

# “How Life Coaching Changes Lives”

*14 Expert Life Coaches Share  
How Coaching Can Change YOUR Life*

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

*Compiled by Jeannette Koczela*

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## Foreword

**The International Association of Professional Life Coaches® (IAPLC)** is an online life coach directory and professional organization that is dedicated exclusively to the life coaching industry with membership standards based on training, coaching experience and client testimonials. The IAPLC combines a premier user-friendly international online directory with group business-building activities for its members so they can grow their coaching businesses and attract and help more clients. It's also a place for those seeking a life coach to find one in more than 20 different categories of coaching.

The co-authors of this book are all members of the IAPLC and were brought together to create a publication based on the theme of transformation. Each author has written a chapter that contains powerful and dynamic content that they use in their coaching business to help their clients overcome challenges and create transformations in their lives.

Chapters cover a gamut of topics, filled with stories, tips, and techniques that provide for the reader real life examples of how coaching changes people's lives. These expert coaches share their stories of how they themselves, and/or their clients' lives were changed through coaching and what a powerful experience it can be for personal growth.

If you find that you resonate with one of these expert life coaches, contact them via the information provided in their respective bios.

~ Jeannette Koczela  
Founder & President of IAPLC

# *Life Coaching Changes Lives*

**By Jeannette Koczela**

The motto of the International Association of Professional Life Coaches® is “Life Coaching Changes Lives.” And it’s for a good reason...if you have challenges to overcome, goals to reach, or issues to deal with, a coach can make the biggest difference in how smoothly you go through the growth necessary to be successful at these.

Why is this so? Mainly, it’s just easier to have someone who is giving you the support you need. So often we try to do things entirely by ourselves, and it ends up costing us extra time, money, and emotional expense. Having a guide that can walk you through what you need to learn to overcome obstacles is worth its weight in gold.

Life Coaching is a new thing. Twenty years ago, you had to experience personal growth, starting a business, learning how to handle a difficult child, or finding the right mate, all on your own. There weren’t any coaches, just therapists.

But that has all changed. Now there are numerous coaches offering their unique solution for every problem you can think of. In our association’s online directory, there are more than 20 different categories of coaches, according to their specialty. For example, there are career coaches, personal growth coaches, lifestyle coaches, health and wellness coaches, relationship coaches, spiritual life coaches, and money and prosperity coaches, to name a few.

Many of these coaches have been through the same difficulties you may be going through and are there to lead the way to the solution that they found. Others have undergone training that makes them an expert in a particular area and can help clients from that

approach. Still others have been helping people quietly for years and have seen enough to know what works best for different scenarios.

So how does life coaching actually change lives? Having a coach is like having a mentor. The coach guides you to find the answers to problems you want to solve and walks with you through the process. They have a sense of what may or may not work and can give you a heads up when they think you are heading in the wrong direction. It's the "...if only I had known..." syndrome that gets eliminated when there is someone to tell you ahead of time what to do.

As founder of the International Association of Professional Life Coaches®, I have heard many stories of how clients' lives were changed from working with a coach. In fact that's how many coaches started out...they had a problem, hired a coach, had a major breakthrough, changed their life, and were inspired to coach others to have the same breakthrough or transformation.

Every coach I have worked with has changed my life in some way---some, to more of a degree than others---but a change just the same. Sometimes I didn't realize the extent of the change until long after I had moved on from a particular coach. But I know for certain, that I wouldn't be where I am today without the help of all of my coaches. And in addition to the coaches I have hired, I have also received a lot of help, support, and inspiration from my fellow coaches, whom I have met along the way.

Coaching is so important that I decided to put together a book of examples on how life coaching changes lives. In this book, you will read about many of the folks whose lives were made better from hiring a coach. You will also get a taste of the style of coaching each of the authors has.

I'd like to leave you with a few examples from my coaching practice of how coaching changed the lives of my clients.

**Client #1:** This client hired me to help her with the tendency to spend money unnecessarily (i.e. "bright shiny object syndrome")

and to help her finish creating a product for her business. She had been working on creating this product for several years and never got it beyond the idea stage. In the first three months of coaching, she learned how to manage her spending better and finished creating her first product.

In the months that followed, we ended up creating a whole product line for her new business and launched it. This not only fulfilled her long-standing desire for her business, but also gave her a sense of accomplishment and improved her sense of self-worth, which resulted in her eliminating the tendency to spend money just to feel satisfaction and gratification. Her higher level of self-worth gave her the satisfaction that she craved and her spending habits naturally came into balance.

**Client #2:** This client hired me to help her start a new business. She was unhappy with her current job situation and was having problems with her live-in boyfriend. As we began working on starting her business, I found that she was struggling with her finances and needed help with her relationship with money. From our work on that issue it became apparent that she also needed to improve her relationship with herself. As a result, she discovered that what she really wanted was to lose weight.

Through the coaching she received, she was able to improve her self-image on an inner level first. Then she was able to improve the outer level by losing the weight. After balancing her life on both the inner and outer levels, she discovered that her desire to start a business was no longer there, and she happily returned to her former job. She has been there ever since and feels happy and fulfilled. Because of her new sense of fulfillment and improved relationship with herself, it was easier to see that her relationship with the boyfriend was not going to work. She was then able to smoothly transition out of that relationship and into a more appropriate and rewarding one.

**Client #3:** This client hired me to help him improve his marketing skills so he could get more clients as a relationship coach. He was bouncing back and forth from one coach to another, trying to find the “perfect” strategy to market his business and as a result, his



energy was too scattered to attract the clients he wanted. Once I coached him to focus on improving just a few marketing skills that would raise his revenue, he was able to be more productive during his business work time and get more accomplished with less effort.

As he focused on fewer areas of marketing his business, he was able to see what was working and what wasn't, so that he knew exactly what his priorities were every day. Gradually he was able to build his business and save more time and money than ever before. He came away with newly developed marketing skills he could use for the rest of his life and a sense of satisfaction that eliminated the need to keep looking for greener grass.

### **In Conclusion**

These are just a few examples of how lives change through coaching and how important it is to take action, rather than just staying stuck in an unpleasant situation. The program is mainly to help clients improve their business and marketing skills so they can not only increase their income, but also increase their self-confidence. Overall my clients' results are that as they learn new marketing skills, their confidence improves, and that new level of confidence attracts a new level of income and clients. It all works in harmony together.

As you read on, you will find out more about how life coaching changes lives and how it can help you too. May you be inspired to get the help, support, and guidance you need and hire a coach!

## *About the Author*

**Jeannette Koczela** spent several decades as an Impressionist oil painter, exhibiting her colorful paintings all over the country and working as a free-lance artist. A growing interest in computers led her to become a graphic and web designer. These interests combined her talents and skills until she discovered a here-to-fore hidden passion for life coaching. After a decade of casually coaching colleagues, she decided to train to be a certified spiritual life coach.

Her coaching business, Empowered Spirit Coaching, has taught people to partner with Spirit and raise their vibration to a place of empowerment so they can attract more ideal clients and grow their business. She has created several online products including Wattles Wisdom ArtCard Set, coaching programs, a home study course, and published the book, "Money Mindset Makeover: 7 Steps to Make the Science of Getting Rich Work for You."

After working with many life coaches, Jeannette saw the need for a better online directory for coaches as well as a professional association for them. With that in mind she founded the International Association of Professional Life Coaches®. She now works full-time with the association to help more life coaches become successful and make their businesses more profitable through increased visibility, credibility, and connection. In addition to a user-friendly online directory, the association offers community, Masterclasses, and other business resources for the life coaching industry.

As she saw many coaches, especially new ones struggling to get their businesses into profit, Jeannette was inspired to develop a marketing training program, where the coaches could learn the marketing skills they needed to increase their income and their confidence. The "Life Coach Business Blueprint" is a one-on-one coaching program that empowers life coaches to go into business and stay in business by taking the dread out of marketing. You can learn more about it at <http://iaplifecoaches.org/Blueprint>.

# *Making a Difference*

**By Nancy A. Barnes**

## **Helping Others**

It is not a secret that when you help others you are helping yourself. That, of course, should not be your main reason for helping others. When you put yourself aside and enjoy helping others, you reap the benefits. We are all here collectively to grow and experience life. Often the most challenging experiences allow one to see the beauty in change. Many people are afraid of change. The truth is, of course, change is inevitable.

In the past I did not like change and would resist. Now I cannot even imagine that my life would not change. I surely do not want to be “stuck” and do not want that for my clients. However that is not my choice. It is theirs. I tell my potential clients and students “It is your vision”. I say this because I cannot talk someone into taking my programs. However when a client/student is ready, we then can work together to help make their vision a reality.

## **My Approach to Coaching**

Coaching can be very rewarding as well as challenging. It is great when someone asks for your help and they really want to change their lives. However the most rewarding thing about coaching is helping the client with a shift in their “stuck” mentality. They have to come to the realization that there is another way to do something before there can be a shift for them. There may be several different options to choose from. They can decide what outcome to strive for, for their success and happiness. I must remind myself that it is their choice, whether it is a good one or not.

I suppose the coaching that I offer is unique, as unique as my clients. Most of my coaching is offered through a program that

provides training to work as a Holistic Health Practitioner. In addition to the program instructions, I also provide one-on-one support for my students throughout the training. Students are empowered through training that enhances their life.

Occasionally I may get a question that is simplistic. For example: "What is self-healing?" I myself may then be a little confused. I think "How could they not know that?" So I step back and think about the question before I answer, realizing that communication often causes big problems. I never want a student to feel dumb. I've often felt that way, afraid to ask questions, also thinking I should know the answer. So it is now my belief that there are no stupid questions. One must remember that the other person may have never been exposed to the topic at hand. Everyone is on a journey that is very unique and special to them, and everyone has their own timeline.

### **My Tribulations:**

Many moons ago, I lived in an environment without realizing how bad the situation was or that it was not healthy. I seemed to be always wearing those rose colored glasses. (Sometimes they come in handy so I keep them around.) But the truth was I was not happy and I was living with a very dysfunctional person. Talk about stress; I lived in chaos for over a decade. I did not even know what calm was and I even thought I was happy. You know the saying: "I was blind but now I see". I no longer blame myself or anyone else for my poor choices. My choices, just as my clients' choices, bring strength, insight and empathy. Unfortunately, we sometimes have to go through difficult times to learn our lessons. I was fortunate to have supportive people there for me as I learned my lessons. I now offer support for others.

I remember years ago someone telling me that I was nice. I replied "No I'm not". Could you imagine even thinking that? Maybe you do think that now or have thought that of yourself in the past. Why did I think that? I really wasn't that bad of a person. I made many mistakes and poor choices, but to not even think of myself as nice or not wanting someone else to think that of me -that is messed up. Maybe I was told I was not nice when I was younger too many

times. I was mischievous. Does all that even matter now? I have gotten past the need to worry what others think. It is their perception and their perspective. I can change myself; however, I cannot make other people see me the way I see myself.

I know all the things that I have gone through help me to have a greater understanding for my clients. I can be there for them and also be compassionate. I do not blame anyone. It irks me when people blame others for everything, like they had nothing to do with where they are in their lives. I remember thinking I am so sick of telling my story to people. So I decided to stop telling the “poor me” stories. I would instead say I was hopeful that my life would be better. I truly started to believe there was a perfect relationship for me. The most difficult years were behind me. Well now, looking back, it took a very long time to get where I am and I am the happiest I have ever been. How did it happen? You have to take one day at a time. I realized years later, that if I didn’t change my thinking about myself I would still be surrounded by dysfunction. Well, I am truly grateful for change and believe that change is good.

*Tips: Have supportive people around you. Make the best choice that you can. Think of the consequences. Believe in yourself. Work on becoming a better version of you. Work on the issues that keep you stuck.*

### **Your Tribulations:**

I would like to take you on a little journey. Imagine your life in a year or a few years. I would like you to imagine a life that allows you to be safe and happy. What are you doing? Are you working? Are you on vacation? Think about your surroundings. Where are you? Do you live there? Are you happy? Are you with someone? Are you alone? Are you okay with being with that someone or being alone? Really think about all the details of how you feel. Remember your happiness is not dependent on someone else. Would you like this life? If not, change your thoughts. Why would you want to think about the future not being amazing!

What are the steps you can take to steer you towards this life? Nothing is impossible. You must take one step at a time. What are the things in your life now that just are not working? Are you

blaming others for all your difficulties? It is not them. You have made choices and created your own life one step at a time. Make better choices. Do not say you will try. "Try" really is an excuse and does not get you anywhere. It is not an action step. Do you truly want to be happy? Then do things that will cause you to be happy. You cannot wait for someone else to make you happy. You are the catalyst. Remember, life's simple things can often bring the most happiness. Think about something as simple as a smile. A smile costs nothing, yet is amazing for what it can do. Why not offer a smile to someone else. Smiles just like laughter are contagious. What is the cost? Just a moment of your time; you can bring joy into someone's life.

*Tips: "Try" does not work. Take action. Smile. Just because you love someone or something does not mean that it is good for you.*

### **Helping Clients**

The following ladies have become my friends for which I am grateful. The journey that led me to them allowed me to help them and also provided me with self-discovery, healing, and growth.

