \$750 per month he would not be taken seriously. It put some things in perspective for everyone in the room, including me.

More to the point, there is a great leap of faith required when jumping from a job into the entrepreneurial stew. Even with money in the bank there is a mental/emotional jump that has to happen.

I'm not going to give you specific things to do to make more money, as you can find strategies for that in this very issue of *choice*. Rather, I'm interested in how you are going to change to meet the challenge. When you get focused on

living that change, the rest will take care of itself.

In a way you've already begun that journey. When you've looked at eight hours coaching, five days a week, you've seen that is not realistic for you. It's not who you are or who you want to be. But you do have your goals and a sense of the lifestyle you want to create and the contribution you want to make.

My guess is that the niche you've identified and the method of working with it (i.e. one-on-one coaching calls) does not entirely turn you on. Maybe it's the money and maybe it's something else that's in the way. That's for you to focus in on and work through on a personal level.

My best advice above all else is to hire a coach for you! I'm amazed that newly minted coaches often go out into the world without hiring the best coach they can get for themselves. They'll play small and hire another inexperienced coach who won't rock their world. Or they'll stick with a coach who really isn't a good fit for them.

The bottom line here is to be brave and take risks; never stop investing in yourself; and know that something is over (like a job) only when you say it is over. ●

by Linda Dessau, CPCC

Tell Your Story!

Coach bloggers have stories to share

When you write blog posts about relevant topics that your prospective clients are concerned about, you demonstrate your expertise in those areas. This is one of the main benefits of business blogging, and the reason I caution most business owners not to treat a business blog like a diary.

If you only share experience, your readers may value you as a peer but may not think of you when it comes to paying for solutions. If you only share expertise, your readers may respect and revere you, but lose touch if they start to feel that you're lecturing them. I recommend a balanced approach, with the scales tipping in favor of expertise.

Coach bloggers, on the other hand, have a unique opportunity to delve deeply into their personal lives and business experiences. Who you are as a person and a business owner is integral to the work you do with clients. Sharing your own process along the journey can be a crucial element in both gaining the trust of prospective clients and cementing relationships with current clients.

For many coaches, a natural path to choosing a niche is to focus on a solution for issues they've already overcome in their own life. Doing this makes you a member of your own target market, and gives you a direct path to creating valuable content for your business blog.

For example, what are you glad to know now that you didn't know a year ago? What did you learn over the last week that could shorten the learning curve for someone who is your ideal client? What problem or question are you working on, and are you willing to share your learning as you look for solutions?

Express Vulnerability Without Losing Credibility

When you're considering which personal stories to include in your business blog, consider the following:

Find the moral to the story – If you're a member of your own target market and you're sharing a success, try ending the story with a triumphant call-to-action so your reader can build on your experience. If your story



is pointing out something you're still working on, try putting together a concrete set of guidelines or tips both you and your reader can apply together.

Half-truths are allowed – Your readers don't always need all the details. It is not dishonest or unfair to leave out something that you're not comfortable sharing or that is outside the scope of your topic of expertise. You can also likely leave out some of your self-disparaging remarks, aiming to balance between humility and confidence. You want your readers to relate to your vulnerability, but still be able to look to you as an expert who can help them.

A blog post is forever – Even though you can revise or delete content from your blog, once it is out there, it can be found again in the future. If there is anyone you wouldn't want reading what you've written, now or later, don't publish it on the Internet.

A business blog is a marketing tool – Though writing can be very therapeutic and cathartic, this is not the purpose of a business blog. If you find that blogging often provokes these cathartic experiences for you, consider starting a personal blog or even a password-protected online journal. Then take the best gems and re-work them for your business blog.

Certified life coach Natalie Currie, who blogs at <http://thewayfindingcoach.com/blog>, says making the decision to turn a personal experience into a blog post happens quite quickly for her. "I am often looking for lessons in life that teach me something that could turn into a teachable moment," says Currie. "For example, when I wrote 'Tough Nut to Crack,' I was out camping in Georgian Bay.

Advanced Coaching Program in Generative Well-Being

By combining a cutting-edge toolbox of coaching methods with transformative practices for deepening self-awareness, the Advanced Coaching Program in Generative Well-Being helps coaches to deepen their passion, connection to others, and capacity for coaching that leads to greater well-being for their clients and a more flourishing world for all.



What is a Well-Being Coach?


- Incorporates positive psychology and mindfulness into coaching practice.
- Committed to life-long inner development journey and can envision greater world consciousness.
- Uses intersections between positive psychology, well-being, mindfulness, resilience in life and as coach.
- Embodies universal and energetic connectivity.
- Capacity to coach from within, with client, in organizations, and in the world.

Dates for Cohort 3:

10/4-6/13 • 11/8-10/13 • 12/6-8/13
1/9-11/14* • 2/7-9/14 • 3/7-9/14

*All modules run Friday through Sunday, except for module 4, which runs Thursday to Saturday.

Meeting location: George Mason University, Fairfax, Virginia (suburb of Washington, DC).

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entrepreneur coach

“It was September, a time when acorns are falling everywhere. As one bounced off my arm, I thought about how gravity works to help the acorns break open and take root before the squirrels get to them and the ground freezes. In other words, cracking open is a good and necessary thing for growth, despite the pain it causes in the short-term. As I tend to be quite reflective when I am out in nature (I often do my business planning while camping) I wondered how this lesson might serve as an analogy for human behavior that would be useful to oth-

ers...and the post came to me. I think it is important that my blog posts relate directly to the experience of my readers. I want the focus to be on my readership rather than on me.”

That’s a great lesson for all coach bloggers. First and foremost, your business blog is a marketing tool designed to create and build lasting relationships with people who will become your clients or refer clients to you. By consistently providing valuable information about topics they care about, you will show them you have both the experience and expertise to help them. •

Balance Your Blog to Satisfy These Needs

Prospective clients visit your blog for five main reasons.

- 1.** To see how active your business is, and the current state of operations. Be sure to share your business news and accomplishments as well as your personal stories.
- 2.** To get to know the voice and personality behind the business. Be as authentic as possible, while always viewing your blog as a marketing tool and a reflection of your business.
- 3.** To see how well you take care of people. Tell some client stories along with your own, to give a glimpse into your approach to client care.
- 4.** To learn tips they can use immediately to relieve their problems. Combine your experience with your expertise in “how to” articles that break down complex problems into bite-sized pieces. Also, be thoughtful and organized about how you categorize your blog posts so they’re easy to find.
- 5.** To assess how knowledgeable you are. Prospective clients want to know that you’re an expert they can trust with their problems. After all, they may be considering investing time, money and energy into working with you.

Personal stories satisfy some of these, but definitely not all.

Business Blogging Success Tips

- 1. Keep it up** – Whether you blog once a week or once a month, set a schedule and stick with it. This sends the right message about your professionalism and accountability.
- 2. Proofread** – Before publishing a new blog post, read it out loud and listen for errors or awkward language. You can also outsource this task to someone who can be more objective.
- 3. Promote** – Once a post is live, distribute the permanent link (“permalink”) to your network via social media and email. Be sure to give a compelling reason to click the link.
- 4. Balance your blog** – Combine personal stories with “how to” posts, theories, interviews, and recommendations of other people’s content. Organize your posts into categories so people can find what most interests them.
- 5. Plan for success** – Identify your ideal clients and some of the problems they face. How will your blog help these readers? Also, be clear about how blogging fits into your marketing and sales process.

by Jessica Austin

Form Follows Function

What coaches can learn from designers

I recently bought an Eames chair for my living room. The caramel wood-backed leather lounge makes the perfect addition to the retro look of my décor. I am a fan of the modern art era, and I love objects with purpose and function. Design is something that has always fascinated and appealed to me, and I bring up the Eames chair for a reason. When designing the lounge chair, Charles and Ray Eames thought about function as well as the user experience. It turns out that design is as important to coaching as it is to furniture, fashion and architecture.

Most people wouldn't normally put the words coaching and design together, and frankly neither did I until a couple of years ago. Design thinking is not a tool that you can add to your tool belt. Rather, it is a process by which we create, innovate, and transform products or services with where the customer experience is of utmost importance. Coaches typically focus on their own goods, services and packages rather than on the way the client experiences these goods, services, or packages. Incorporating the concepts of design thinking can help you create a better client experience from the first touch point to

“When we focus on the client experience rather than what services we offer, we are better able to create messages that build trust and confidence with clients.”

the last. Design thinking is something that any coach can use to enhance their business. If done well, design thinking can help you transform the way you do business, and create an amazing experience for your clients.

Every product that is designed incorporates what is needed (purpose) and the resources that are available in



order to create options that are functional and useful. Every great designer then takes those options and decides on the best solution to fulfill the need and give the best experience to the user.

Take for instance the legendary Steve Jobs. He created the Apple Store so that customers would be able to experience Apple products before buying them. The Apple Store isn't your typical gadget retailer; it's designed differently. From the moment you walk in, you hear electronic music playing softly overhead, as people greet you from behind what appears to be a receptionist counter in the center of the store. As you look around, you see that there are large open spaces, furnished with wooden tables that are graced with laptops, iPhones, iPads, and other Apple devices. The products are available, inviting you to come tinker with them, and there are virtually no stock shelves. The layout of the store invites customers to experience the products rather than just look at them.