From MZ - MBA, Reflexologist: "When I first met Nancy, I was at one of the lowest points of my life. My position was eliminated with my employer of 25 years. Since my profession dominated my life, this event was devastating. I sought Nancy out, first for healing sessions and then later for attending her classes on alternative healing modalities and to help me explore other areas of my spiritual journey. As a teacher, Nancy took my hand, opened my mind and touched my heart. As my coach, she helped me find ways to practice my new skills and encouraged me to continue my journey in Holistic Health. She has guided me to a path to a happier, healthier life."

From VJ - Reiki Master: "Nancy has opened a whole new life for me. I have received great joy from her coaching. Nancy is now coaching me to work with the new modalities."

## Steps to Happiness

Why are so many people unhappy? Loads of money truly does not bring happiness. Maybe it will temporarily. Think about the time when you were excited about buying something new that you just had to have. Do you use it every day? How do you feel about it now? Do you even know where it is? Okay, it is not the same as being excited about graduating or completing a project. So what do you do? How do you “find” happiness? Studies have shown that people who get rich quick go right back to their state of happiness (or unhappiness) once the dust settles. They often are worse off because they may spend all the riches. So, it is important to think about what happiness means to you.

Did you ever hear the question; “If you could be anyone in the world, living or dead, who would you be”? Think about that. Well what is your answer? There really is only one “right” answer. Did you figure it out? It is you. Be yourself. You can only be you. So be the best you. If you look at others with envy it will only bring disharmony. You can appreciate attributes in others and strive for those qualities. However you are you. If you are not already happy being you, learn to be happy. You may need to work on it a little harder. Work on your self-esteem if necessary. We can always use a boost of healthy confidence from time to time. Life is a journey. Give to others what you expect in return. What goes around comes around. Do you want to be loved, appreciated, and understood?

Review your life and write down what makes you happy. You may be surprised at what really brings you joy. So make a list. What has really brought you joy in the past. Let’s move on and strive to focus on the now. Recently, what has brought you joy? I hope you find something. If not maybe your expectations are too high. What time of year is it? What about the flowers blooming? Listening to the birds chirping? Smell of fresh air? Do you realize how fortunate we are to live here? Count your blessings not your struggles. Live for today!

*Tips: Be yourself. Every day do something that makes you happy. Do something to make someone else happy.*

## **Resistance**

Okay, what is going on? Why are you still struggling with happiness? Awareness is a very important step to understand why you are stuck. Think about why you may think you do not deserve to be happy. Make a list. Now review the list. Where did these reasons come from? They probably are from the past. Do you think it is fair or right to allow these things to hold you back? I know... how many times were you told you were bad or not doing something right? Accept that it is you that is holding you back, no-one else. You may like staying in a safe place however limiting it may be. Your energy does not expand and you get in a rut. Take a chance and accept that change can be good. That is called faith.

*Tips: Love yourself just as you are and as you can be. Love others for who they are. Accept who you are. Embrace change as it comes your way.*

## **Letting Go of Old Ways**

Are you ready and willing to change? You know if you want something different from your life you have to do something different. Sometimes it is not so easy to move on. We often hold on to the hurts that cripple us. That is our precious Ego protecting us and keeping us safe or so we think. We are not safe living in the past, holding on to ideas and hurts. They do not serve us anymore. Let go. It is time to let go and make room for your greatness. Yes you are a wonderful loving human being. It is time for you to show that person to the world. You must first recognize the need for change within yourself. You also must understand why that change must take place. When you release the old "stuff" you then have room for new things in your life. Well it is time to forgive and move on.

Are you are willing to take responsibility (not take blame) for everything in your life right now? What does where you are and what you are experiencing in your life right now reveal to you about what you truly, deep down in your subconscious, believe?

*Tips: Forgive yourself. Forgive others. Do not judge others.*



## **Gratitude**

It is very important to have a practice of gratitude in your life. Why? You will see life in a new light. Blessings will come to you daily. List the things for which you are grateful. Look around you and add to the list. For at least a day look at everything with gratitude. Even if you think you cannot be grateful for something, turn it around to a positive viewpoint. Remember the old adage of turning lemons into lemonade? How many times do you hear people complain when it's raining? Seriously, we need rain. Be thankful for what the rain brings to us by clearing the air and watering the grass and flowers and filling reservoirs. Don't think about what happens when there is too much rain. If you think negatively, work on flipping it around and think of a positive result. Focus on gratitude. See your blessings. See your blessings even in a difficult situation.

*Tips: Have a positive outlook. Be grateful for all things. You are very fortunate.*

## **Keep Moving Forward**

Do not look back. I know sometimes you will slip back to being the old you, the old way of thinking and old habits. That is okay because that old you is a part of you. It is how you got where you are. You are who you are today because the old you brought you to where you are now. Keep going. You are doing a great job. Congratulations! Give yourself a pat on the back! Appreciate how far you have come.

I remember when I was holding a development group, someone told me to always put on *my* oxygen mask first. First care for yourself then you can help others. Be careful not to get too involved with someone else's drama. If someone brings you down every time you see or speak with them, you should think about whether you want to keep them in your life. It is not healthy to live that way. Seek out counseling to help you with harmful situations.

*Tips: Keep grounded. Maintain healthy boundaries. Seek counseling if you are not in a safe relationship. Embrace moving forward.*

**Have a Joyful Journey**

Hopefully you have found some insight for yourself on these pages. Remember, you are the one that can make a difference. You only have *now*. Release the past and you release depression. Release tomorrow and you release anxiety. If you only go away with one thing, let it be to accept yourself as you are right now. Your blessings are bountiful.

## *About the Author*

**Nancy A. Barnes** is Founder and Director of *College of Holistic Health LLC*, established in 2009 (formerly *Holistic Health of Chagrin Falls*). The school offers nationally-accredited home study career training in Holistic Health Practices.

The skills developed in the school's Programs enable the student to start or enhance their own holistic healing business, integrate holistic therapies in their work as a nurse, massage therapist, or other healing profession, or offer their holistic healing skills in other professional capacities. The programs can also be taken for personal reasons only – for those who wish to gain holistic health knowledge and skills for themselves and their families.

Nancy began her career of service to others in 1995 as Therapeutic Recreational Director and then as a Resident Service Coordinator before switching to working independently in Alternative Therapies.

Her Holistic training also began in 1995 with the energy healing modality of Therapeutic Touch. She has since studied and mastered a wide array of other holistic methods including Reiki, Reflexology, Acupressure, Herbal Medicine, Life Coaching, Angel Healing, Chakra Balancing, Emotional Freedom Technique and much more.

Nancy continues her passion for helping people. She offers Private Sessions, and Certification through her Workshops, Certificate and Degree Programs. **To ensure her students' success she personally advises them** by providing one-on-one instruction and distance tutoring.

Nancy Barnes resides with her husband and business partner, Gale Barnes. She has three adult children and two adult step children. Her pride and joy are her eight beautiful grandchildren.

For more information go to - **[www.CollegeofHolisticHealth.com](http://www.CollegeofHolisticHealth.com)** or **[www.nancy.abmp.com](http://www.nancy.abmp.com)**

For a free self assessment and special discount offer email -  
**NancyBarnesHP@yahoo.com**

# *Fluid Life-Coaching*

**By Paul Casey**

The best part of being a life-coach is getting to meet people from all walks of life, praising them for being willing to go on a discovery journey, finding out where they are currently stuck or dissatisfied, and walking with them as they progress to their exciting futures. And I get a front-row seat!

While most of my esteemed life-coach colleagues have signature coaching programs that are proven to get incredible results with their clients, I have chosen a more fluid approach to life-coaching that also changes lives. Since each person that chooses me as his/her coach comes with a completely different set of issues that needs solutions, I have found that jumping into their world right where they are is most appreciated and gets results fairly quickly. While a simple approach, most initial sessions follow this path:

- *Discover the client's vision for his/her life in the specific growth area.* For some, it is relationship health. For others, personal productivity. A career that is loved, an organized workspace, to become a more respected leader—all are visions that clients of mine have sought to achieve through the help of a life-coach.
- *Discover the current dissatisfaction, pain points, or where he/she is stuck.* Everyone has a place in his/her life that is not all it can be, and a humble assessment of where things are not awesome is a great starting point to discover how big the gap is between steps one and two. Here I hear stories of ways people work around their weaknesses or struggles without a plan. They just get by, day after day, expending energy inefficiently, but not knowing a way out.

- *Discover the multiple potential paths to getting to his/her desired future.* A person who is stuck feels trapped without options, and that is why they live a half-hearted life in that role. A life-coach can pull out of them, through the power of a thought-inducing question and occasionally some ideas to consider, a variety of ways to move toward a solution, with choices within their control.
- *Discover which path that the client wants to pursue wholeheartedly with specific action plans, and helpful accountability and cheerleading from me.* Then the rubber meets the road, as the coach pins down the client to a course of action, often asking which path they will commit to with 100% effort. This step can be reached through a process of elimination of the other options, running through scenarios of “How will that choice most likely work out?” Or, more often, the client deep down knows which action step to declare and turn into a (SMART) specific, measurable, attainable, relevant-to-vision, and time-dated action plan item. We both write it down, and the clock starts ticking for the client to implement and report back the results.

Almost by default, the life-coaching process then continues with each session cycling through the above-listed steps. Usually, along the way, an action plan hits a roadblock or does not turn out how it was hoped. A good coach then “follows the rabbit back to its hole” to explore with the client what led to a less-than-ideal outcome. Maybe it was personal sabotage that needs discussing—and maybe even some therapy. Maybe it was an unforeseen response by another person, or research that did not pan out positively. And that is okay because the process is iterative: coach and client learning from each time he/she pokes the box and gets a result—and adjusting the plan accordingly. It is more like a zigzag line than a straight one, but always growing forward!

I would like to focus the remainder of this chapter on how I set up the fluid coaching model through the reflection of the client prior to our first session. Providing a client with a set of questions really helps the coaching process hit the ground running and “scratch where it itches.”

Here are the questions I ask a client on my intake e-mail, setting up the discussion for life-change:

1. *What is your true passion in life? What makes you the most fulfilled?*

I was with a fellow leader the other day who said he asks this question in every job interview of a potential employee. He knows, as I do, that a person will want to move in the direction of his/her passion. And as a leader or as a coach, we also want those we are influencing to become the best version of themselves.

The average client often does not know the answer to the passion question without some exercises to discover it. They do, however, have a sense of what it may be from what others have said they have always been good at, what they loved as a youth, what they have gravitated towards in the discretionary time, or what media they have consumed when not required to read or view.

If I as a life-coach have their “sweet spot” identified, that makes my guidance much easier. Passion-identification, core values identification, personality style, and strength-finding are methods I use to help clients form personal mission statements that can guide their life-decisions better toward making the difference in the world that they were designed to make.

Life-change becomes a smooth slide instead of a rocky tunnel when action plans align with one’s passion.

2. *What are the three biggest challenges you are facing right now in your life? (Said another way: What are you just putting up with or settling for?)*

Most people do not sign up for a life-coach unless they are hurting enough to seek a people-helper to break them through whatever barriers are holding them back from their best life. At some point, my clients say, “That’s enough!”

and want life-change enough to get an objective, skilled coach to get them “off the dime.”

Our brains can catastrophize situations very quickly as emotions get tied up with personal frustrations. This question helps narrow down into words what the main issues are that need solutions, even if there are many other peripheral problems afflicting the individual. These are the inactions that have been sitting in their gut for too long. As Popeye would say, “I can’t stands it no more.” Worn down and feeling like a passive, unwilling participant, the client shares his/her stuck points. A problem identified is a problem that can be fixed!

3. *Give me as specific a picture as possible of your preferred future/dreams. How do you define success for yourself?*

As a client reads the fluid process above, somewhere near the beginning, I feel it it’s essential to raise their eyes to the horizon and out of the muck in which they are swimming daily, and declare a snapshot of a desired future or dream fulfilled. A person cannot hit a target that he/she cannot visualize.

An answer like “skinny” or “blissful marriage” or “successful leadership” is not specific enough to motivate one’s self nor to conjure up steps for wrapping one’s mind and heart around. Life-change happens incrementally, and the client’s view of success can be broken down into manageable wins that keep him/her coming back for another exciting discovery session, having gained more ground toward that inspiring vision.

4. *What three things would you most love to accomplish (or have MORE of) in the next 30-90 days?*

For some reason, I like the number three. When I teach on time management, I encourage my listeners to limit their day’s priorities to three. Most of us cannot work on more than three things at a time, nor remember many more than



three things to buy when going to the store! With more than three priority targets, he/she has no real priority targets; they would all be of equal urgency and importance—and that is simply not so.

Thus, it becomes a process of narrowing by the client. I listen for what appears to be the things that will brighten the face and lighten the load of the client the most. A solution in these three areas will reverberate into all the other areas of their lives.

The thirty-to-ninety-day window shows that this is not a long, drawn-out therapy process of digging for places in one's spirit that are broken in order to get healing that affects the present. There is a time and place for that for all of us, but coaching is forward-looking. By asking this question, we are upping the urgency for seeing some life-change quickly that can be build upon for even-greater traction.

5. *What have you been sensing is your most urgent/important next step in the next three months, assuming you had enough support to do it right?*

Further down the funnel comes this question. We have together winnowed the hot topic until there is just one first-priority issue to address right away. Sure, we could do a “wheel of life” exercise to poke for other deficits, but most clients know what he/she signed up for this coaching to get solved.

What is very interesting is that when the client tells me the whole story and where he/she is stagnating in current reality, they often know what their next step must be. You might think, “Then why did they pay for a coach?” The answer lies in the word: “support”. Obviously, the person has been unable to take the action up to this point, or he/she would not be here in my office. A coach builds courage (“encourages”) to doing what the client already knows he/she must do, to get to a better life. It is like validation to build

internal resolve. Coaching is, at its core, a pulling out of what is already within a person—not a mentoring instruction session. We can help clients with suggestions that we have seen work for others, but we believe that a person has the answer within him/herself and just needs it drawn out and catalyzed.

6. *Where are you most irresponsible? What area are you the least disciplined/stuck in?*

Since I do not know my client's ins and outs at the beginning of our coaching relationship, I ask for some humble self-awareness on his/her part. We all sabotage ourselves when resistance presents itself, and we usually have lived out this pattern our entire lives. Some procrastinate. Some avoid conflict at all costs, or become doormats to others. Some get distracted too easily.

On the road to life-change are many hurdles, and we ourselves are our own worst enemies sometimes. So, we get this reality out on the table in a safe place. Coaches do not beat up on people for sharing their truth or their weaknesses or temporary failures. On the contrary, we seek to find remedies that are super-practical to help client become overcomers of their maladies.

It will become evident within a session or two about a client's level of self-discipline. There are go-getters (my ideal clients) are there are slow-starters. A go-getter is already emailing me the evening of our session about the action items they are taking. The slow-starters are valuable people, too, that often wait until the next session's eve to take their next step. Either way, a coach, through accountability, leans in on a client to fully commit once writing down a plan.

7. *What saps your energy? On the other hand, what motivates you to make changes?*

Now we progress to core motivations, which each one of us has. Similar to the prior question, the first half of question

seven asks about energy-drains of the client. What sucks the life out of him/her? We want to know this as coaches because we want to assist the client in putting up boundaries against what normally “eats their lunch.”

The client may not have examined him/herself to the extent of knowing deep motivating factors. But once this is found, look out! Tapping into one’s internal motivation is when life-change ignites! Some folks have negative motivators like guilt and fear, but most of us have some positive motivator that, once triggered, pushes us onward to taking action. A motivator needs to be tied to the person’s compelling vision in order to activate.

A good life-coach keeps pushing that motivator button once it is discovered in a gentle way that convinces the client to push through the resistance because of the great payoff on the other side of the uncomfortable action or habit-change.

8. *Tell me what you desire from me as your coach. What kind of accountability works best for you?*

Finally, caring coaches customize their approach to the needs of their clients. Some clients want in-your-face, football-coach directness, while others desire gentle prodding. Some want a soft approach to fragile areas of their lives. Some say that they want their coach to bring up what they are not seeing, for it is hard to “see the picture when you are in the frame.” I want to mirror my clients so I do not offend while at the same time speaking into their lives powerful messages that inspire life-change in them.

Accountability is the only way things actually get done, whether that is goals at work or action steps in one’s life. Left to ourselves, we will gravitate to the path of least resistance and not “move the ball forward” in that area of our lives. Just coming to the next session that has been paid for is accountability in itself, knowing you will be asked to report on what you committed. Accountability can take the form of email pings back (reminders) and forth (responses),

or requiring the client to form a support team to whom he/she must report. Either way, the client is not alone as his/her “feet will be held to the fire.”

Let me tell you a few stories that reflect the results that I have had a front-row seat to watch:

Since I have been in church ministry for many years, my coaching practice extends to couples who want to look forward together, and enrich their marriages beyond what they have been experiencing thus far. Again, not counseling, but coaching—though it crosses back-and-forth throughout the process as the past bears on the present and what they would like to change for the better for the future.

The aforementioned questions began the process of discovering the gap in the Mistons’ (all names changed for this chapter) marriage. Mari clearly was needing more of what I perceived as thoughtfulness from her husband Marv, and this emptiness was leading to her feeling more unloved these days. She was hoping for more help in unfinished house projects, a phone call or text message while he was at work, and a gift or flowers randomly just to say I love you. Marv answered the questions feeling a bit like a cornered cat, wanting more peace in their marital conversations—not always feeling like he was messing things up in the relationship. He did not feel appreciated for his day-to-day contributions to the relationship, which could come in the form of verbal thank-you’s or compliments for what he was getting accomplished in his little discretionary time.

Coaching digs for where the rubber meets the road, as symptoms usually are just manifesting a deeper core need not getting met, or a core motivation not getting stoked. My probing questions revealed answers that could be implemented fairly easily, and we ran through the open door whenever we saw daylight. Marv needed more respect (a core need of men) but did not know how to say it, and Mari was willing to change her approach to bringing up issues at the best times and in the best ways that her husband could hear it.

Through brainstorming together, Mari was able to help Marv explain how and when she felt most loved (a core need of women) in terms that he could understand and agree to. He also put some “tools in his tool belt” of options to display his love for his wife in very practical ways that did not feel forced. Both spouses wrote down their action items to practice in between sessions, and returned with more joy in their marriage through tending to the little things that turned them “toward each other” instead of going through life in neutral.



Destine was a divorced woman in her 50's living alone, as her boys had grown up and moved away. She had a job at a senior center almost full-time, but that was the extent of her life. The background questions I usually ask prior to the questions in this chapter told me that she was a religious woman, had dreams of getting very involved in a cause that moved her heart to tears, and wanted to re-connect to her sons and their families more often, along with simply needing a better social circle to have fun!

The presenting issue in the questionnaire quickly surfaced as being buried under piles of paperwork in her house, and a drifting through her non-work hours without intentionality. Her clutter and aimlessness were sucking the life out of her life.

Signing up for my coaching, Destine had finally had enough of a life without color and vitality, and needed a plan for un-burying herself from her piles and for scheduling key tasks to accomplish in order to get to her life-giving priorities. I appreciated her transparency as she described the surfaces in her home, room by room, and what was currently on them; I felt like I had one of those realtor cameras! With each session, we tackled one of her rooms. She made a plan and carved out the time to triage the paperwork into a working system for dealing with them once this initial de-cluttering was finished.

Destine also was very coachable when she drew a blank as to how to beat procrastination and get her priority tasks done each day. I

always ask permission before giving suggestions, which she craved. She still had to make those suggestions fit her personality and biorhythms in order for them to be successful. This process took many months because of starts and stalls, as we together tweaked the action plans each session into something successful. I had to keep cheerleading her as she would get down on herself for “failure” on plans as they were written.

My client has had some wins and losses, but ultimately is now volunteering more than ever, has written heartfelt letters to her boys about her love and desired involvement in their lives, and she has had some coffee dates with girlfriends who can add value to her life and vice-versa.



Several gentlemen have gone through the intake process thinking they needed coaching in one area, and by the time they got to the end of that reflection and e-mailed them back to me, they had discovered what they really wanted was different. We ended up talking about many different topics and developing time-dated action plans in many different areas of their Life Wheel, and often ran out of time as another dissatisfaction came to light.

One guy, Sal, ended up needing a plan for a hard stop at work and re-engagement with his family, being fully present with them—to the point where they could feel it. I came alongside him with suggestions for transition rituals that he made into routines, and his wife especially noticed the change.

Another man, Matt, felt unproductive at work and realized that he was gobbling up prime time checking e-mails all day long, leaving work with his “main things” undone and feeling like another day was wasted. Matt developed a plan to only check e-mails on the hour for only fifteen minutes maximum, and “found” extra time for clients and contracts that he did not know he had.

And, speaking of e-mail, Jason had thousands of e-mails backlogged, an office that looked like an explosion had taken place, and

to-do items that would constantly shift to the next day. Since one of my expertise niches is time management, I poked Jason with what his vision for his work life might look like until he himself made the changes to make appointments with himself to deal with the email, the piles of paper, and what matters most for a given day.



I smile when I think of Britney deciding to go back to college and pursue her passion as a career, instead of getting beaten down by the drudgery and dis-engagement in her current day job. I had pinned her down to commit to a big step of enrolling, after a serious conversation with her husband, and she did it!

And I smile when I think of Josten, who had gotten stale in his leadership of his insurance company, and through his dis-engagement, had isolated himself from his employees. I was privileged to resource him to help him get from that state to full engagement in the office, appreciating each direct report for their uniqueness and leading more effective meetings that mattered to the team.

Yes, it's fluid coaching at its life-change best.

## *About the Author*

**Paul Casey** has been a professional speaker for over 20 years and one of the leading authorities in leadership and personal growth. He received his M.A. in education, and has been a Chief Operating Officer, educator, and administrator in several large non-profit organizations.

Currently, Paul contributes daily inspirational growth messages on local radio. He has inspired thousands of individuals and leaders through his seminars, focused group retreats, and keynote speeches. His new book *The Static Cling Principle* helps people decide what to attach or detach from their lives to set up their best futures. Through his company, Growing Forward Services, Paul has partnered with his coaching clients to transform their lives.

Paul and his wife Laura are being coached by their two children Austin and Cheyenne. For fun, he enjoys golfing, hiking, and biking. His three top values are faith, family, and growth. Growing Forward Services Mission: Equipping and coaching leaders and teams to spark breakthrough success.

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# *The Captain*

**By Fernando Celis**

The captain is sitting on a log in front of the Caribbean Sea, after accepting the Call to Adventure, he applied for resignation to the Venezuelan Navy way before his prime and moved his family from the mainland to the Island of Margarita. He was not happy with what had become of the service he so much admired. Politics and corruption were not in his value system, so he decided to start something new. A new beginning, a private practice as an attorney and the means to start a pleasant lifestyle.

A high rise condo in front of Playa Moreno near the coastal town of Pampatar, once a colonial stronghold with forts and towers to protect from pirates, made a great home. These days the pirates were running the country, so he decided to accept the call and direct his sails with the vision of becoming independent. That vision led him to a Life Coaching Certification program in the island. That is where our paths crossed or better yet, that is where I had the privilege of having been a part of the captain's own **hero's journey**.

Lately he had lost his certainty. He had started questioning his move to Margarita. Maybe it hadn't been such a good idea. His wife was reacting to his constant mood swings, emotions that would lead him across the street to sit on the log, watching the sunset, the blue sky, alone.

He had been a great participant, the captain was always commenting on insights and lessons learned. But there was that shadow, that sense of not being completely fulfilled, answers to questions he hadn't had the courage to ask. He was contemplating escaping again, to Spain. There he could begin again, but how can you begin again if you haven't finished your last beginning? The

conflict was tearing him apart, so all he could do was escape within himself and sit on the log alone. Everyday.

We had a brief conversation on the beach, more than just a coaching session; it was what I like to call an **expression session**. We met at La Caracola before dawn, the conditions were dead calm winds, the surf was small but extremely rideable, glassy and tubular, as the local surfers call it. We walked towards the beach to watch the sun rise, displaying that amber light as it emerged over the Caribbean. No green flash, no city in the sun, just the effect of earth's rotation and the magnificent light show provided by the elements, enough to make anybody feel good. The captain's vibe was neutral.

So I went into that state of presence, of connecting our fields, and developing the intention to contribute, to guide, to coach.

"Let's run to the end of the beach and back" was all I could come up with.

And we jogged, two middle aged men, out of shape, trying to make sense of it all, it was a sandy road parallel to the beach, he began to get competitive and increase his pace, we reached the lifeguard stand and started the run back. The captain ran faster, faster, it was fun trying to keep up with the guy, and he just gave everything he had the last 100 yards. He walked towards the beach to catch his breath, I followed, panting and wheezing. *Not bad for 54*, I thought, my heart was pounding and the salt air felt so good in the morning. The Captain stood there, looking at the sea, his face shone as the morning rays of the sun reflected the drops of sweat from his face like tiny stars.

It felt good, the vibe was coming back and we sat down in front of a small trio of palm trees and began to talk. A pattern interrupt through exercise is a great way to change a client's state, and works every time.

The first questions had the intention of borrowing his eyes to see his reality, and expand it. He came to Margarita to escape political prosecution; he had been considered a traitor to the country by not supporting the "revolution" which was no more than a gang of

thugs. He was proud of sticking to his principles, honor, and courage. He had already been kidnapped once, and he knew there would be no release if it happened again. Margarita seemed as a good choice. So he sold everything, and made the move.

Now, he was free, his daughter could go to school without the need for a bodyguard. His wife was happy to comply with the traumatic event of relocation. She was happy, as the island provided a great environment for growing, shopping, and living the beach lifestyle. Only a half hour plane ride to the main city, it was like living abroad, but still in Venezuela. That is where the structural conflict laid: the uncertainty of the decision. The conversation led through probing questions, going deeper to discover that limiting belief. It came out naturally, like a rat being smoked out of a hole.

"I'm not sure I made the right decision" The captain broke down. The shame of not being what he had believed himself to be, a commander of a navy vessel weighed a ton. Now, he was a broken man, afraid of planning a course. His certainty was gone. It was affecting his relationship with his wife. His daughter of 17 was beginning to show the signs of rebellion and teenage angst.