There are many common problems in the way coaches deliver services. One common mistake is over-promising. Setting judgment aside and simply considering the experience of your client can bring new insight to ways that you can enhance your practice using design thinking. As coaches, we know that coaching offers individuals the chance to make changes to their current situation. But not every client walks away with the same results. Yet many of us tend to over-promise on our websites. “Lead a more fulfilling life (by hiring me as a coach)” is exactly the type of promise we are talking about. It is impossible for a coach to deliver this to their client. Instead of over

promising, try offering something that is deliverable: “Together we can improve your current capabilities.” Offering improvement is something that is attainable and doesn’t have the same risks of breaking client trust. Another mistake that coaches make is having abstract statements on their sites that don’t really mean anything – “Make positive and lasting change.” What does this mean really? The statement is too vague. Instead you might say: “Together we can develop strategies to help you make better decisions.” This second statement is much more clear than the first, and tells the potential client what is involved: development and strategy.

When we focus on the client experience rather than what services we offer, we are better able to create



messages that build trust and confidence with clients. Every coach has the opportunity to design an experience for their clients. Whether it is how you market your services, to the

content on your website, using design thinking can help you create a great customer experience that is consistent with your brand, your message, and your delivery. The easiest way to do this is by looking at your website from the perspective of a client. Ask yourself, “am I overpromising” or “is the language on my site too vague?”

My challenge to you is this: scroll through websites of other coaches and look for overlap in messages, over-promises, and abstract statements. Next, take a look at your practice with a keen eye for areas that need improvement. Then use the steps of design thinking to make changes with your clients in mind. You and the clients you serve will see a noticeable difference in the changes that you make. •

What Is An Intuitive Coach?



Colette Baron-Reid
Best Selling Author

As an Intuitive Coach®, you will be using our patented process, IN-Vizion®, to help people stop over strategizing their desired outcome using the typical method of logical, left brain and show them how to effortlessly engage their intuitive, creative, right brain for more powerful results. Intuitive Coaching builds upon instincts, imagination and intuition, guiding clients to rock solid decisions and breakthroughs that they know will fulfill their true feelings, wishes and desires.

The Master Intuitive Coach® Institute is offering multiple modules in which you may become Certified or Master Certified, or you may choose to be Certified or Master Certified in all of them.

All Certified coaches will have their name, e-mail and website address listed directly on our website so clients may find them. And the best part of all of this, we do not take a portion of the money you make coaching.

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OPENING THE DOOR ON THE NEXT CHAPTER

choice is expanding to
help you succeed

Are you feeling isolated, frustrated and confused in building and growing your coaching business?

Based on numerous reports, surveys and conversations, we know that coaches are struggling to earn the living they desire and deserve.

And we're inspired to do more to support and guide you along a trusted path to success.

For the past 10 years we have produced a global resource for coaches in the form of *choice*, the magazine of professional coaching.

You will continue to reap the benefits of the great articles in each issue of *choice*, as well as the experts we bring forth in extra email and tele-calls/webinars.

In addition, we have dug deep into our hearts and resources to create a guided pathway for coaching to be successful.

Coming this fall, we are launching the *choice* interactive membership™ in support of the success of coaches and the sustainability of the coaching profession.

We're all in this together, and we CAN be successful together.

Watch for more information coming soon!



Welcome to our annual business builder issue, supporting the coaching profession, one coach at a time. This robust issue gives the real “take-home” advice on how to be the best coach, create a profitable business, get more organized, face your technology fears, where to go for answers, best resources and everything you need to know to have a happy coaching life.



The Whole Coach™

Marketing, management, mastery & magnificence

By Rosemary Davies-Janes, BA

Do you focus or juggle? That's the million-dollar question facing all coaches. Do you spend your professional time focusing on delivering the unique value that leverages your strengths, skills and passion (let's call this your 'core focus')? Or have you added 'juggling' to your skill set?

When you don't have a clearly defined authentic personal brand, you don't have the luxury of focus. You spend your time juggling your core focus with multiple necessary activities that are absolutely es-

in service to the target markets that want and value what they offer. But you have to admit, revenue tracking provides a solid, tangible measurement of how successfully they are delivering their core value to the people who want and need it.

To successfully achieve their revenue goals, coaches need to come to terms with marketing and sales. Yes, I can already hear the shuddering as you read my words. And while I wasn't able to find any hard statistics on the percentage of the coaching

“Instead of citing beneficial results, too many coaches attempt to sell themselves by telling prospects about their processes or the approaches they use.”

sential for achieving professional success.

What are these necessary, essential activities? They fall under two broad categories: prospect attraction and client retention. Both categories drive your success, because if you haven't set or aren't achieving specific revenue goals, you're playing at a hobby, not building a business.

Think of a pyramid where your revenue goal is the top layer (what you want to achieve). Beneath that layer are sales and marketing (the tools you use to reach your goal). The bottom layer is your actual coaching practice (how you generate revenue).

And no, it's not 'all about the money.' Most coaches establish themselves as independent professionals expressly so they can focus on leveraging their skills

population that enjoy selling or marketing their services, considering the hundreds of personality and behavioral profiles I've administered to coach clients over the years, I'd say it's less than 5 percent.

As committed sales haters, many coaches try to 'soft sell' themselves by attending live or virtual networking events, diligently writing articles or comments that they post on their own and others' blogs, 'friending' prospects on Facebook or 'inviting' them to join LinkedIn groups. They spend hours, even days each week, posting status updates, 'pinning' images, 'tweeting,' 'liking' and 'endorsing' to attract prospects attention.

But after all that time and effort, their prospect-to-client conversion rate is pathetic. They're ex-

hausted. And they're frustrated by the perpetual learning curve of continually changing social media and internet marketing strategies and platforms. They have few clients and, despite making huge investments of both time and energy, their prospect attraction efforts fail to produce the results they want.

If you're in this boat, you can take heart from learning that you're not alone. Few coaches discuss their marketing failures, so while you may have thought it was just you in a small canoe, you're actually one of thousands on board a Titanic-sized vessel.

“When a coach’s message-to-market matching is clear and accurate, they don’t need to spend hours ‘friending,’ ‘liking,’ ‘endorsing’ or ‘tweeting.’”

So what makes the difference? How can you focus on doing what you love, leverage your strengths and skills, and still attract prospects? The answer is surprisingly simple.

First, you need to get absolutely clear on what makes you their obvious best choice. Second, you must be able to clearly articulate the benefits your prospects can expect to gain by hiring you. Which of their problems will your coaching equip them to solve? Which of their needs will be fulfilled? How will their lives become easier, more successful, happier, healthier, etc.?

Many coaches sabotage their mar-

keting efforts by failing to address those questions. They fail to match their core value to their prospects' needs. They don't connect the dots between their prospects' problems and the solutions their coaching provides. Instead, they default to a lower conversational plane, where they have a much higher degree of comfort.

Thanks to my friend Mike Doolley (www.tut.com), I think of these conversations as the attack of 'the accursed hows.' Instead of citing beneficial results, too many coaches attempt to sell themselves by telling prospects about their processes or

the approaches they use. This default costs them, as a 'how' conversation does not give a prospect the information they need to make the decision to buy. In fact, a 'how' conversation actually creates doubt in the prospect's mind, as it acknowledges neither their issues nor their needs.

Here's an example. Let's say you want to hire a web development company to create a website for your business. You ask them if they can build you a site that will attract coaching prospects and make it easy for you to communicate with them, since you're not very tech savvy. The web developer ignores your ques-

tions (needs) and starts talking about SEO, hosting requirements and coding. He tells you 'how' his team will build your site, how it will attract prospects and how it will enable you to communicate with them. You're left with unanswered questions and the unpleasant feeling that comes from participating in a conversation where you didn't understand 90 percent of what was said.

So you seek out another supplier. When you find the web development firm that hears, addresses and clearly demonstrates they can meet your needs, you happily hire them. When coaches have clear, well supported benefit statements and accurate, current insights into their target market's issues and needs, it becomes easy for each individual coach to match their message to their market, attracting prospects who become clients, quickly, easily and comfortably.

When a coach's message-to-market matching is clear and accurate, they don't need to spend hours 'friending,' 'liking,' 'endorsing' or 'tweeting.' Yes, coaches must invest in a strong social media presence. But when they are branded, this takes little time because their benefits are already documented. The authentic personal branding process equips coaches with the words, insights and skills they need to attract prospects and retain clients – effectively, efficiently and authentically.

Branded coaches are focused. They devote the lion's share of their professional time to their core focus, coaching, which is just what they intended to do when they first hung out their shingles.

Brain-based Business Building

How Braineralignment™ can bring you more clients, more money AND more joy

By Sylvia Becker-Hill, MA, PCC

When it comes to the business of coaching there are two kinds of coaches on the market, distinguished by their past which predicts a very different future around the success of their business in measures of reach and financial results:

1. There are coaches who come from a life inside the business world either as corporate employees or business owners and who – often through some kind of breakdown, crises of meaning or soul searching, turned to coaching and left the corporate/business world – bringing their business expertise to the coaching table and naturally building thriving practices.

2. Then there are thousands of healers, artists, health practitioners, therapists, energy workers, spiritual seekers ... heart- and value-centered entrepreneurs and other highly creative free spirits who – often looking for a professional path to share their gifts with the world and discovering with delight the potential of coaching – bring their huge passion and deep modality expertise to the coaching table and struggle or fail to build a thriving coaching practice.



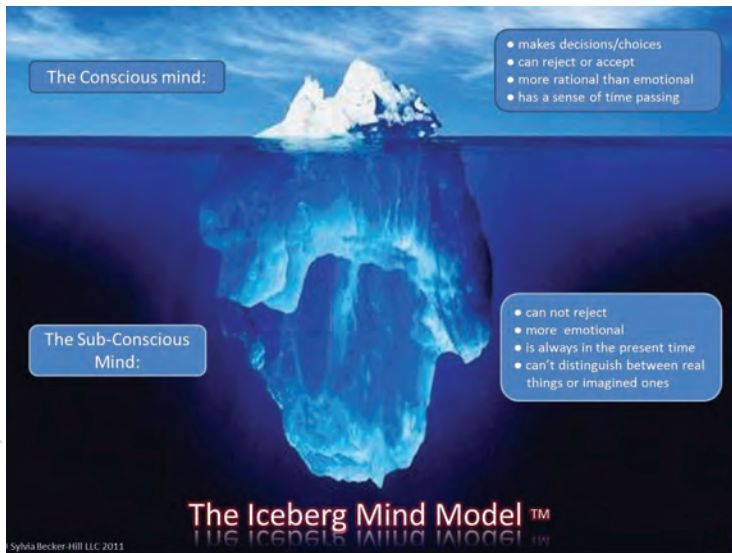
Those who believe in the unlimited human ability to learn might say, “well, the second group simply has to follow some successful business people and learn from them – model what they do and implement it. No big deal. Just a learning curve.” This assumption doesn’t take into account how challenging business-building is for certain brain types.

This article is written for all great coaches who suck when it comes to business. When you already reach thousands of people every year and make a revenue in the mid six figures or higher with relative ease, you don’t need to read this article. For everyone else, read on!

The image on the following page shows the main difference between the talents of the conscious and the sub-conscious mind. The seize-relationship between the invisible iceberg parts under the water line and above the water line expresses in a powerful way the invisible dominance of the subconscious mind.

When you consciously set goals for building your coaching business, your subconscious mind needs to support that.

Otherwise, you’ll drive your ‘car of change’ with one foot on the gas and one on the brake. How far and safe does that bring you? Consciously you might think, “I want to reach



more people and make a bigger difference in the world while enjoying a rewarding lifestyle.” But unconsciously you might think, “I don’t want to become a sales-y marketer like a second hand car dealer. What if I really become wealthy and turn into a greedy monster losing my spiritual path?”

Guess what? You’ll end up spending a ton of money on sales and marketing training and business-master mind groups either implementing nothing, feeling stupid and being angry with yourself; or trying to implement just a bit with poor results; doubting yourself, blaming the economy and judging or envying the big seven-figures people in our coaching industry as superficial and manipulative in their marketing. Without Brainalignment™ – without your conscious AND sub-

conscious mind pulling you into the same direction – you suffer the Titanic-Effect™. Like the seemingly unsinkable Titanic met her master in the shape of a hidden piece of iceberg under the waterline, your own subconscious mind pulls you and your business down.

The frustrating news for all of us is that the subconscious mind always wins in the end over the conscious mind. Conscious willpower is a depleting resource which runs low quickly in times of stress, physical arousal, mental anxiety, lack of sleep, decision-making-fatigue, lack of water and good nutrition.

In cases of strong disagreement between your conscious and subconscious minds, you literally create an inner conflict that not only destroys your business building attempts but also your love and passion for coaching including your trust and confidence in yourself! (And in the worst cases, can even make you sick. Your own body becomes a war-zone and starts to show symptoms that may later be diagnosed as diseases by your doctor.)

To make sustainable business building possible and to accelerate the implementation process of your learning, you need your conscious and subconscious mind to work together. You need to ‘brain-wash’ yourself regularly to create Brainalignment™!

The emotional/thought-content of your subconscious mind which needs to be cleaned can be sorted into 12 categories that all have an impact on how willingly and successful you are in the ‘4 Pillars of Business Building™’: growing a business; relating to money; doing marketing; and focusing on the sale. Here are the most

The Look of a Lack of Brainalignment™

The conscious mind says ‘yes’ and wants to move forward.

The sub-conscious mind says ‘no’ and pulls you back.

Internal energy draining conflicts arise...

The Titanic Effect™ on Coaches:

- Resistance
- Procrastination
- Exhaustion
- Heaviness
- Overwhelm
- Starting without finishing
- Overcommitting oneself
- Zero motivation
- Physical symptoms e.g. colds, itchy skin
- Reactiveness
- Frustration
- Jojo-effects
- Addictions
- Numbing e.g. TV, food...
- No plans
- Plans, but no sticking to them
- Forgetfulness
- Easily distracted/mild ADD
- Lack of focus
- Self-sabotaging habits
- Taking on wrong clients
- Loss of self-confidence
 - Fear of success
 - Guilt
 - Shame
 - Apathy
 - Failure
- **Giving up**

“To make sustainable business building possible and to accelerate the implementation process of your learning, you need your conscious and subconscious mind to work together.”

common reasons for lack of brainalignment for each of the four pillars coaches create:

Pillar 1: Growing a Business – material capitalism at its best

In the pillar of business building, most heart-centered spiritual coaches create a lack of brainalignment by identifying themselves with their business. Coaching for them is ‘living their calling’ which they understand proudly as their self-expression. This is a dangerous paradigm because you are too attached to the business. Your business and you are literally ‘one’. In order to be able to think strategically, make sound decisions, take nothing personal, live a healthy lifestyle by paying yourself a salary ... you need to see your business as an identity separate from yourself.

These coaches have a self-image of being an ‘artist’ or ‘spiritual.’ Yes, they want to be great coaches too, but they resist being ‘business owners’ due to a belief that they can’t be both or that the latter will turn them into someone they don’t want to be. Brainalignment means wanting to be a great coach AND a great business owner too.

Combine this wrong identification with the deeply rooted aversion against anything ‘business-y’ which comes from the negative paradigms that business is something evil and dangerous turning any good spiritual person into a manipulative crook it’s easy to see why most coaches don’t invest much attention into building a business and learning how to be a great business owner.

Pillar 2: Relating to Money – emotional hell of shame, guilt and fear

The more heart- and value-centered a coach is, the more often they are subconsciously stuck in an unhealthy relationship with money. For most people there are so many unhealed links to shame, guilt and fears

conditioned in their early childhood that it is best to avoid money altogether. BUT: You can’t make money and a profit for your business and generate the resources to reach more people and live your mission in a big way with a dream lifestyle without creating a positive relationship with money. You need to wholeheartedly embrace money as something spiritual – to see it as an expression of spirit in order for you to learn how to make it, manage it, save it, invest it AND enjoy it.

Brain Based Business Building™



Pillar 3: Doing Marketing – manipulative money draining exhibitionism

Most coaches see marketing (and sales) as something different from their ‘real coaching’. For them it’s an undesired necessity they have to do but don’t want to do. They misunderstand that good client-focused marketing is in its essence already part of the whole coaching process! Through marketing a coach gives valuable information to prospects so they can relate and see themselves in the offered material, which helps them to understand where they are and what they need to do next to move towards their dreams and goals. It opens

Your Brain, Your Business

Your level of brainalignment in all four pillars of brain-based business building determines how much you commit to your goals and dreams, how much you implement what you learn from mentors and how much success you will experience. **Your brain is your business.**

Our human brain is an amazing organ and unfortunately gets neglected by most people in their everyday life. They brush their teeth twice daily and wash their hair several times a week but who 'brain-washes' their own brain regularly? Do you?

Our brain is an amazing association-making machine. Throughout our life it gets imprinted with every thought, every feeling, every experience we ever had. Most of that gets stored for hard-wiring efficiency reasons into our subconscious mind and resists immediate linear access through sheer intellectual analyses. To understand how your brain determines your level of success with your coaching business, you have to understand the relationship between your conscious and subconscious mind.



the door for prospects to believe in their possibilities and move towards a commitment to change – the essence of coaching itself!

Combine this marketing aversion with shame-triggering beliefs like, "I'm not good enough" and fears around approval like, "What if I make a fool of myself in my videos?" and it's easy to understand why so many coaches prefer getting a root canal over constantly marketing themselves through speaking, networking, social media and video-blogging.

Pillar 4: Sales – the trade of the nasty/greedy/sleazy used car dealers

Have you ever met at a networking event a sincere passionate coach talking about her coaching and asked her what she charges? In most cases you will see a scary transformation in seconds in front of your eyes: your confident passionate communication partner turns into a stuttering, tight, inauthentic, bubbling, unclear infor-

mation weirdo. Why is that? Lack of brainalignment caused by dozens of thoughts rushing through the coach's brain: "What if my service is not worth as much?" "What if this person can't afford it?" "What if he judges me as ridiculously overpriced?" These negative beliefs, assumptions and fears circling around the coaching product, the coaching prospect and the coach herself need to be cleaned up and rewired in the coach's subconscious mind to make sales a joyful

powerful client serving conversation.