So we began to explore a way of discovering new possibilities. As a new way of looking at things, we began to question the belief, "I have no certainty in my decisions". *Is that true? How does that belief operate? What has been the consequence of accepting that belief? Where does it live? What needs does it fulfill?*

A belief is a sense of certainty about what something means, so it is real. But reality can be questioned toward neutrality. Every limiting belief is a story we buy, and that hasn't been investigated through a different perspective. Questioning the belief begins to corrode its credence. The captain began to discover a new way of perceiving his situation, he began to breath more calmly, he regained his poise as he stood up and began to walk, this time at the sea's edge, just leading the way. I followed closely, as he reflected back everything he was experiencing, I could feel a cool vibe, it was hope. But we needed to go deeper.

At the end of the beach there is a hill, it overlooks the bay of Pampatar. The sun was already filling the sky with white rays; the azure blue sky was as intense as ever. On the top of the hill were the remains of an old fort, dating back to the 1700's. We sat on the wall, and I began to explore the world of the captain's lost sense of certainty. The question was a logical one.

*Do you remember a time where you had absolute certainty about something?*

The captain recollected, from the thousands of connections and files in his database, he retrieved a moment. I waited calmly for his answer. He was on the ship, specifically the F 22 Mariscal Sucre Frigate, a missile defense vessel in charge of protecting the waters off the Venezuelan coast, escorting merchant marine ships towards the Panama Canal.

It was during a hurricane (Hugo), a phenomenon which regularly turns away from Venezuela heading north west toward Jamaica and Cuba Antilles continuing its reckless voyage to the Atlantic. This time it spun south. It had never happened before, and the ship was facing 15 to 20 foot swells, side shore gusts of 90 miles an hour and a terrified crew. *What do you see?* I asked, as he immersed himself in an intense state of command.

"I see the faces of my crew, they are looking at me in respect, in admiration, as I am giving the orders. I am focused on the task at hand---reach safe waters. Everyone is listening to my word, the waves are hitting the frigate from all sides, every point of the ship must be secured, every latch closed airtight, every swell has to be considered, minor changes in course are required. "

Then came the unexpected. **The rogue wave.**

**"Rogue waves** (also known as **freak waves**, **monster waves**, **killer waves**, **extreme waves**, and **abnormal waves**) are relatively large and spontaneous ocean surface waves that occur far out at sea, and are a threat even to large ships and ocean liners.

In oceanography, they are more precisely defined as waves whose height is more than twice the significant wave height ( $H_s$  or SWH), which is itself defined as the mean of the largest third of waves in a wave record. " From Wikipedia

The captain lit up as he explained how he managed to save the ship. **What do you see?** Are you seeing it in first person or as a movie? *I'm seeing it in first person. I am seeing the admiration of the sailors, listening to their comments. I am safe, I am certain, I am in command.* And when he said it **he meant it.**

He relaxed soaking up the rays of the morning sun, as we walked back to our initial spot on the beach. "Now tell me captain, when you commiserate about your decisions what do you see?" I asked with deep respect. He closed his eyes.

"I am alone sitting on the log. I am seeing myself from behind looking at a calm dark sea. Sad, ashamed."

So I asked him to change the camera. "Get inside yourself; see it with your own eyes. Breathe as you were breathing when you commanded the F22 through the jaws of Hugo. **What do you see?**" As the captain changed his physiology radically, he stood up, tears started drawing lines on his face reflecting the morning sun. "I see my daughter looking at me in admiration, the sea isn't dark anymore, my wife is there in front of me, with loving eyes, confident and trusting that I am making the right choices. She needs my certainty, My god! She has been in pain and I hadn't noticed. I have been so caught up with feeling sorry for myself that I had forgotten about what I want for them."

"Now," I requested assertively, "anchor the moment, give that sense of certainty a name" and with a sharp gesture with his fist he exclaimed "*Capitán!*." "Louder", I requested "*Capitán!*" "Louder", "***Capitán!!!***" This time I witnessed a true breakthrough, a change in vibe, his field had expanded and I felt it. At that moment I was no longer a coach, I was a human being witnessing in awe the power and expansion of a great man, with ideas, plans, commitment to his family, and a sense of purpose.

We went for breakfast to sort out an action plan. He designed a series of initiatives to develop a way to expand his practice, he loved coaching and decided he could help others as well, who like himself were caught up in the crazy eight of considering leaving the country. He also developed an exit strategy to consider Spain a possible second home. He began setting up his plan for an online life coaching studio in his high-rise in Margarita. It seemed fluid and easy, but required energy and a sense of direction and focus. For now, he knew he was in the right place, he had discovered a calling, which gave him a sense of purpose.

As he walked away after the session, I just stayed there reflecting on the morning's events. It was 8:00 am, the day was just starting. I had one more question for the captain. I shouted: "Capitán!, what are you going to do now?"

He smiled back, his face was reflecting joyfulness and power, as he stood there looking at me finishing my second fish empanada, he shouted back, "I'm going home to my wife, to let her know, I am in command of this ship."

And as I sat there soaking up his words I understood again why I love Life Coaching.

## ***About the Author***

**Fernando Celis** has been training, coaching, and helping professionals, teams, sales forces, and the general public reach outstanding goals in sales and leadership for over 18 years. He designed and created the Extreme Selling Curriculum after researching the key elements that make peak performers strive and researching the science of personal achievement and coaching. He has trained thousands of professionals in over 20 countries and his famous escapades to surf the legendary point breaks of Punta Rocas-Peru, Montanita-Ecuador, Rincon-Puerto Rico, Zunzal-El Salvador and Duppies-Barbados inspired Fernando to write the Personal development novel titled *"The Executive Surfer."*

Fernando found Life Coaching to be an invaluable resource over the years in developing a life aligned by values beliefs and purpose. He has worked with companies such as Avaya, British Petroleum, HP, Compaq, Lafarge, Citibank and Corp Banca among others. He is now focused on his Life Coaching Certification program being delivered in Margarita Island, Caracas, Santiago Chile, Guatemala, Valencia and Puerto Ordaz.

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# *Playing With Forks – Tune-Up Your Life*

**By Carol B. Gailey**

## **Connecting to You**

I am energetically looking at you, the readers of this chapter, out from the pages of this book. I see your intentions to become the best you can be, to overcome the burdens and trials that have been and are part of your experience. Your hope shines through. Your determination to consciously create your own reality drives you to persist, no matter how arduous your journey. I applaud you.

Aware of your thinking, if it's anything like mine, I acknowledge how easy it is to fluctuate between attempts to remain up-beat, positive and constructive, and otherwise being held back by beliefs that seem to grab us around the ankles and drag us into the quagmire of uncertainty, frustration, and despair. Maybe that seems a bit extreme. Congratulations to you if you have zero beliefs that pull you down, even a little bit. Life brings us such wonderful adventures, all of which we categorize by our values which are based in beliefs. Which way do you lean: everything is easy or everything is difficult?

As I continue gazing at you through these pages I notice that the manner and content of your communications, as well as your choice of actions, habits and behaviors all come from you doing the best you can with what you have at the time. And, some days this best is better than other days.

Why am I looking out at you? I want you to know that I see you. I see the common humanity we share, and I recognize that the hopes and fears, angers and loves, grace and grief are all a part of life. This journey of life is where I believe we need traveling companions.



### **My Gratitude**

I am so grateful I may travel this life with companions who support and offer guidance to me, through “thick and thin”. This is beyond family, partners, and friends. These traveling companions are my coaches, therapists, and health practitioners. I am a trained Health Coach, often called a Life Coach, and I am a Spiritual Healer. Without my traveling companions I would be less able to offer valuable service to others, to you. My journey of healing, expansion, and personal growth started with my desire for change, and progressed through meeting mentors, trusting teachers, and appreciating advocates. As I learned and changed I found I held much more enthusiasm for fully living, and began to shift into joy. Things began to be easier; more often I find I am in a pleasant flow.

### **My Intention**

In this chapter I will share with you some of my story. My clients have their own responses which will hopefully demonstrate their gratitude for the companionship and healing I offer them. The unique combination I provide as Health/Life Coach and Healer will be explained. And finally, you will be encouraged to invest in your own health and well-being by choosing your own traveling companions, those that will be a great match for your current needs.

### **My story**

My life changed dramatically after the death of my husband. I found myself looking for a different way to serve, other than through church ministry. I enrolled in a year-long training program to become a Health Coach. Intentions and choices are sometimes thrown off-course by what is later understood as a divine flow for something better. Through various circumstances after completing the course, I did not begin a Coaching business as I had hoped.

A newsletter came across my email five years ago, less than a year after my coaching training, inviting me to consider tuning forks as a healing modality. I had not heard of this before, and curious about how this could be, I explored the website and the offers they made.

I listened to my heart, and found myself drawn into purchasing some forks, and taking several workshops to learn how to use these forks. The classes taught that, like cars and pianos, our bodies need

to be tuned up. The stresses, overwork, bustle of life, environmental pollution, health and food issues all seem to conspire to keep us energetically off balance. A tuning fork attunement will shift our energies and put us into a more balanced state.

I began giving attunements. My coaching skills easily came into use as I talked with my clients about their issues, fears, and hopes. We cleared out “stuff”, energized the body, and planned next steps. The tuning forks and the coaching enhance each other. What fun I had playing with sound through tuning forks! It almost seemed a bonus gift, while I played, that my clients received relief and felt better.

For each and every client: I’m thrilled to be part of your process, of helping you find your better way, your better YOU! The beautiful gift I receive as I facilitate YOUR healing and a return to balance, is the opportunity to be my best self, fully present, and allowing the universal power of unconditional love flowing through me for you, to bless ME also.

### **My unique service as Healer and Coach**

One of my clients, also a Life Coach and Healer, commented to me: “You are a Healer’s healer.” She indicated that what I offer, and provide, is a safe space to translate and heal the stuff of her life and work. Recognizing that she alone is unable to fully process these things, even with all her skills and abilities, she loves having my companionship on her journey. Partnered together we lift the fog, clear the underlying issues, tune her up with right-for-her-today frequencies from tuning forks, shift her perspective and free her energy, so that she can move forward with more grace and ease in all areas of her life. We have found that releasing burdens in one facet of life often creates lovely surprises of change in other aspects of life. For instance, by clearing an emotional blockage from one relationship, the additional benefit can be a mellowing of mood that alleviates irritability within other relationships.

In working with clients, I facilitate the healing process rather than “heal” you. We partner in a sacred, safe space where you, the client, are given encouragement to place your burdens into the light

in that space, so that we may examine them and explore the options of how to best deal with them.



*I wanted some relief and comfort for my Candida Yeast problem. My attunement started about 6:30. Later that evening and the next day I felt much more comfortable and free of pain. It was very pleasant and enjoyable to converse with Carol while she was working. I felt very safe. I would go back for other attunements. - S.C.G., KY*

Together, and with divine guidance, we notice how your life events and experiences create who you are in your body today. With the intention to move you to a more balanced and whole place, we discern which therapies might serve best to create the shifts and changes needed.

I enjoy the play on words of calling myself a Sound Therapist. I use sound, often with tuning forks, and also with voice or other instruments in therapeutic ways. I also believe that all of my techniques and modalities are sound; they are strong, true, and good. Everywhere I go, speaking about and demonstrating the tuning forks, I find people clamoring for more information, more exposure to the frequencies.

Each tuning fork is set to a particular frequency, but when struck its overtones, or higher octaves, can also be heard or experienced. The more frequencies we receive, in such a pure manner, the more open we become to other frequencies and thus changes. Vibrations affect us. Most of us have felt our bodies rattle when there have been extremely loud sounds. We also notice the thrill or tingle as we see or hear something exquisitely beautiful. These vibrations create changes in us, even if it seems only transitory.



*I recently experienced a "Sound Bath" (Sound Healing Concert) orchestrated by Carol Gailey. It was one of the most unique and mesmerizing experiences I have ever had. From the opening chimes*

*provided by her octave sets of tuning forks, I had feelings of relaxation, peace and healing. These surreal sounds deeply affected my body in various physical sensations, too. I highly recommend the "Sound Bath" to everyone; its immediate effect is amazing! - S.S., KY*

All our vibratory encounters, i.e. all life experiences, become registered and held in our bodies. The emotions of the moment – do we like or dislike it, and at what strength on the continuum of “love to fear” or “joy to rage” is it? – each begins to dictate an energetic flow that will result in either better health or poorer health.

Tuning forks counteract the vibrations we currently hold, by providing other frequencies that the body, and all of our cells, must somehow deal with. If we are operating with a lot of fear or grief we are at a certain vibration. Even a person speaking with kindness and understanding will change that vibration. Tuning fork sounds, by the potency of their clear tones, create a resonance with all that is in harmony, amplify the good, and open the door to a new and different way of being.



*Receiving a Pineal Gland Attunement and bonus Therapy from Carol Gailey right before presenting a large 3-day training retreat was one of the best decisions I made for myself. I had been experiencing vertigo along with the normal nerves and anxieties of presenting on stage for 3 full days and Carol's attunement truly created an opening, release, and overall calming. Carol is such a gentle spirit and this energy infiltrates all of her work. I highly recommend Carol for true, deep healing every day as well as before major events and happenings. - H.D., NY*

My playful work releases trauma! The trauma and emotional issues we carry around 24/7 can be relieved; the energetic burden of these experiences evaporates. My work with Trauma Releasing techniques goes back nearly 30 years. Being the recipient of this technique to release a specific trauma from my teen years changed my life.