As it is with marketing, as long as sales is seen as 'not part' of the coaching process, it remains a necessary evil. To discover that a good sales conversation is a coaching conversation – helping the prospect to connect with his goal and the pain of the gap not being there already, showing him what's possible and supporting him to make a clear decision of either 'no, that's not the right thing for me' or 'yes, I want that' – is pure service and coaching. A sale equals a commitment on the client's side, which is the most powerful coaching intervention.

A final brainalignment assessment for yourself uses the scaling model below. Please close your eyes, breathe deeply and guide your attention fully into the different pillars of building your coaching business and asked yourself: "On a scale of 1 to 10 with 1 meaning I feel so much resistance towards that area that I simply don't do it and give it no attention at all." and 10 means "I love this pillar. I give it full attention feeling free and empowered. I can't wait to act upon it."

Where are you in each area?

Brainalignment Scale™ for Business Building:

Pillar 1: Growing the Business

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

Pillar 2: Relating to Money

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

Pillar 3: Doing Marketing

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

Pillar 4: Focusing on Sales

1 – 2 – 3 – 4 – 5 – 6 – 7 – 8 – 9 – 10

1 =
too much
resistance
to act
resulting
in avoidance

10 =
resistance free
power and
inspiration
to act
resulting
in success

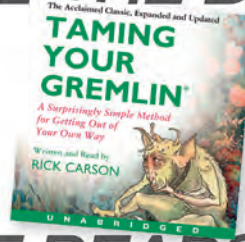
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– Jane Massengill, LCSW, MCC



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Become a Marketing Genius

3 strategies to stay on top of marketing trends

By Heather Markel, CPC, ACC

Marketing shifts before our very eyes and this year is no exception. Facebook changes its rules more frequently than you change clothes. Former success strategies become “old news.” So, how do you successfully market your coaching business amid all this flux? I’d like to offer three strategies to bring out your inner marketing genius.

1. Know the Basics

Certain marketing fundamentals never go out of style. Here are a few you can rely on:

Know your offer. What you offer your clients is the key to attracting them. Make sure your message is clear. You’ll know you’ve got it right when the people lining up to work with you are, repeatedly, the kind you love working with.

Figure out who needs you. Once you’ve got your offer, you need to know who it’s for. Often times, this is not just the small target market you initially think of. As you open to opportunity, parallel target markets present themselves. The more creatively you can share your offer, the more people you will attract.

Find those people. Once you know who your offer is for, you need to know where and how to find them. This is where you put on your thinking cap and find where your people “hang out,” what they read, what public transportation they use, what public facilities they frequent, etc. These places become potential advertising targets and places you can try to publish an article, as examples.

Get their attention. Advertising and writing are great, but are you getting a response? If not, it’s time



you figure out how to step it up a notch. Consider interviewing people in your target market and ask them what would get their attention. Respect that this phase is a learning process and takes time to get it right.

Speak their language. Make sure that when you phrase offers and benefits you put yourself in your potential client’s shoes. When it comes to coaching, people buy results. Your messaging should clearly state the gain clients can expect from working with you.

Ask for advice. This is the most overlooked, and basic, component of any marketing campaign. A lot

of business owners believe they are in a vacuum and have to think of everything themselves. However, you have friends in your target market, mentors, and other business owners to take advantage of! Don't be shy about asking the right people for advice to help you succeed. You can ask these same people to spread the word about your business. We all know that word-of-mouth marketing is one of the most powerful kinds.

2. Keep Up With Trends

You don't have to know all the trends, but it's a good idea to have at least a high level understanding of them. As of the writing of this ar-

type of information. (Consider the change made in January when they reduced allowable text in a graphic image to 25%.)

Another development we've seen is the shift from person-based marketing (you may have heard the term "avatar") to community-based marketing. In the old model, your messaging was based around the age, gender, job, and problems of the person you wanted to attract. Now you need to understand how to connect to a community with a shared experience and the greatness they want to accomplish.

Understanding trends is essential in determining which marketing

marketing. Using the Apple example, you would brainstorm ideas of how you can be innovative, colorful, prolific and thought-provoking in explaining what you do (your niche), who it's for (your target markets) and why they need you (how your coaching helps them achieve the greatness they strive for).

I believe our personality is the seed of our originality. There is no single person in this world that is exactly like you. To stand out from the crowd of other coaches that focus on the same areas as you, all you have to do is be you. This can be scary because, by nature, it means you will be different than everyone else. Being different conjures up the belief that we will be rejected. This is because we've been raised to believe that acceptance is based on blending in. In marketing, though, blending in to the crowd isn't going to get you clients. It's time to step up to the fact that the world is craving your originality.

“You have friends in your target market, mentors, and other business owners ... don't be shy about asking for advice.”

ticle, we can see that social media is moving from a written focus to a more visual one with the popularity of Vimeo, Pinterest and Instagram.

LinkedIn has made changes to our profile pages so that we can now add videos. This is another example of the shift to visual marketing. Over and over, we are confronted with the expectation of a visual way for people to experience us.

Facebook is about to make changes to its news feed. (By the time you're reading this it will have happened!) Changes like this impact the time and frequency you post information, and in some cases, the

tools to use, and more importantly, how to use them.

3. Be Original & Make It Yours

The essence of a brilliant marketing plan is to find an original way to work with the basics and trends. One way I teach people to do this is to get in touch with advertising they like.

Consider Apple. What about their marketing inspires you? You might associate them with being innovative, colorful, prolific, thought-provoking, etc. Once you've identified these inspirational qualities, you would apply them to your own

I have come to believe that one of the greatest ways to grow in marketing, as in the rest of our lives, is by daring to fail. Instead of copying someone else, do something different. Instead of fearing negative judgment, try out that crazy idea you've been thinking of for years. Depending on who you are, you might add a marketing twist that is goofy, bold or funny. Don't hold back. There is no greater learning experience than failure, so relish it in your marketing as you do in your business. You could be just one spectacular failure away from the most brilliant marketing campaign of your life!

Stop Wasting Your Time!

Duped by the do-it-yourself money leak

By Becky J. Benes, MPS

Most people look for their money leaks on their accounting spreadsheets in the form of costs, spending and expenses. While these are important numbers and areas to consider, they do not bring to light one of the biggest money leaks: wasted time.

Wasted time comes in many forms and its costs to business can be elusive and hidden from awareness. Here are just a few areas of unconscious time-wasters that are major money leaks for many entrepreneurs:

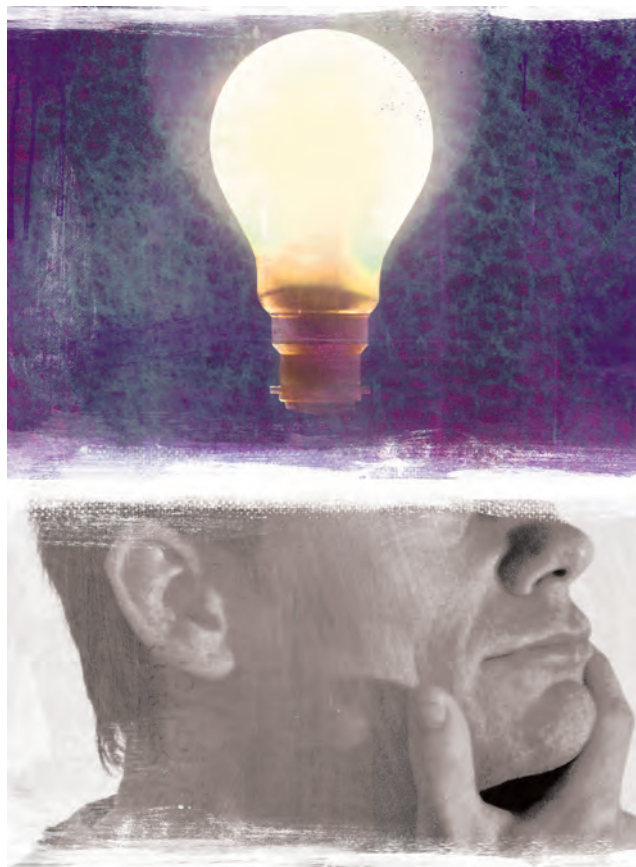
1. Not setting clear boundaries.
2. Not empowering or hiring appropriate support team.
3. Do-it-yourself mindset.
4. Procrastination.

All of these issues are reflective of different sacred money contracts and types.

We all have innate sacred money types and contracts that allow us to generate an abundant and successful lifestyle and business with ease and grace when we are in alignment with our contracts.

There are eight specific money types which influence our ability to make and keep money: Accumulator, Alchemist, Ruler, Celebrity, Romantic, Connector, Maverick and Nurturer. Each money type has a sacred contract we came here to fulfill. Within each money type, there are empowering and/or disempowering behaviors and mindsets that move us forward to success or keep us stuck. These innate money relationships subconsciously dictate our ability to attract and manage our money.