The idea that such burdens, whether consciously known or not, could be released, and you or I could find such relief as I experienced, not only intrigued me, but motivated me to learn how to do this. I practiced, as does anyone in any form of art. I practiced on myself and any others I could convince to try it. My motto seemed to be "Try it, you'll like it."

I love it. Each time I release stuff from my past or my present I seem to nibble away at my poorer health, and begin rebuilding for better health.



*...the effects [of the attunement] have been slow to show up BUT there definitely has been a change. I didn't realize how much grief and guilt I still held... Purging all that set my head straight. ...the changes I am seeing are beautiful. - C.S.T., KY*

More recently I have enthusiastically taken up a modality called "Inner Speak". This is a language that our unconscious (the body and energy field) uses to communicate with our conscious mind. Our vibratory encounters, our physical and emotional genetics, and our spiritual lessons are all held in our unconsciousness. In order to lift the burdens of these experiences that may have traumatized us, or created mental or emotional issues for us, we must access this collection of information and make it available to the conscious mind. Then the mind is able to connect to it and (I say) "happily let it go."

The Inner Speak process is amazingly powerful, and very on-track. Intuitively guided, this language has the ability to bring up information that is pertinent, derive the origin of the issue or problem, and then provide opportunities to clear the matter. I thoroughly enjoy clients saying, "How could you have known that?" I laugh and say, "Your unconscious, your energy field knows it all, and we just accessed it." The unfolding of where our "stuff" comes from is a fascinating journey. I am thrilled to share this journey with my clients.



*I'm so thankful that Carol offered her services to me. I had been struggling with relationships for some time, and had a lot of feelings ABOUT myself, because of those struggles. I had used other techniques to try to address this situation, but they only helped to a certain degree. I was floundering, and suffering a lot of self-judgment and self-criticism for my own feelings and behaviors, and needed help.*

*Carol has a certain way about her that is so comforting. She took me through her Inner Speak process, and everything that she spoke to me about was absolutely "bang-on". The statements she gave to me weren't in my awareness before, but for each and every one, I was able to say "Yes, that's absolutely it!" It was amazing to me to experience all those pieces falling into place. We then proceeded with the Clearing portion of the session, and it was a very profound experience. I can't even really explain what happened or how, but I most definitely experienced releases, with the tears and changes in breath, and body relaxation that emotional release often brings.*

*Behaviors that normally would have had me reacting, now feel more "distant." For lack of any other way of describing it - without even trying, I don't take it personally. I'm able to be detached and see what's driving the behaviors.*

*I would recommend Carol's services to anyone who is aware of a deep, long-lasting issue, for which they've done a lot of work, but still haven't been able to resolve. Carol not only has the kind of presence that allows you to feel safe and connected to be open for that deeper healing, but also the skills and techniques to guide you through it. - C.R., Canada*

As we progress through a session, usually about an hour in length, find the information, clear out what needs to be released, and then come to a place of relief, I will often take up some tuning forks and provide a "sound concert" for the client. This is an opportunity for additional frequencies to be received, which can deepen the releasing process, and then add layers of beneficial vibrations to enhance the replacing of what will be useful in the present moment and beyond.

Sometimes I will do a “concert” with a particular focus, depending on the interests of the person or even in a group.



In a group setting I offered a “Tuning Fork Concert” focused on releasing “Resistance”. I asked for a volunteer. L.L. came forward. I intuitively selected the specific forks to be used in this “concert”. I began to tap the forks and move around her in an innately guided fashion. The “concert” simply ended after about 5-6 minutes.

Another audience member, watching this “concert” wrote this:

*It was enjoyable watching Carol work her magic at a recent demonstration. She moved around the client waving the tuning forks like a dancer. I could sense something was shifting in the client by the way she managed and moved the tuning forks. Afterwards the client smiled and she seemed lighter as if a transformation just happened. - S.S.B., KY*

A few months later I had the opportunity to check in with L.L. about what had transpired for her after this “concert”. Her quick response: “I don’t have any more resistance!”

You, the client, will likely experience physical and emotional changes. Everyone is different, though, so some people will feel things in an extraordinary way, and others may not feel anything at all. Whether you feel something or not, your natural healing will be accelerated by this process, and over time you will find other things in your life more accessible, easier to manage and less stressful. You will feel more relaxed and find that life flows more smoothly. As your new energy vibration works its way into your cells, your life will be transformed.



Communication is a crucial factor for the “make it or break it” within relationships. M.A. came to me with a triangulated situation that needed clear, direct, and compassionate communication regarding action steps within certain boundaries. She held confusion about what, how, and when to converse with the individuals, and this left her very anxious and afraid to move

forward to solve the issue. We determined that getting to the root of her fears through the Inner Speak process, and clearing those fears, would allow her to shift into the clarity and compassion she would need to address the situation.

*I don't think I can thank you enough, Carol, for the [Inner Speak] session we had. While I felt drained all day and a little shaky (probably from not being able to eat all day, because of the tension), I felt huge relief. I even feel that I can take deeper breaths all the way down deep into the second chakra. - M.A., NY*

For the record, with relative ease M.A. communicated with the parties involved and achieved resolution.

Within the transformational process, your ongoing healing journey can be further developed and implemented. In the Coaching aspect of my work, we together commit ourselves to you experiencing your best possible life, with many tools, resources and ongoing support. With your freed up and re-directed energy we will celebrate each success on your path to wholeness.

The Coaching I add to the facilitation of your healing gives you the opportunity to share how the releasing and tune-up has affected you, and look at what doors are opening for you to explore. To continue the conversation with a coach companion allows you to know you are supported, guided as desired, and that you have an advocate who will hold you accountable for continuing to move forward through many changes. These changes may be huge or seem very small, but each one is truly a part of your journey to becoming your best self.

### **Encouragement to take up your own companions**

I hope that you can perceive that I am truly excited to work with clients. I have as my operating principle that you, my client, will receive from me my very best as we partner for your health and wholeness. I desire that you will appreciate the changes that come with moving deeper into you own healing.



My playful work may not be for everyone. As you may have noticed from the client statements, each one is grateful for having help to move toward their stated, or even unconscious, goals. My intention for this chapter is to be instructive and supportive of you, where you are in your life journey, so that you will consider the value of having a companion travel with you on this path that is your life. Whether it is me or someone else, I applaud your willingness to step forward and find a companion for your travels.

Working together in a companionship, especially when there is a unifying element of respect and trust in the relationship and tasks, gives you the chance to be heard, supported, and guided into what is truly best for you, at least in that moment.

### **Conclusion**

I pose these questions to you:

What do you want your life to look like - one, five, and ten years from now?

Is life running you, or are you taking charge by choosing to act, and step forward toward your goals?

Do you have goals?

Is your life as vital and vibrant as you would like?

How does it serve you to remain the way you are?

Do you have "stuff" that needs to be released?

Who might serve you well, if you want a companion?

If you are so interested, what will it take for you to seek them out and sign on?

Thank you for receiving this essay that I share. I hope that it may be the beginning of something transformative for you. Even a word or phrase may tease out a new awareness, or the idea of sound therapy along with coaching touches your heart. This time we have spent together, with me seeing you through these pages, and you seeing me through my words, is an opportunity I cherish. We have connected, and without even a sound, we are vibrationally changed. This is a gift and a blessing. Again, thank you.

## *About the Author*

**Carol B. Gailey** is a Licensed Spiritual Healer, a Certified Master Sound Therapist Teacher, Health Coach, and practitioner for a multitude of healing modalities. Carol began her professional life as an ordained Presbyterian Minister serving small rural churches in Tennessee and Iowa. Her own health issues put her on a path of exploration, generally within the alternative health field. With great personal satisfaction she began learning the techniques that helped her improve her health situation. Fully invested in serving others, Carol shares what she has learned to help her SoulGlad Coaching clients become more whole and happy.

Carol centers her work on releasing emotional issues and traumas, and shifting, balancing, and raising frequencies through sound. Coaching then follows to establish and secure desired lifestyle changes. She successfully improves each client's quality of life, and assists them in managing their stress and reducing their pain.

As a natural outgrowth of her current work, Carol is involved in releasing trauma held in the land. Here, the large traumatic events in human history, which have settled into the earth, trees and waterways, are lifted, bringing back natural joy. And, Carol is always glad to work with four-legged creatures as well as humans.

Living in Lexington, Kentucky, Carol serves her clients in-person, as well as virtually, by phone or Skype.

Find her at [www.good4ureleasing.net](http://www.good4ureleasing.net). Through this website there is a gift opportunity: a Pineal Gland Attunement. As mentioned in one testimonial, this attunement can be quite a profound and valuable experience. Send requests for sessions, informational demonstrations, workshops and seminars to [carol@good4ureleasing.net](mailto:carol@good4ureleasing.net).

# ***Why Do You Want To Be a Coach?***

***By Kim Gray***

It's funny to think about how many times you can hear this question from loving friends and family members. Is it because they don't think you are making a wise choice? Or is it that they wouldn't make the same choice for themselves? Either way, this question starts off okay but it also needs the right ending – Why?

Perhaps you have had this conversation with yourself, “I have been so successful in my career that I think I could leverage my talents and open a business as a coach.” So many people want to create a second chapter in their life by starting a new business. Most embark on this journey because they have succeeded well in their first chapter and want to do more.

Others have overcome a life-threatening dilemma and want to fulfill a dream of helping others to be successful. Perhaps this is your conversation, “I am now enjoying a healthy life despite my illness, and I want to help others do the same. Maybe I can do that by becoming a coach.” Choosing to open a coaching business may feel right and noble, but be sure to ask yourself “Why do YOU want to become a coach?”

**Why Do You Want to Be a Coach?** Knowing the reason ‘why’ will be key to how swiftly and fulfilling your dream will be realized. Many new coaches have a ‘why’ when they start, but don’t remember it once they get caught up in training after training. All they can focus on is how much money they’ve spent, when they will get a return on that investment, and whether they will find paying clients. *Will your ‘why’ be strong enough to get you through these moments of anxiety and doubt?*

Starting a new business and leaving behind the 'employee grind', can seem glamorous. However, the reality is that the glamour will come much later after the investment of time, money, and sweat. Just remember this; you can't serve two masters – a JOB and your business – and be satisfied with either. Eventually, you will have to leave your JOB in order to build your business with integrity. You wouldn't want a conflict of interest to arise between how you market your business and how you conduct business on the JOB. *Is your 'why' related to what you do or how you feel about your JOB?*

Realize this – you will need to work with a few coaches along your journey. Each coach will provide a specific need and give you the forward movement needed when you 'hit the wall' or get stuck. We can get in our own way when we refuse to get help to move forward. I don't believe you can appreciate the transformation coaching brings if you've never been coached through a dilemma. Don't rob yourself of the 'aha' moment – get a coach! *Do you have a 'why' that is linked to a transformation you've personally experienced?*

**Are You Ready To Open Your Doors?** When a new coach comes to me for help, they usually want to get their website built and put processes in place to manage the eventual 'traffic'. Sounds like a simple project -- design their marketing message and website. Sadly, a lot of coaches believe that if they publish a website, the traffic will come. They also hope that somehow the universe will advertise their new site and send people to it. The reality is this – at first, YOU will have to generate your own traffic. And, this could take months even if you just advertise, but be prepared for the snail-like growth if you want to wait for the universe to deliver. *So, how can you open your doors sooner?*

Get excited about how your coaching will help others! Let's say you are my client coach and you want to know the best way to generate traffic to your site. But right now you aren't jazzed about how your site looks, what your site says, and that you have nothing to offer. No doubt, you aren't going to invite anyone to visit it. Additionally, if you don't have a free offer and opt-in box to collect names of interested ones (and I don't mean those who fill out your Contact Us form), you won't talk about it and generate interest either.

Lastly, if you don't have a 'coaching system' or 'coaching program' of solutions you can offer for the transformation, how long will you be able to help anyone? *In which of these areas are you lacking that may be keeping you from opening your doors?*

If you were my client, we would get you excited about creating your online presence and the message of hope you have for someone looking for a transformation. Have you ever planned a good time or party for friends or family? Did you want to shout it from the rooftops, encouraging them to attend? Well, it should be the same way for your business. Creating positive energy about what you're doing attracts people and makes them feel good. It becomes contagious and attracts new business, new opportunities, and ka-ching like a magnet! *What's keeping you from creating positive energy towards opening your doors?*

One of the reasons may be a lack of knowledge about your business. In all my years of working with new coaches who struggle to open their doors, 95% are missing answers to questions such as those listed below. How would you answer for your business?

- Who do you want to coach?
- What is their demographic and life circumstance?
- How do they hang out?
- Why do you want to coach them?
- What experience do you have with this market?
- Have you had a similar challenge and overcome it?
- What transformation would they achieve by working with you?
- Where are they now in their life?
- How will what you offer benefit them?
- Who else is serving your market?
- What gaps exist in what your market needs versus what others provide?
- What must your ideal client be willing to do in order to work with you?
- What changes are they willing to pay for?
- What solutions will you offer to their problems?
- How will you deliver your services?

When my coach doesn't have these answers readily available, that's when my unique style of marketing manifests itself. Together we work on discovering the answers to these questions through the eyes of her customer but remembering when the shoe was on her foot. Then we create an amazing experience that includes free offers, discovery sessions, valuable resources, and 'aha' moments suited for her personality and business! **Open for business is around the corner!**

**Should You Do Your Own Marketing?** Let me be brutally honest here. YOU should start out doing our own business marketing. Why? Because YOU need to decide what you want to be said about whom you'd love to help and how you help them. Your message **MUST** be written in your voice, not the voice of your web designer or copywriter. You may not feel qualified to write your own copy or do your own marketing, but don't sell yourself short! You **HAVE** to know as much as possible about your market, what's available to help them, and how you help them so that you become an expert. *The best way to become an expert in your field starts with doing your own market research.*

#### **Case Study #1 - "I don't know how to do market research"**

Let me share a brief story and some of the steps I've used to help a new coach overcome her fear of market research. This coach was still working her job and needed to find ways to market her business without creating a conflict of interest. She didn't want to join online groups lest her employer or colleagues stumble upon her. Thus we had an opportunity to do things differently.

Once we defined her target market, I assigned her a few 'go see' tasks where she would go out and meet her target audience locally. I gave her a checklist of tasks she needed to accomplish that would allow her to also spend time building relationships with her competition. I helped her find relevant groups in her local area where she could develop relationships offline. And, for now, her presence in online groups would be as a guest, not as a member.

Here are a few of her checklist 'go see' items:

- Research and choose three local groups to join where your niche hangs out.
- Find three relevant online groups and review the conversations that have been started inside each group and write down the types of questions, problems, moans, and gripes they share.
- Observe the activity for each group for a few weeks. Write down the top three most relevant topics for each group.
- Identify two people from each group you'd like to meet in person or online to pick their brains. Ask what keeps them up at night and practice questioning to draw out more information.

**Here's a challenge for you if you struggle with finding local opportunities:** Pull out your calendar, browse online, and find local events you should attend where you could meet your market. Don't worry about getting a vendor booth; just go and 'be' in the space.

1. Identify which vendors could be your competition and casually start conversations with them; find out what they struggle with, what they love about their business, what other venues/event they frequent.
2. Talk to the attendees in casual conversations – collect data by asking specific questions around their needs, where they shop, how much they pay for services, what they wish was available, etc.

### **Be Willing to Tell Your 'Real Story'**

I've heard it said that "no one cares how much you know until they know how much you care." And I love this one, "people don't always remember what you said but they'll remember how you made them feel." Your degrees and certifications are helpful for those who need to validate your qualifications to work with you, but your greatest credential is your personal journey and transformation. If you are marketing to 'regular folks' then your 'real' personal story is what will attract them. *Are you willing to be vulnerable and write from the heart?*

**Here's a challenge for you:** In this exercise, I'd like you to think back and replay the journey you started that lead you to realize how

you could help others. Answer these questions as you write your story from dilemma to transformation:

1. What was the dilemma you were facing?
2. Where were you in your life when the dilemma hit?
3. How did you come to terms with needing help?
4. Who else was impacted by your dilemma?
5. When did you get your first taste of coaching?
6. How did that coaching experience help you?
7. How were you able to overcome your dilemma?
8. What would you like to help others to do?
9. Why do you want to help others?
10. What was the defining moment in your journey when you knew you were getting ready to make a breakthrough?

### **Case Study #2 - “I don’t know how to describe what makes me unique.”**

Here is another case study that is typical of new coaches who struggle with their business identity. This coach wanted help with crafting her marketing message and business focus. She knew why she wanted to be a Parenting Coach but was struggling with what made her unique and different from other Parenting Coaches. She felt her message wasn’t strong enough to attract her market. So we got busy!

As mentioned, she was a Parenting Coach and wanted to work with parents of children with ADHD. One of her children had ADHD and she wanted to change how parents embrace the ADHD diagnosis. She wanted to help them see it as a gift and reduce the stigma and negative feelings. When I asked her why this was important to her, she gave me a passionate response. It was full of clinical jargon and coaching metaphors, but it missed the mark. I repeated back what she said and asked her how those words made her feel. She was alarmed because she didn’t get the warm, fuzzy feeling she was looking for. Guess what exercise I gave her to complete? That’s right – the questions I shared earlier.

Once we defined her target market, I gave her an exercise to write her story – the good, bad, and the ugly; the struggles, the tears, the triumphs; the moments, the memories, the joy. I felt there was



something amazing missing and her story could trigger the 'aha' moment she so desperately needed.

A few days later, her five-page story arrived. As I was reading her story, I found a few 'aha' moments. They focused on when she had reached her limit in dealing with her son's ADHD dilemma. I pulled those gems out of her story, and we flushed out the details -- describing the events with passion, emotion, and humor. The result was a heart-warming story that we featured on her About Coach page and helped us craft just the right marketing messages to attract her kind of ADHD parents.

With coaching, this coach was able to recount the journey and challenges she experienced in dealing with her child's ADHD. She was able to tell her story in a way she had never done before and stepped into her passion as a Parenting Coach for Parents of ADHD Children. She now tells this part of her story during her live events, which draws parents who want to share their story and find out how she can help them. I just swell with pride thinking about the lives she touches from the work we did together as a result of coaching.

### **In Closing**

I couldn't have built my business to where it is nor stayed in business for 13 years without my faith, prayer, and my coaching peers. I have been coached by some of the best in building my business, my organization, and my programs.

In this ever-changing world, we all have a need for coaching. My biggest needs were being given permission to make a decision, move forward with an idea, and take a chance on an opportunity. I had to learn to trust that God put these coaches in my path, that they would give me sound advice to keep me moving forward, and with each prayer I knew that on the next call I would get validation and accountability – truth and all.

As a coach working with my client coaches, I have learned that when you can get really good at caring, being empathetic, giving permission, getting heart-felt results, and holding clients accountable, your coaching business will soar!

May you find this information valuable as you contemplate why you want to be a coach, what you need to do before you open your doors, and how you are going to become your best marketer. And, be sure to find yourself a great coach to accompany you on this journey!

## *About the Author*

**Kim Gray:** My earliest recollections of childhood include images of stuffed animals and dolls lined up in a row in my bedroom. They were all ready to be taught by the best teacher in the house -- me! I loved thinking that I was sharing my knowledge of the world with somebody -- even if only stuffed objects. One thing is for sure. I had a hope in my heart that one day I would be someone who would make a difference in the lives of others.

Since then, I have evolved from my bedroom to the boardroom and been able to nurture that hope into a God-given gift to educate people and impact lives. For 10 years, I learned the value of teamwork and respect for authority in the U.S Air Force. During my travels stateside and overseas, I learned how to respect different types of people and their cultures and the value of being part of a team.

In 1984, I became an ordained minister as one of Jehovah's Witnesses and committed my life to His standards and principles. This meant that I would leave my military career early in order to maintain my Christian neutrality. Despite the benefits I would lose by not retiring military, I made the best choice for my conscience and dedication. When I left the military in 1987, I stepped into Corporate America and found a different world of relationships and opportunities. It was in this world that my transformation took place.

In 1999, I stepped out of Corporate America on faith and began a new journey. I opened my doors as a Virtual Assistant and began to exclusively support coaches. Through my VA years, I learned the nuts and bolts of the coaching industry, enrolled in numerous mastermind groups, perfected how to set up back-office systems, developed 30-day group coaching programs, and coordinated countless product launches.

In 2013, I designed my own program, 'Show Up and Shake Hands', which allows me to work with new coaches so they can meet their ideal client and build relationships. That's when I put on my hat as

a Customer Experience Coach and combined my expertise as a Systems VA with my passion for customer service and creating relationships. The combination allows me to tackle the #1 challenge most coaches face and build a customized solution that fits their personality.

No more stuffed animals for me -- I now have a fulfilling life of working with real people educating them and helping them open their doors so they can change lives on a daily basis.

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# *Life Purpose at Your Fingertips!*

*By Susan Hakiman*

Beginning at midlife, a woman enters a unique developmental stage that has many similarities with adolescence. Unfortunately, in American culture, there is little support for older women who want to claim their wisdom and live from the heart. Women are inundated with messages that what makes us valuable is how we look. Instead of being encouraged to look inward for value, we are exhorted to conform to narrow cultural standards and fight aging with all our might. It is a battle we cannot win. I believe that we should be on guard against surrendering to the cultural definitions of our true value as women.

Hello, my name is Susan Hakiman. I support women in midlife – and beyond – who feel cut off from themselves, to reconnect to their soulful essence and break through the myths that their best years are behind them. One of the best ways that women at midlife – or any age – can feel vibrant, valuable and beautiful is to recognize their intrinsic value, discover their purpose and, based on that foundation, create a life that fills them with joy.

One powerful tool I use to uncover the Life Purpose for my clients is Hand Analysis. What makes Hand Analysis so powerful is that it explains two systems or psychologies reflected in your hands: your Soul Psychology or Soul Agenda written in the energy pattern at the tips of your fingers, and your Personality Psychology reflected in the shape, lines, mounds and fingers. In this article we are going to focus on Soul Psychology or Soul Agenda.

Many people have asked, “How did you get into this?” This is the short version of my story.

## My Story

One morning, when I was in my mid forties, I read a reflection question in *Sacred Moments* by Linda Kavelin Popov that took my breath away. It was:

*"What would allow me to see life, not as an unending series of problems to be solved, but as a mystery to be lived?"<sup>1</sup>*

I was going through a very difficult time: trying to be the "loving wife" to my husband, a "perfect mother" to my children, and an active member in my Faith community. On the outside it all looked good, but on the inside something in me was dying. I felt like I had the weight of the world on my shoulders and I was pushing against a force determined to keep me down. I didn't understand what was wrong; I thought I was doing everything right. Yet I felt stuck, angry, numb, lonely and very sad. My life absolutely did not feel like "a mystery to be lived."

On that morning so many years ago I began a journey that would lead me to question everything – my marriage, friendships, my beliefs, and even my faith in God. It was terrifying. I definitely entered my "dark night of the soul." I didn't realize it at the time but I was looking for purpose, meaning, and authenticity. I'm not talking about cute sound bites or Hallmark platitudes either. I wanted to know why *I* was created and who *I* was meant to be. I wanted to understand why some things were so damn difficult and why the same painful patterns kept repeating themselves. As difficult as it was, I am convinced that my dark night of the soul was an invitation from Spirit to break through the distortions I had about who I thought I should be and what I should do. Somehow, in trying to do everything right I had lost touch with the core of who I was. In essence, I was living someone else's vision and not my own.

I was supported on my journey by God, some wonderful healers, and my dearest sister/friend (you know who you are). However,

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<sup>1</sup> Popov, Linda Kavelin, *Sacred Moments* (Fountain Hills, AZ: Virtues Communications Inc., 1996).

the insights I gained about myself through Hand Analysis were pivotal in helping me understand my gifts, my strengths, my vulnerabilities, and why the same painful patterns kept repeating themselves. I found Hand Analysis so fascinating that I decided to become a certified Hand Analyst with the International Institute of Hand Analysis. I wanted to help others through their dark night of the soul. I am grateful to my two talented mentors, Janet Savage and Ronelle Coburn, for their thoughtful and loving encouragement.

Talking about Purpose is very popular in coaching circles today. Why? Because living with purpose infuses life with meaning, which is the foundation for authentic spirituality and true happiness. Yet, embodying your Purpose is more than about being happy, finding fulfilling work, or even understanding yourself. It is about infusing the sacred into the mundane. It is about allowing your soul to lead the way and it is about fulfilling your unique destiny given specifically to you by the Creator.

To discover, understand, and bring your purpose out into the world is Soul Work that requires courage, faith, trust, compassion, and love. It is also a process that takes a lifetime.

### **What is Life Purpose?**

What does Life Purpose mean? The online Merriam-Webster Dictionary defines “purpose” as:

- The reason why something is done or used: the aim or intention of something
- The feeling of being determined to do or achieve something
- The aim or goal of a person: what a person is trying to do, become, etc.

One of the clearest definitions I’ve read is by Linda Kavelin Popov, founder of the Virtues Project. She explains: purposefulness is being aware that each of us is here for a reason...<sup>2</sup>

The questions related to Purpose are:

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<sup>2</sup> Popov, Linda Kavelin, Virtues Reflection Cards (Virtues Project International, 2006) Purposefulness.

- Who am I?
- What is my Life Purpose?
- How do I infuse my Purpose into my personal and professional life?
- Delving into and answering these three questions is a profound process that goes to the core of what it means to be a human soul sojourning in a physical body on planet earth.
- Your answers determine:
  - How you relate to the Divine
  - How you treat yourself
  - How you allow others to treat you
  - How you treat others
- Whether or not you make choices that are soul and life affirming

There are three aspects of Purpose. They are:

1. Developing a relationship to your definition of God, the Divine, Spirit, Unknowable Essence
2. Reflecting the attributes of the God, Divine, Spirit, Unknowable Essence such as kindness, faith, trust, discernment etc.
3. Discovering how to infuse your unique blend of attributes and gifts in your personal and professional life

I believe that every person who was or will be born, is known, seen, and loved by their Creator. I also believe that every person has the potential to reflect the Creator's attributes, virtues or qualities. When I work with my clients, I support them in exploring all aspects of their purpose but in this article I will focus on how Hand Analysis is a powerful tool to discover your unique blend of attributes and is a map for infusing those attributes in your life.