However, by becoming aware of one's sacred money type and contract, we have the choice to honor our strengths and work through our weaknesses so that we



can bring our contract into alignment and fulfill our sacred money destiny.

Let's just take one example that happened to me recently.

I am an Accumulator, which is the Inner Banker (or what I call my inner tight wad). My sacred money contract is to respect the power of money by investing to create freedom. Respecting the power of money is my strength; I easily accumulate and hoard money. However, my stretch is to invest money to create freedom.

You may be asking, especially if you are not an Accumulator and don't have a stock pile of money, "Why is stock piling money a problem and how does it keep one stuck?"

I actually said the same thing and was indignant, feeling financially superior and not having an issue with money. That was until I began to see how my resistance to spending money to free up my time truly did limit my ability to increase my income.

In order to come into alignment with my contract, I am challenged daily to look at areas where I do and do not invest money in myself and/or my business to free up time and energy and then adjust my mindset and behavior around spending.

Here is a simple example.

My accountant needed one of my

staff!). Long story short, 10 hours later, completely spent and exhausted, I surrendered, cried UNCLE and finally called my bookkeeper.

She was at my office the next morning, spent 45 minutes with my spreadsheets, and gave me the information needed. However, she was a bit miffed and upset that I had not called her first making her feel undervalued. She also informed me that if I had hit the save button after my meddling on the spreadsheets, I would have lost months worth of work.

My bookkeeper was able to find the information with such grace, ease and joy because money details and systems are her magic and are in alignment with her sacred money type: Ruler. However, for me, money details and spreadsheets are not

ment and in my body. The next day, my neck was stiff and my back was tight making it difficult to work and to focus. Thus, costing even more time and lost income. (It did offer a great excuse to make an appointment for a massage.)

So, what can we learn from this?

1. It is important to understand my gifts and talents and those of my staff.

2. Set and keep boundaries so that people (you included) are not treading on others territories. In this example, her job is bookkeeping and my job is connecting and working with clients. I can review the books, but it is not my job to mess with her systems.

3. Empower and allow your staff to do their jobs. Make sure everyone is in the job that they do with grace, ease and joy.

4. Do not engage in activities that you can hire someone else to do at a fraction of the cost.

Can you see in this seemingly small and insignificant decision and my desire to save money by doing it myself cost valuable time, energy and a lot of money in lost revenue?

One more time, I, the money breakthrough coach, got duped again by another sneaky, unconscious and disempowering money type behavior of the Accumulator.

By knowing and understanding your sacred money types, you are able to bring these issues to the surface, see the patterns and plug your money leaks. It is an ongoing process of awareness and a daily practice that will, slowly but surely, plug your money leaks so that you can step into your money power and experience financial freedom.

"We all have innate scared money types and contracts that allow us to generate an abundant and successful lifestyle and business with ease and grace when we are in alignment with our contracts."

expense column entries divided into three separate categories and my bookkeeper had left for the day. I "did not want to bother her," which is another way of saying, "I did not want to spend the money to have her come back to work."

So I decided that I could just find the information myself. After all, how hard could it be, right? (This is a huge sabotaging money leak pattern for the Accumulator/Do-it-yourselfer – not empowering your

my strength and stress me out.

How did this create a massive money leak for me?

- Trying to save a few dollars, my energy was spent doing something that is not my strength and not doing what I do best, creating income and working with clients.

- I disempowered my team creating tension and angst which took additional energy and time to rectify.

- The 10 hours completely created undue stress in my work environ-

AIM for Your Coaching Brand

Identifying your brand is the first step towards success

by Sally Seppanen, CLC, ACC

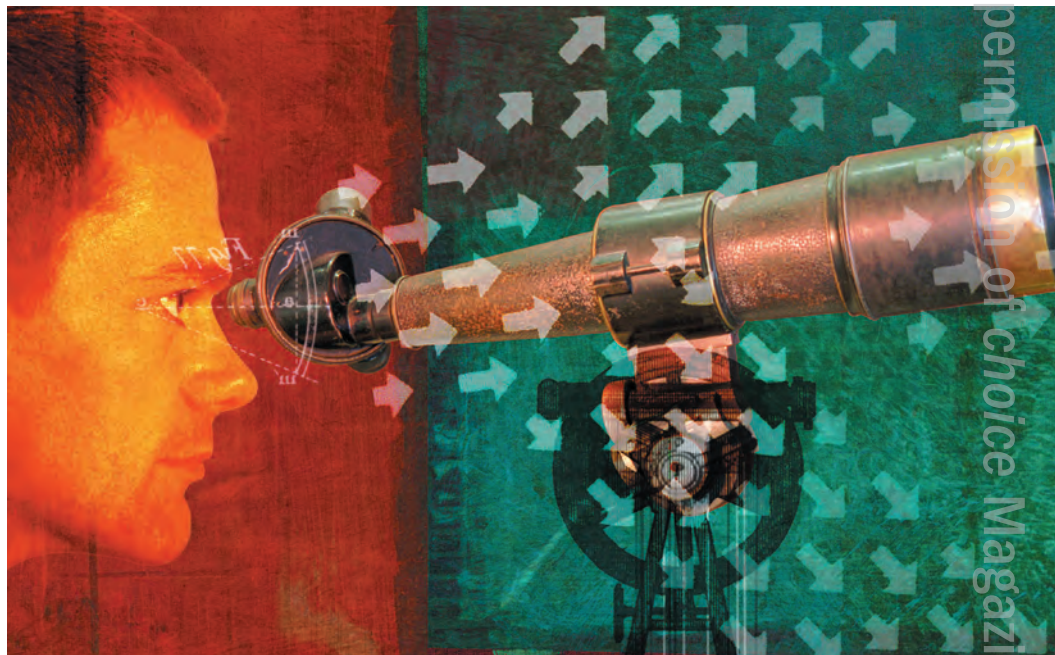
Knowing your brand is the first step to managing it and living to it. Think of your brand as your unique gifts and talents, synthesized into the credible offer you present to clients. Those gifts and talents are essential to your place in this world and your contributions to it. If you coach professionals, you have probably helped a client build his/her leadership brand. You can provide that same clarity to bring more success to your work as well.

Some confuse brand with niche. Your niche, a.k.a. your ‘sweet spot client,’ is a component of your brand that also includes your offer and your promise. Your brand cre-

“An AIM in life is the only fortune worth finding.”

—Robert Louis Stevenson

ates an essential emotional bridge with your clients. It can guide you in the decisions you make and the actions you take, keeping the enthusiastic coach from trying to be all things to all people.



Look at your current brand. If you have not actively established one for yourself, one has been established for you. How? Your website, business card, programs, emails, services and any social media in which you engage, have created an image or branding in the marketplace. The question is, does your *de facto* brand serve you? Do you speak with one clear voice?

Build your business and set a path to your door by being intentional and active in establishing your brand. Knowing your brand can guide you as you make decisions,

approach and select ideal clients, identify the ideal training opportunities and help you deepen your offer. I offer a guide as you AIM for a brand that serves you and your work in the world.

Assess

Check the notes, performance reports, awards you have received. What are the words you most frequently see? Use your talent of finding themes. Look at the articles you’ve written, the workshops you’ve presented and your welcome letter to clients to see if your work

AIM With the How in mind

As you set your AIM and identify your brand, you probably have more data available to you than you realize. Here are some of a coach's favorite tools – questions, to get you started on your brand statement. These questions lead you to how you will deliver the promise of your brand.

- What are the qualities that you have admired in leaders you've known or read about?
- What qualities would you like to embody as a leader?
- What would you like your leadership to bring out in others?
- What are five words that describe the leader you are and strive to be?
- How does your presence affect those around you?
- What would you want a client to say in recommending you to others?
- What compliments have you received from those you work and interact with?

These qualities could be helpful in designing your brand and informing the coach you want to be.

reinforces these external themes. (See sidebar for helpful questions.)

Identify

What are the themes you have collected? Write them down, ideally on a white board, as you categorize and see the themes that might not be obvious at first glance. Collect those themes. State them in words, phrases, pictures or in any form that speaks to you.

Consider creating a branding statement, a self-informing declaration to help you look at yourself and your company as a valuable resource for your target market. While this statement is not intended for public consumption, it is akin to what you'd like to hear a client claim about your services.



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- A consistent business framework to communicate your unique message
- A foundation or supplement to your current business
- Accelerated business growth by not "re-creating the wheel" or having to develop new business systems
- Freedom for you to do what you love by helping people and being of service... without the struggle

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www.6Figures5NightsaMonth.com

Here are two branding statement examples:

Imagine “John,” the business coach, who by defining his leadership brand shifted his work from working as a career coach for those looking for a job to working with organizations in leadership development programs.

For mid-career business professionals, looking for a clearer sense of direction, [John & Associates] is the coaching firm that provides provocative dialogue in a safe space that delivers clients to their inner wisdom in moving up in their current organization.

Imagine “Catherine,” the wellness coach, who in developing her brand, decided her program worked best for men. Having her brand in place helped Catherine direct her website copy and spurred her to present her Learning, Living and Modeling Wellness for Youth seminar at the Kiwanis Club.

For the man looking for greater energy and better health, [Coach “Catherine”] is the health coach who provides a proven, structured wellness program that delivers the motivation and the plan needed to feel great about his body.

Aspirational AIM

Perhaps your brand is more visionary... some of the qualities you identified are ones you hope to live into. Just as our clients benefit from articulating the meaningful work ahead, so goes the great coach.

- Which characteristics would you like to focus and build on?
- What ideas do you have to practice these behaviors?
- What role models can you observe for the behaviors that support these characteristics?
- Who can support, mentor or coach you to further develop these characteristics?
- What are other people noticing? (If they are not telling you, consider asking a trusted friend or colleague who can provide you with helpful feedback on your progress.)

ATTENTION START UP COACHES

WISH YOU HAD A CHECKLIST OF EVERYTHING YOU NEED IN YOUR BUSINESS TO MAKE A LOT OF MONEY COACHING?

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Use the framework of the popular word game Ad Libs below to help you create your branding statement:

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that/who _____ that delivers _____
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**BECAUSE RESONANCE SPEAKS
LOUDER THAN WORDS**

Manifest

You will know you are congruent with your brand when you own the statement and acknowledge its inherent qualities with humility and acceptance. You will also know when you are not congruent with your brand when you stray from any of the components of your branding statement. The quickest way to get back into congruence is to realign with the themes and qualities of your brand.

**“Your brand
may resonate
so clearly that
it feels like
your *raison
d’être*.”**

While consistency is key, make no mistake, or better yet, be ready to make a mistake, as mistakes are part of the human experience. Remember, what says more is how a person/brand gets up rather than how a person/brand falls down.

By owning your brand with integrity and congruence, you have likely built your leadership presence as well (particularly in defining the five words in the sidebar exercise). Your brand may resonate so clearly that it feels like your *raison d’être*. Be mindful that your brand will likely change at different points of your career. Include a brand review at least once a year and whenever it seems relevant.

Be Well!

A wellness plan to keep you and your coaching business healthy

By Barbara B. Appelbaum, ACC, MBA, MAT

Now that the first half of the year is complete, have you thought about your business goals for the rest of the year? Are you on track with those goals? And, have you thought about what you need to do if you aren't? Chances are you created a strategic business plan prior to the New Year and whether or not you've looked at it, you know you have one. It is common to put effort into the task of creating a plan only to cast it aside and disregard it.

According to the National Wellness Institute, "Wellness is an active process through which people become aware of, and make choices towards, a more successful existence."

In order for your business to remain healthy and vital, it is sometimes necessary to take a step back and re-evaluate where you've been and where you want to go. As you do this, it is important to take into consideration what worked and what did not, and why or why not. Although planning for each year typically takes place in the fourth quarter of the previous year, it is helpful to continually evaluate each quarter to ensure you haven't lost sight of those goals thereby negatively affecting the health of your company.

Here are five areas to consider when creating your company wellness plan. For each category, ask and answer the questions so as to recognize the pains or challenges that can be incurred with each as well as how to resolve them.

Staff: Do you have sufficient staff to run your operation? Is the work environment productive or destructive? What is your absenteeism rate? As a manager, are you respected or feared?

Clients: Do you have loyal clients who continue to patronize your business as well as refer you to others? Or, do you struggle to meet revenue goals due to always



needing to focus on client retention, recruitment, and satisfaction?

Operations: Do you have business processes set in place? Are they streamlined to be cost-effective with little to no risk? Is your entire staff aware of these processes and compliant with them?

Financials: Do you operate within a budget? Have you considered the life cycle of your company (young and growing versus mature and established) when plan-

ning expenses and revenue?

Overall Strategy: Have you set goals for your company, whether it's to grow, remain stable, or prepare to sell if retirement is a consideration?

The quality of your company's wellness today is in direct correlation to the decisions you made in the past. The assessments you make today and onward will determine its future wellness. When you choose to plan and then make the conscious choice to act on that plan, you will manifest your intentions and your

you know your behavior is dependent on your thinking and whatever intentions you set today and in the future will determine the quality of your wellness going forward. Life is about making choices. When you believe in your choices, you will grow. When you grow by defining your intentions and health goals, you will achieve. When you achieve your health goals, you will discover a new dimension of wellness both personally and professionally.

We live in what I believe to be a "sick-care" society: being reaction-

outlined above (staff, clients, operations, financials, overall strategy).

2. Intentions: Pulling from your vision list, specify intentions that you and your company will accomplish over the next 12 months. Consider the "what's in it for me" of your customer while always keeping in mind the realistic capability of you meeting those needs while maintaining your own health.

3. Values: Prioritize the corporate values you will be honoring by bringing your intentions to fruition. By honoring these values, you will strengthen the overall integrity of your company and staff.

4. SMART Plan: What goals and objectives (Specific, Measurable, Attainable, Relevant, and Timely) must be achieved in order to fulfill your intentions without compromising your values? Make sure you have the necessary resources (tangible and intangible) to sustain this SMART plan.

5. Actions/Tasks: Create a prioritized list of action-oriented tasks to complete your intentions for the year. You might even consider doing this in the form of a 'vision board'. Share them with your entire staff so everyone knows the plan and their role in it. If you are on your own, share with your coach or mastermind group to hold you accountable. Break them down into daily, weekly, monthly, quarterly and yearly segments, if appropriate. Check in regularly to ensure everything is on your chosen path. If not, adjust and continue. If so, congratulate yourself (and your team) and keep moving forward!

Be present, be purposeful, and be well.

"The quality of your company's wellness today is in direct correlation to the decisions you made in the past. The assessments you make today and onward will determine its future wellness."

company will healthfully thrive.

However, for your company to healthfully thrive don't forget one major component: you. Often coaches find themselves suffering from compassion fatigue, giving so much of themselves to their clients and running empty when it comes time for self-care. How often do you feel like you're on autopilot? Are you always tired and stressed beyond your limit? Do you struggle to balance the demands of work and family, feeling that if something doesn't change you're simply going to break?

Just like in your business, the quality of your wellness today is based on your past behavior. As a coach

ary when it comes to our health. Therefore, so as not to jeopardize your wellness, it is up to you to manage your own care. And when you are an entrepreneur, as most coaches are, learning to be proactive is essential to keeping you and your coaching business healthy.

Here are five steps to a successful coaching business wellness plan that are applicable to creating a business plan for your personal wellness too.

1. Vision: What is your vision for you and your company? Take some time to list what you most desire to achieve and/or experience. If applicable, divide this list into sections taking into account the areas

The Meaningful Coaches Path

Coaching, cognitive fitness and building business

By Sharon Todd & Jill Hewlett

Many people are choosing coaching as a career path, in order to create work that is meaningful and aligned to their personal needs and professional goals. Along with being skilled listeners and offering timely questions and insights, coaches are also entrepreneurs in how they manage, build their business and earn an income. Those who choose to coach are typically individuals who are self-motivated, creative, risk-takers and leaders by nature. As a coach, you have the innate knowledge that who you are on the inside, will make or break the success of your business, on the outside. Your roots will affect your fruits!

While you are the source of your own success, coaches are not superhuman and like everyone else susceptible to issues such as low energy, lack of confidence, poor focus, disorganization, communication blocks, and inability to relate or foster connections. When in this stressed state you've downshifted into your survival based brain stem, the place of flight, fight or freeze. Resources, solutions and motivation become greatly limited.

In order to share your gifts as a talented coach, you must have clients. Your ability to promote and sell yourself as a coach will largely determine how successful you build your business and how large a contribution you will make to the world. Not all coaches have a sales background, but whether you have had sales training or not let's consider using your neurological network to get you in an effective business ready state to achieve the results you want.

Conventional sales training focuses on sales techniques, instead of addressing the subconscious blocks



and wiring that keep salespeople from achieving their potential. These very blocks also limit one's ability to connect with others and with one's self to improve quality of their life. When our deeper default wiring is not addressed, it's like tending a garden by planting new seeds, but never weeding! Eventually the weeds take over, and there isn't space for the fruits to grow.

While we all experience varying levels of rejection on a day to day basis, such as family members not agreeing

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feature

with our suggestions or we did not make the cut at soccer try outs, people who are in the coaching business have to address sales regularly. How you handle and respond to rejection can either make or break the success of your business.

Think about how confident you feel after any kind of rejection. If rejection feels uncomfortable to you, your personal lens (based on past experience) may have a negative interpretation associated to it. So when you attempt an action that has the potential for rejection, you may prematurely move into a stress based state and put yourself at a disadvantage. Talk about shooting yourself in the foot!

Brain Fitness works with neurogenesis – our brain’s ability to form new brain cells and can continue throughout life with the right tools. It works with the brain-body connection and the science of neuroplasticity, which has proven that the brain can grow and rewire itself through experience.

The brain itself cannot distinguish between good and bad information. To the brain, information is interpreted by our personal lens and the beliefs that govern us. With this in mind, your brain wiring is key! The wiring system of the brain is created and affected by how the neuro networks are activated and simulated. This will lead to how your brain interprets information in all areas of life.