### **Life Purpose in Your Fingerprints!**

In his book the soul's code: in search of character and calling, Jungian psychologist James Hillman has an intriguing idea he calls the acorn theory. He believes that "...you and I and every single



person is born with a defining image.”<sup>3</sup> Hand analysts also believe that everyone is born with a “defining image” and that “defining image” is reflected in the patterns on your fingertips formed five months before you were born.

Briefly, Hand Analysis, as created and defined by Richard Unger, is an innovative and *non-predictive* way of understanding what your hands have to say. After studying thousands of hands Unger was confused about why clients with similar markings in the hands would behave so differently. Since he had already read all of the palmistry books in English, he turned to the medical literature on palmer lines and fingerprints. It was during his studies of the medical literature that he discovered that our fingerprint patterns look like a topographic map. He explains in his book *“LifePrints: “*

*“I had gotten pretty good at finding hidden talents and behavioral tendencies, but I still couldn’t tell why people with the same traits sometimes behaved so differently. Now in the medical stacks, I was reading that the fingerprints form a topographical map prior to birth, a map that will remain unaltered throughout life.”<sup>4</sup>*

As Unger stared at the diagrams of fingerprints he experienced an intuitive download. He explains it was as though he was “remembering something long forgotten.”<sup>5</sup> Since then Unger has tested and honed his theory with more than forty thousand people.

The idea that your fingerprints mean something is not new. I want to share this beautiful quote from the Navajo people:  
*“The Great Spirit breathes in the breath of life and the tracks of that breath become your fingerprints.”<sup>6</sup>*

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<sup>3</sup> Hillman, James, *The Soul’s Code: In Search of Character and Calling* (New York: Random House Publishing Group, 1996) Kindle edition location 226.

<sup>4</sup> Unger, Richard, *LifePrints* (Berkeley, CA: Crossing Press, 2007) p. xv.

<sup>5</sup> Unger, Richard, *LifePrints* (Berkeley, CA: Crossing Press, 2007) p. xvi.

<sup>6</sup> Coburn, Ronelle, *Destiny at Your Fingertips* (Woodbury, MN: Llewellyn Publications, 2008) p.17.

Hand analysis is the only method I know to discover your soul agenda or purpose that is not filtered through your personality or the personality of someone else! It is one of the best tools for answering questions such as: What makes me thrive? What are my vulnerabilities? Why do different parts of me want and need different things? Why do the same challenge(s) keep coming up in different disguises? I had one client tell me, "I thought by this age I'd be over this!"

### **Three Important Principles in Hand Analysis**

1. Practice is required – Every experience can help unlock your Soul Agenda, both the good and the not so good. I always explain the Goldilocks Rule to my clients: Learning what is too much or too little leads to just right. For example if your purpose is the Leader it means that you are here to learn the lessons of appropriate power and influence. But to do so you must also understand what it feels like to be powerless and what you don't have power over. Understanding the meaning of your Soul Agenda is also a lifetime process, not a destination. Meaning comes from engaging consciously in the learning process.
2. The Paradox Principle – As you strive to live your purpose you will face challenges. Living on purpose does not mean you will never have problems, pain, or hardships. In fact one promise I can make is that you will face challenges. Examine the lives of the saints or those who inspire you. Did they live carefree lives free of problems?
3. The Validity of Personality – The key is to translate your Soul Agenda through your unique personality reflected in the shape, lines, mounds and fingers of the hand. One is not more important than the other. Part of your life work is to learn how to honor the different parts of you and find the ways that they can work together.

### **The Three Parts of Your Soul Agenda**

Your Soul Psychology or Soul Agenda is made up of three parts called your:

- School
- Purpose
- Lesson

### **Life School**

Briefly your *Life School* is the overall theme of your life; it is the framework where your Purpose and Lesson are played out. Your school is determined by how many of which type of fingerprints you have. There are four schools based on the four main fingerprint types. They are:

- Service – Learning the lessons of conscious and unconscious service
- Love – Learning the lessons of emotional expression, authentic relationship, and vulnerability
- Wisdom – Learning how to move from evaluation to joyful, committed action
- Peace – Finding that place of alert stillness by learning how to move through your fear, chaos, and panic

Everyone has skills to learn from all of the Life Schools, but your area of greatest emphasis will be in your Life School or Schools. Yes, you can be in more than one School.

### **Life Purpose**

Your *Life Purpose* is decoded from your highest-ranking fingerprint. Fingerprints are ranked from the most to the least complex. Some souls have only one finger with a highest-ranking fingerprint and some have several. There are fourteen possible life purposes and they can combine to form archetypal combinations.

The best way to explain Life Purpose is to understand what Life Purpose is not:

- Aptitude/Skills/Talents
- Your goals (what you want to achieve)
- What you believe in (values, principles)
- Temperament (personality traits)
- Job description

Your Life Purpose doesn't change. All of the above can change. Another way to explain your Purpose is that it helps you understand what you need to thrive. I'm going to use an example from the garden. If you want your tomato plant to grow healthy and strong you know that it needs good soil, adequate water, plenty of sun, and to be fed regularly. If you want to grow a beautiful hosta plant, you know that it needs rich soil, adequate water, and a nice shady location. If you try to grow tomatoes in the shade and hostas in the sun, it won't work out so well. The hosta will burn up and the tomato plant will be sickly and prone to disease.

Your Life Purpose is:

- What makes you thrive
- The consciousness you long to inhabit
- Your sacred contract with the universe and yourself
- The oak tree the acorn is capable of becoming

### **Life Lesson**

Your *Life Lesson* is decoded from your lowest ranking or least complicated fingerprint. Again, some souls have only one finger with a lowest ranked fingerprint and some have several. There are also fourteen different Life Lessons possible. Just as with the Life Purpose, your Lesson can also form archetypal combinations.

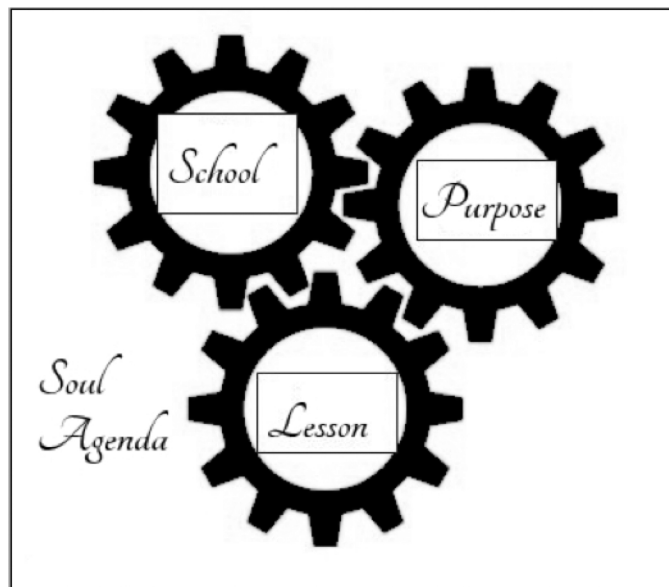
Your Lesson is that part of you that you wish you didn't have. It is that "whatever" you thought you'd be over by now; it is where you are most vulnerable; it is what you don't want to deal with; what you may feel most ashamed of; it is your blind spot; it is your scariest shadow or as described in the Star Wars Trilogy, it is your dark side. But, if **consciously** worked with, your Life Lesson can become your biggest ally, which propels you towards living your Life Purpose.

Imagine you love to play tennis and want to become skilled enough to enter tournaments. You execute a beautiful forehand and backhand stroke, but you just can't quite get how to serve. You either hit the ball so hard it goes way out of the court or to the sides, or the ball won't make it over the net. If you want to be able to play

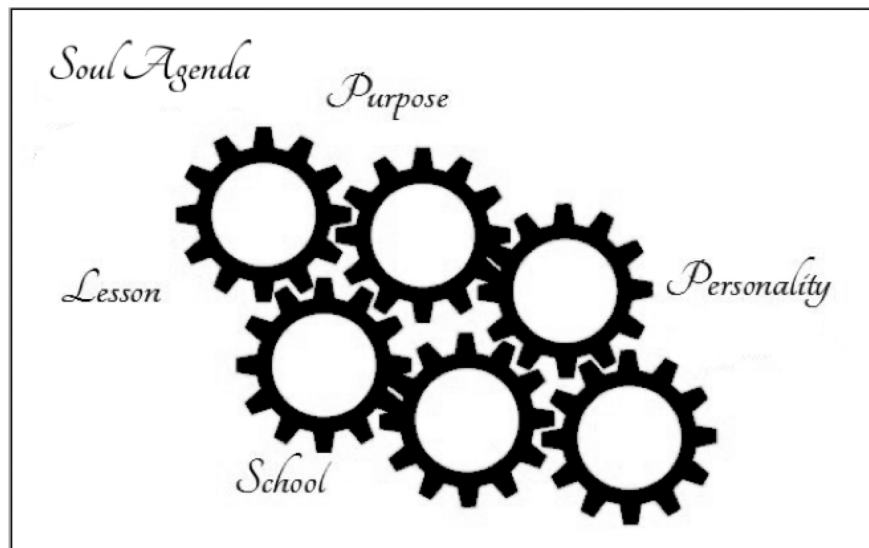
in tennis tournaments you need to perfect your serve. For some reason getting your serve over the net and in the opposite court is hard and you don't understand why, and you don't want to have to do it. Grrrrr!

That is what our Life Lesson is like. Yet, when we bring it to consciousness, we can own it, learn what we need to learn, and transform it from nemesis to ally. You can be confident that you'll be given many opportunities to practice and gain skills with your Life Lesson.

It's important to remember that all three parts of your Soul Agenda work together and interact with each other. Below is a diagram to make it clearer:



And your Soul Agenda interacts with your personality as well. Sometimes your Soul Agenda and Personality work together easily but sometimes they are harder to mesh.



### **Benefits of knowing your soul agenda in your fingerprints**

- Offers an objective statement of your life purpose
- Make choices in a more conscious way
- Understand what makes you thrive and where you are vulnerable
- Face your challenges with compassion
- Understand where to begin your inner journey

### **Offers an Objective Statement of Your Purpose**

Psychologists and coaches agree that it is critical to feel a sense of purpose to find meaning and fulfillment and there are numerous ways people seek to discover what that purpose is. Many people look to the Divine to fulfill their purpose since our connection with the Divine is the foundation that everything else rests on, but how do you distill that greater purpose through the prism of your own unique individual soul? How do you discover what the unique role is that you are meant to play? What has Spirit asked you specifically to learn and be?

Other people attend seminars, take personality tests such as the Myers Briggs, or work with a coach, pray, meditate, or journal. These have value, but unfortunately they are subjective. None offer

an objective way to discover your purpose that is independent of your personality.

One client I worked with was feeling dissatisfied and listless and didn't understand why. She had a good job as an accountant, was close to her family, friends and was happily married. She felt very frustrated because she couldn't understand what was wrong. Why wasn't she satisfied? When I decoded her Soul Agenda from her fingerprints I found that her purpose was the Artist/Creative/Individualist in Service (a common purpose). The Artist finds meaning by tapping into their creative potential and splashing that creativity on the canvas of life.

She immediately exclaimed, "I'm not creative at all!" I hear this often from people with the Artist life purpose. This client had a very practical personality and her hands reflected this. She had squarish hands with short fingers; she had only the major lines on the palm. She was pragmatic, she liked order and structure, she was very loyal, and she took pride that she could be depended on. She had arranged her life in a way that suited her personality very well, but it did not satisfy her Soul's need to express its creativity.

Now that was scary for her because she didn't understand what being creative meant and equated creativity with being unreliable. I reminded her that Creativity is an attribute of the Divine and one of the first things we worked on was expanding her definition of what being creative meant. Being creative can range from the traditional arts to computer programming, gardening, cooking, sewing, inventing, how you dress, decorate your home; create relationship even digging a ditch. Day by day she is learning how to use her creativity in conscious service to others!

### **Make Empowered Choices**

When you know who you are and why you are here, you live from your authentic self. When you live from your authentic self you can make decisions and choices that are empowering and based on what is *real*. Your fingerprints are like a map that gives the direction of where you want to go and where some of the pitfalls might be.

One client came for a reading because she felt stuck and invisible, alienated, powerless and overwhelmed. When I decoded her fingerprints we discovered she had a common purpose that Hand Analysts call the Leader or Visionary with a Heart. It combines mastering how to use your power and influence with integrity, while being emotionally authentic and creating loving relationships. As you can imagine this is challenging. She literally cringed when I told her that she was here to learn how to be powerful. I've had that reaction from a number of women clients who have power and leadership as part of their purpose. Unfortunately, because of how power has been wielded historically, it often has a negative connotation. However, it is important to remember that power is also a quality of the Divine.

My client had been raised in a chaotic situation. She equated power with abuse and manipulation and wanted no part of it. She had also been so focused on surviving emotionally and she did not know what was important to her. She did not believe in her innate value and in relationships she would give her power away.

In our work together we focused on three things: Believing in her intrinsic value, learning how to tap into her feelings so she could create authentic relationships and work through her negative beliefs around influence and power.