For example, you are watching the news which is littered with content on how slow and distraught the economy is and by chance the next day you lose a client and then later

at a networking opportunity all of your advances are rejected.

While rejection is a natural part of life and the sales process, it’s likely your brain will automatically make a link between the state of the economy and how your sales outcomes will now play out. Now the econ-

“The brain itself cannot distinguish between good and bad information.”

omy and your ability become one. Alas, more seeds limited by weeds! This is completely overriding what you personally can do to affect and produce the results you want.

By using brain fitness to create neuro connectivity we can in minutes, remove the physical, emotional and mental charge or trigger that we have with an issue and shift our lens to a more positive outlook for business building skills, creativity, communication, curiosity, focus, fostering connections, listening, powerful questioning and so much more.

As we engage brain fitness movements, we shift from stress to balance and re-activate and strengthen those very parts of our brain that have become disconnected, so we reconnect with our whole brain potential, and function at our best, including building a thriving coaching business. ●

by Ana Melikian, PhD, ACC, BCC & Michael Port

Hitting The Target

How to choose a target market that will get you booked solid

It's black and white – if you don't have a target market you are probably running around in circles and won't see the results you want from all your marketing efforts.

Ana's Story

When I decided to launch my life coaching business, I only had a couple of clients that I started to see while I was still in training. I knew that if I wanted to have a successful home-based business, I had to learn more about online marketing.

I started to listen to many free webinars about marketing and learned I needed to define a target market. However, I still struggled with it:

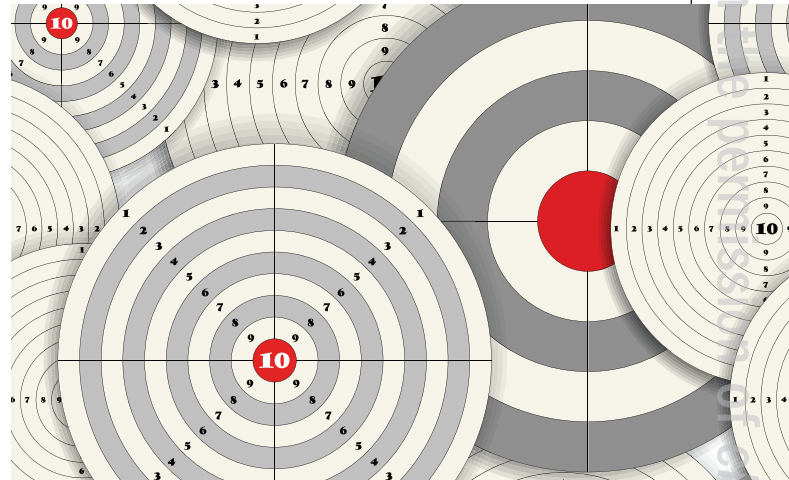
“Maybe this isn't true for me. I know that as a life coach, my goal is to support people's personal development journey. Who doesn't benefit from personal development?”

However, since I didn't enroll enough new clients, I decided to listen to the experts. I made an effort to define my target market. It went something like this:

“I help women with a comfortable lifestyle, who still feel that something is missing. I help them to articulate the missing link and fill that void.”

“Virtually every target market has some kind of network established that will accelerate your marketing success. Your clients will speak about their successes and will spread the word about your services.”

I was overjoyed. I'd found my target market! But after a few months I still hadn't enrolled more clients. Frustrated and impatient, I was tempted to give up on the entire target market idea, when a colleague told me about



the Book Yourself Solid System. As I studied this system, everything started to make sense.

Book Yourself Solid Definitions of Target Market, Ideal Client and Niche

Book Yourself Solid author Michael Port clarifies terms that are used in confusing ways in the marketing world.

1. “Target Market” is the demographics (and/or industry) that we decide to serve with our services and products.
2. “Ideal Clients” are a small subgroup of people within our target market. They have a set of qualities that match perfectly our own personal and business style – we do our best work with them.
3. “Niche” is the services we offer to our target market. These specialties complement many services that other professionals provide, which make them potent sources for referrals and strategic alliances.

Therefore, Target Market is defined in terms of demographics, Ideal Client as people's qualities that we want to attract, and Niche is the services that we specialize in.

For example, my updated target market definition, (as an online marketing coach), is:

“I love to work with women coaches and consultants

who are baby boomers, (demographics of the target market), those who want to make a difference, walk their talk, are creative, visualizers and lifelong learners (ideal clients' qualities). My specialty is to support them as they establish their business online, and of course, to get more clients (specific service or niche)."

Why is it so Important to Define our Target Market?

Michael Port gives three main reasons:

1. When you define a target market, you know where to concentrate your marketing efforts, what to offer that is compelling and that meets your potential clients' needs and desires. You know where they gather and who they follow. When you identify your target market you also

know the path to new clients.

2. When you define a target market and go for it with all your being, they know you are dedicated to serve them, and want to hire you for your special services – recognition and credibility are powerful tools that will grow your business faster.

3. Virtually every target market has some kind of network established that will accelerate your marketing success. Your clients will speak about their successes and will spread the word about your services.

Define your target market from the start so you don't waste your valuable energy.

Still Resisting?

Imagine that you decide to visit France for a long-awaited vacation.

You only have one week's time and a limited budget. First, you have to target the area of France you plan to visit. Let's say Paris. Next, you have to narrow down your choices of places to visit. But, if you don't target where you want to go first, probably you won't go very far.

Another Scenario...

What if you open a coffee house instead of an online business?

You have to decide a specific location that serves a specific population, and choose what to serve to your clients. All these decisions are concrete and actionable. When your business succeeds, you can pick one of the two growth paths suggested by Michael Port:

1. Same Services to Different Target Markets. You could open another coffee house in a different location. Because you have established your target market base, it's much easier to move to other markets that will also benefit from your services.

2. More Services for the Same Target Market. Another growth option is to ask what other services and products you can offer to the same target market.

To sum up, you can either grow to serve other demographics or offer more services to a specific target market that you already know well.

Your Target Market Is Only Your Starting Point

It is important to keep in mind that to identify your target market is just the first step for your business success. When you establish your reputation, credibility and experience you can grow your business as much as you want from this solid and authentic foundation. ●

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Steady As She Goes

2013 Executive Coaching Survey 8th Annual Earnings Report

By Ian Lindsay McAfee

The world of executive coaching is in a state of guarded optimism this year. Coaches and clients alike wait for the economy to match the optimism executive coaches have been feeling the past two years.

Our eighth annual Executive Coaching Survey confirmed what we suspected: everyone sees more money being spent on coaching in the year to come. Substantial increases are expected. It's not just coaches who are optimistic. For the second year, that belief is held by coaches, HR and training professionals alike. With this backdrop, we present our annual report on coaches' earnings, sponsored by Sherpa Coaching and the executive education departments at the University of Georgia, Texas Christian University and Miami University.

Here is what we are seeing this year:

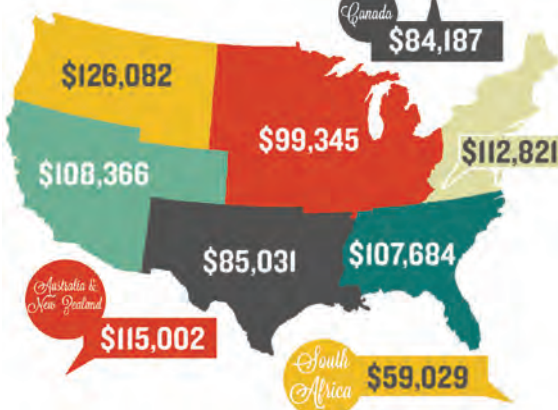
Earnings for Executive Coaches

Although our annual survey centers on executive coaching, we get responses from life coaches and business coaches as well. Out of respect for their time and interest, we always report on their earnings as well. That sets the stage for a more detailed look at coaches' earnings, broken out by location, experience and other factors that affect earning.

Demand for Coaching

For coaches, it's nice to know what to expect when it comes to revenue. For several years in a row, we have asked both coaches and business professionals to predict demand for coaching in the coming year.

Here's a look at executive coaches' annual earnings by region across the USA and in Canada:



Executive coaches, annual earnings

Years in Business	2013	2011	% change
0-2 years	\$45,232	\$59,000	-23%
3-5 years	\$79,280	\$92,000	-14%
5-10 years	\$111,480	\$119,000	-6%
10 or more	\$109,080	\$109,000	0%



Requests for coaching are on the rise. Three out of four executive coaches see an increase in the demand for coaching in the coming year. This time around, HR and training professionals are even more optimistic than coaches themselves. That's a switch from two years ago, when executive coaches were far more hopeful than their colleagues in HR & training. Employers are increasingly footing the bill for coaching, as opposed to clients paying for services out of pocket. The number of executive coaches who report employers paying for some or all of their engagements climbed to a new record of 88 percent in 2013. Globally, coaches working exclusively with 'employer-paid' clients are now at a record high 65 percent.

Annual Earnings for Executive Coaches

More experience means more money for executive coaches. Veterans make far more than new entrants. However, that doesn't mean everyone makes more money every year. Over the last five years, coaches' earnings have fallen more often than they have risen. In recent years, there has been a precipitous drop in annual earnings for coaches in business for 2 years or less. This may be the first major warning of market saturation. It looks as if executive coaching is an occupation with increasing barriers to entry. The degree of difficulty for those entering the field of coaching may relieve concerns about untrained and unqualified executive coaches 'hanging out a shingle'.

Coaches in the trade five years or more fare better than anyone else this year. Ten-year veterans remain untouched by a general drop in annual earnings.

This earnings report is an addendum to the 8th annual Executive Coaching Survey. For a copy of the full survey, a 40-page report, visit www.sherpa-coaching.com.

Global Coaching Leadership Award 2013

Frank Bresser honored at World Coaching Congress

Frank Bresser received the Global Coaching Leadership Award at the 2013 World Coaching Congress held in February. The award is a 'best in class coaching leadership award' conferred by the jury.

"This acknowledgement is a great honour, confirmation and encouragement for the whole Frank Bresser Consulting and FBC Global Limited team," said Bresser. "Receiving the second well-respected global award within two years [Global HR Excellence Award in 2011 at World HRD Congress] shows us that obviously we are doing something right."

Supported by his team, Bresser helps companies develop a clear

coaching strategy and design, implement and optimize tailor-made coaching programs suited to their organization-specific needs and generating business success. Bresser Consulting also benchmarks firms and conducts best-practice checks of their coaching practice.

Bresser pioneered the development of systematic and strategic design, implementation and improvement of coaching programs as a distinct discipline. He is the author of *The Global Business Guide for the Successful Use of Coaching in Organizations* and *Coaching Across the Globe*, and is a regular keynote speaker on national and international conferences.

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June 20 - 27

2013 ICF Midwest Regional Coaching Conference
Minneapolis, Minnesota, USA
icf-midwestregionalconference.com

July 21-24

ICF Israel 2013 Congress
Jerusalem, Israel
www.icf-congress.co.il

October 25-26

The Cultural Competence Event
Washington, D.C. area, USA
www.coachfederation.org/event

May 1-4, 2014

Gay Coaches Alliance 3rd Annual Conference
Greenwich, New York, USA
www.conference.thegaycoaches.com

Bresser Consulting also initiated and conducted leading-edge coaching research projects which have gained worldwide acclaim, including the European and Global Coaching Survey and the Coaching Research Project on the implementation of coaching in companies.

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A Rare & Special Experience

2nd Annual Gay Coaches Conference

By Dave Allen

On paper it appeared to be standard issue professional conference: workshops, sponsors, and receptions/meet-and-greets. However, the 2nd Annual Gay Coaches Conference – organized by the Gay Coaches Alliance and held at Easton Mountain Retreat Center in Greenwich, NY, May 2-6, 2013 – was definitely not a typical professional conference experience. Participants left the conference feeling they had experienced something rare and special with colleagues, brothers and fellow travelers even though each coaching business looked different than the others. They felt they had one part retreat, one part traditional conference experience and one part personal growth experience. Coach Tom Keydel said of his involvement with the conference, “I love the fact that there’s a tribal energy, there’s a support network of peers.” Terry Hildebrand added that being at a conference where everyone not only shared the same profession but the significant life experience of being gay men, was truly unique and created a synergy not available elsewhere.

The agenda for the conference featured a pre-conference day of workshops and discussions about the business of coaching. Many of the sessions included lively, honest discussion about what it takes to build a vibrant, sustaining and sustainable coaching business. The conference



Publisher and CEO of choice Magazine, Garry Schleifer (centre) flanked by conference organizers from left to right: Allen Siewert, Harry Faddis, Dave Allen and Michael Cohen.

organizers asked that all sessions and especially this business building day focus on content that sent participants home with a plan, commitment(s) and accountability rather than a notebook full of things to do ‘someday’. To this end, many sessions included time for coaching between participants.

The main conference sessions featured workshops with topics found at similar conferences: Your Video Presence; Designing Killer Workshops; Discovering and Disarming Limiting Beliefs, Grow Your Vision, Selling with Confidence and Heart; Resilience – Spiritual or Practical?; Making the Most of My Time; and Mastering Your Personal Results System. Many attendees had personal sessions focused on how they can change their image to make a lasting first impression and/or a video interview about the coach and his business.

Conference sessions also included topics not found elsewhere: Coaching and Coming Out; Coaching Clients to

Deal with Residual Negative Effects of ‘The Closet’; and Coaching LGBT People on Religion & Faith. The post-conference agenda was focused on the Body in Coaching and included the topics: Honoring the Body in Coaching; and Knowing, Asking Getting: Our Relationship to Desire. Also covered were topics of sexual health, erotic wellbeing, how sex and sexuality lie beneath the surface of other aspects of men’s lives, and how coaches can navigate sensitive and appropriate coaching discussions on these topics and issues.

The rural retreat center location and the opportunities afforded by not being in a city led many men to remark as they were departing that they felt a powerful sense of rejuvenation and relaxation.

The Gay Coaches Alliance is a membership organization focused of expanding the profession of coaching by creating community for gay coaches. Community creates opportunity for greater resilience, creativity, inspiration and collaboration. Information about the alliance and how to join can be found at www.thegaycoaches.com. More information about the conference and a complete listing of activities and dates for the 3rd annual conference to be held in 2014 can be found at www.conference.thegaycoaches.com. ●

“Being at a conference where everyone not only shared the same profession but the significant life experience of being gay men, was truly unique and created a synergy not available elsewhere.”

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Intentionally Magnificent

Trading in your 'to do' lists for conscious intention of being

By Regina Hellinger, MA, ACC, CPCC

Recently I attended a leadership program with CTI (The Coaches Training Institute), where I was introduced to the concept that leaders have morning rituals to awaken the body, reflect, connect, feel inspiration, and set a daily intention. The leaders of the retreat set this practice as part of our day and we did it without exception. The awarenesses that crept into my consciousness from simple things such as noticing the sound of the grass crunching under my feet or sitting in awe of a tree growing in splendid fashion took me to places of inspiration, connection, tranquility and spiritual growth.

Amazing as these were, the most remarkable aspect of this ritual quickly became the power of stating a daily intention before beginning my day. The daily intention is a focus on not only what we will do in that day, but

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who we want to be and how we will show up in our interactions. My morning rituals are a part of who I am now and my intentions have been things like “today I will introduce creativity in places that I have become too familiar” and “today I will give myself permission to speak from my heart without being concerned about the reaction that I get.” This is much different from the regular ‘to do’ lists that I previously associated with being intentional.

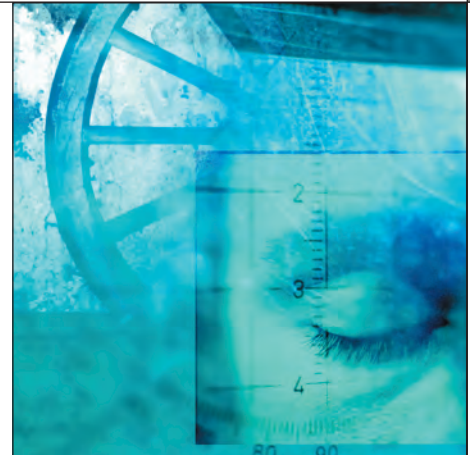
The impact has been profound. I find that I am very happy and focused most of the time throughout my day. When I do feel a little disconnect creeping in, I remind myself of my daily intention, and by redirecting my own focus to that intention I have been able to shift my internal energy and the energy of the space around me in a positive way.

At the end of each day I have felt incredibly successful. It has been spectacular to go to bed each night knowing that I showed up in authenticity, and in the dimension that I knew from that morning that my world needed most from me. The benchmarks that I had previously set for myself, such as “by the end of 2013 I want to be making X amount of money in my own business” suddenly seem so insignificant. Yet I feel that I am moving in the direction of fulfilling my entrepreneurial goals even more effectively than before – just with a lot less worry, burden, and stress.

By taking a step back and focusing on

who I am being in the moment, it is as if the universe is creating more opportunities for me to bring that authenticity to more impactful space, which also benefits my career.

Conscious intention is a gift to me and a gift to the space around me. It is my permission to be my most authentic self and the self that the world needs most from me, while taking the pressure off of me to have to always be doing something ‘productive’ to feel that I am adding value.



If you haven't tried this simple practice, I strongly encourage you to give it a try. You will quickly feel its impact. Remember: when setting your intention, focus on who you want to be, how you want to show up in the space that you are a part of that day.

Avoid 'to do' lists. Make the intention after clearing your mind and being inspired by something such as spending time in nature, reading a poem or a prayer, listening to music that is centering, or meditating.

Let the intention come to you from your heart and your gut. Do not THINK about how you SHOULD be; just let your intention rise up from the depths of your core. Throughout your day check in with your intention and make conscious effort to bring it to the physical world. Notice your emotional responses to what is happening around you as you are intentionally showing up and use this awareness as a guide in your actions. At the end of the day celebrate your own magnificent being-ness, express gratitude and wonder at your amazing self.

Close your eyes feeling good about the impact you have on your world, knowing that tomorrow you get to wake up and be intentionally magnificent all over again! ●

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