As she learned to feel her feelings it became easier to ask for what she needed in relationships. She practiced using her power to make conscious choices, based on her real wants and needs. At first it was difficult and of course she made mistakes. What she noticed was the more she worked in creating authentic relationships the more she was able to feel powerful in a way that was in integrity and felt comfortable. She eventually left her job to start her own business! With compassion and curiosity she is learning how to be a Leader with a Heart!

### **Hold a Bigger Vision of Who You Can Be**

Knowing your Soul Purpose gives you an accurate vision of who you could be. Without a vision you cannot even begin to weave the pattern. Many of us play way too small. Who could imagine that you, yes **you**, can make a significant impact on their family,



community, nation and even the world! Isn't that for other people? I have a better question: why not you? Someone may need that special gift, song, idea, inspiration, book, or viewpoint that only you have. Maybe you are that amazing innovator who will shed light on some seemingly intractable problem, or perhaps you are that healer in hiding, and some soul you could support on their journey is looking for you. Maybe you are a marvelous communicator with a message who will motivate and challenge your audience to understand something in a new way, or you could be that Leader with a vision who inspires a nation. When you hide and do not live up to your potential, everyone loses.

This brings to mind one special client I worked with. She was very quiet, soft spoken, and she had sensitive hands. She came for a reading because she felt like she was going around in circles and lacked a clear direction in both her personal and professional life. When I decoded her fingerprints she was shocked. Her purpose was what Hand Analysts affectionately call The Prima Donna, which is a combination of success, leadership, creativity and being in the spotlight. People with this fingerprint pattern need a big stage; they find meaning by using their creativity and drive to make a difference in the world.

Because her Soul Agenda was so challenging to her personality we begin by exploring her ideas about success, power, influence and creativity. Once she began to internalize that she could be successful, powerful and creative without being selfish she was much more comfortable with the idea of being a Prima Donna. We explored ways that she could be the center of attention when appropriate and be alone when she needed to. For this client her path will always include learning to balance the needs of her Soul Agenda to be out in the world in a big way with her personality that is sensitive and needs to have time alone.

### **Face Your Challenges with Compassion**

Understanding your Soul Agenda means you can stop beating yourself up for not being perfect. Honestly, who is? You can begin to reframe your challenges from character defects to skills to be learned.

I love the Goldilocks story, because it is the perfect example of how we learn, which is from making mistakes. If you remember Ms. Goldilocks enters the three bears' house and first tries the porridge. Well, one bowl was too hot, the other too cold, and the third was just right. Then she went to the chairs, one was too hard, one too soft, and the last one was again just right, and on to the bed.

Goldilocks didn't get it right the first time; she had to practice. When toddlers are learning to walk, do you berate them for falling? Do you make fun of a child's effort when they're learning how to speak? Of course not! So why heap disparagement on yourself when you don't get it right? Discerning what is required from your Soul Agenda allows you to be gentle with yourself while at the same time being accountable.

Many clients come to me because of painful challenges that keep recurring, even in their fifties or sixties or seventies. Frankly they are tired of it and wonder what they are doing wrong.

One client wondered why those closest to her did not respect her, took advantage of her, and then abandoned her emotionally. This was the pattern with her parents and was replayed in her marriages and even with her only child. She felt they only wanted her for what she could do for them or to ask for money. She also felt emotionally flat.

When I decoded her fingerprints, her school was Love and her Lesson was on her left index finger, which is about having appropriate emotional boundaries, preventing violation, and knowing what you really want. What made this lesson so difficult for this client was being in the school of love, she craved close, loving relationships. She was terrified that if she set boundaries and asked to be treated with respect she would lose the connection she had, even if it was not a healthy one. She felt as if she was in a catch-22; there was no way to win.

In our session I explained that until she could be in loving relationship with herself and hold appropriate boundaries she would be unable to create authentic relationships with others and this destructive pattern would continue to repeat itself. However,

this was such an ingrained pattern for her I recommended that she see a therapist to help her make the necessary changes needed if she wanted to break free.

### **Know Where to Start Your Inner Journey**

When we think about huge intangible ideas such as “What is my purpose?” our thoughts and feelings can get all tangled up. The questions are so big we may not have any idea where or how to begin. It may feel like we are trying to un-knot a tangled mess; this is especially true when we are dealing with issues that trigger deep emotional responses.

Understanding the Soul Agenda in your fingerprints offers a method to begin to untangle the knot. You can begin by exploring what is required to thrive in your school, then meditate on your lesson, discern how it is showing up and what skills you need to cultivate. Then delve into what your purpose means to you and how you can infuse your purpose into all aspects of your life.

Will you make mistakes? Absolutely, remember the Goldilocks Rule! Will it be difficult? Sometimes it will. Can I promise you will no longer have problems? No, in fact I promise you will. However, I can also promise that if you *USE* the information from your fingerprints, in a conscious way, it will support you to create a soul filled and purposeful life!

## *About the Author*

**Susan Hakiman** supports her clients to discover and cultivate their Life Purpose! She enjoys working with souls in transition; especially women in midlife – and beyond – to break through the myths that their best years are behind them. Susan uses Hand Analysis, Soul Art and other modalities to support her clients to embrace their innate nobility and surrender to their process of transformation. She is dedicated to transforming perceptions about aging from one of loss to one of infinite possibilities.

Susan is a certified Hand Analyst with the International Institute of Hand Analysis and studied under Master Hand Analysts Ronelle Coburn and Janet Savage. She is also certified as a Soul Art Guide with Laura Hollick.

Susan has been married for over thirty years to her wonderful husband and is a proud mother of adult boy/girl twins who are living their purpose. She has lived in many parts of the United States and in West Africa for five years in the 1980's.

To learn more about Hand Analysis and Soul Art e-mail Susan at **[info@thelifeweaver.com](mailto:info@thelifeweaver.com)** and visit her web site at **[www.thelifeweaver.com](http://www.thelifeweaver.com)**.

# *Choices, Choices Everywhere and Not a Decision in Sight ...*

*By Denise Hansard*

Have you ever felt that you didn't have a choice in what was happening in your life? Welcome to the human race. Most of us live in this realm of being overwhelmed, afraid, or just plain ole stuck not feeling as if we can choose.

If you're like most of us, you are allowing your thoughts to keep you stuck in the comfort of your pain. You focus on your hardships – the lost job that gave you your identity; the financial pressure of making ends meet; or the breakup where you are no longer a couple. Are you feeling you're not good enough for the life you are even afraid to want?

## *Be Willing to Trade In the Discomfort We Know*

Most people come to me because they don't know what they really, really want in their life and are afraid of moving into something new. "New" always requires change. This is what scares people the most.

Change means you have to let go of something you valued at one time in your life. That could be a friendship – which has become a toxic relationship that no longer serves you. It could be a place or a situation – the home you weren't ready to move from, even though it was for the best, or a job that let you go. It could also be a behavior – trash talk or limiting beliefs that you want to let go of.

Here's the tough part: all of these things are so familiar. The "what you know" in anything is a comfortable place to be—even in its

*discomfort*. It is what we know and know well. That is why we stay there even when it is painful. We suffer in our comfort.

The first step my clients and I take is to identify what their life would look like if “you could have what you truly want.” How would it look if they could step outside of their comfort zone and begin anew?

This can be very difficult. For a long time, they have not been living for themselves. They have been living for others: husband/wife, children, careers, the job, etc. They put everyone and everything else ahead of themselves. When asked, “What would you love to have in your life?” they either get very sad (crying, anxious, depressed) or zone out because they haven’t a clue (feel brain dead). It has been so long that they were given permission to dream that they are not sure how—or if they *can* dream anymore. The good news is that it’s no longer the life they desire.

### ***One Person’s Story ...***

Jan is in her mid-40s. She chose to leave the six-figure job she had held for years. Jan decided to do this because she was no longer enjoying her work life. When she made this choice, Jan didn’t think she would have any problems finding her next position. After a year of nothing, she began to panic. Jan suddenly realized that she was feeling “lost”—as if her life was crumbling and she was losing everything.

We started talking about what Jan would truly love in her life. This simple question made her tears come. Jan didn’t know why she was crying—and wasn’t sure she could stop. Then she began to apologize for crying over the phone to me. She felt as if the life she had before was over and she would never get it back. This was the moment Jan realized she no longer wanted to live in her comfort zone of pain. That was when she chose to work with me—and we started talking about how her life *could* look.

We began to help Jan identify her “stuck” thoughts and feelings, her fear, her sense of worth and much more. She began to shift her thinking. Jan noticed her thoughts and made different choices, including “no more Trash Talk Mondays.” At the end of our time together, Jan not only had identified her ideal life, she received

many job offers and chose one. She got her power back and was no longer stuck in self-defeating trash talk: to herself—and to others *about* herself. Jan was energized, happy and confident. She began to envision the life she had been afraid to dream of and take positive steps to make it happen.

This is my calling. I help people start to let go of past stories that have kept them stuck so long. I know, because I used to live my story of not being “good enough.”

### ***Part of My Story ...***

When I was growing up, my best friend in first grade told me that I was fat. She would tell me this every day. And every day, I would go home and cry to my mother. In my mind, this meant I was ugly. It didn't matter that my friend was twice my size. All I remember is that I wasn't good enough ... to be loved no matter my body size.

This was the start of a struggle I've had for most of my life: with my weight and my feelings of not being good enough. I was on that roller coaster of losing and gaining weight throughout my pivotal years. At one point, I even used my body, my weight, to become invisible after my boyfriend committed suicide. I didn't want anyone to see me, so putting on weight was the best way to do that.

We all have our story. Becoming aware of it is the first step. Then you can determine how this story will work *for* and not against you. When people ask who you are, what do you tell them? And is what you tell them really *true*?

Do you know there is only 5% truth in any story that we tell? The other 95% is what we have *chosen to believe* as our story: the history we allow to become our life. We forget the real truth that happened to us. Or we choose to see ourselves as the hero, the victim, or someone who needs to be rescued. We stay stuck in the comfort of our pain, sometimes suffering in silence.

### ***Stories Not Worth Sticking To***

We become committed to stories with a sense of lack. This is important! How much time do you spend thinking of yourself as not being loved, never having enough love, being a person who is

not good enough or pretty enough, or being the outcast in a group of people—always feeling invisible?

Or, when you think of money, you consider yourself as not being good enough to have much: it is just not meant to be yours. You have lived so long in the story of not having money that you can't seem to get it. And—no matter how hard you try—you always need more. No matter what you do, you are just not good enough to be the one selected for a promotion in your company; not good enough to be worthy of the additional financial freedom it would give you. Just not good enough, period!

This is true for any job that we do. You tell yourself that you just need to choose something that will make a good living and stick with it, no matter how much you may hate it. That's just how life is. Staying in the J.O.B—just over broke—is what is meant for us. This way of thinking keeps us embedded in the victimhood of our stories—so much so that we become powerless.

Yes, there is some truth to any and all stories. It's just that this truth is only a small part of who we are. The rest is what keeps you stuck, keeps you small, and keeps you in fear. You're unable to move out of your comfort zone, out of your suffering in the comfort of your pain. I can tell you staying stuck in the comfort of your pain can *kill* you.

Here's how I know.

### *The Rest of My Story...*

I grew up in the South. My parents survived the Great Depression and held tightly to the mentality that went with it. You know what I'm talking about. There would never be enough of anything: food, money and—most definitely—love. The lessons they instilled in me and their other three children were “work hard and you might amount to something,” and “you have to realize that whatever you do has consequences.”

Then there were the personal messages I received—from my grandmother, no less. It was the summer I was eight years old. Georgia summers are hot and humid. The air wasn't moving at all, so my shorts and t-shirt were sticking to me. We had been playing



and were just ready to go inside to rest when my grandparents drove up in their truck. We knew we had to suddenly become presentable for them. This was just the way you did things in the South. So, my sisters and I lined up in front of my grandmother. We stood there, longing for some kind words, some sign that we were “enough” to receive her love. She said nothing. Not a word did she say to any of us ... until she got to me.

It was then that I heard those words that would forever haunt me – that started and continue to reinforce my sense of unworthiness. She said, “If you would only lose weight, people would like you more. No wonder you don’t have many friends.”

This story – combined with all of the other stories that made me feel “less than,” especially from the people who were supposed to love me, like my grandmother – left me feeling I would never be good enough, no matter what I did. I would never be thin enough or pretty enough. So I should just do what everyone else was doing and try not to stand out – and call attention to all I lacked. Don’t take risks or the “consequences” will haunt you forever.

**We all have our stories.**

**It is about how we *own* our choices in those stories that matter.**

### ***What’s Your Story?***

Telling your story – literally writing it out – is the beginning of your transformation. To start making any change in our lives, we must first know that we *have* to change, along with owning that we *want* to change.

How do you do that? Start by telling all about yourself: as if you are writing a book, which will become a movie of your life. In your mind and heart, you have been taking notes on your life. You have been living through those notes without ever really knowing what they were.

What will your story be? By identifying and writing it, you become aware. You open yourself up to becoming more: to becoming more of who you were meant to be all this time. If you think it, ink it.

Not all stories are devastating. But now is *not* the time to think, “She/he had it much worse than *I* did.” That’s just another way to stay stuck and never change. This is not a contest to see who has the saddest story. It really doesn’t matter, as our story is “our story” — the one that defines us and, if allowed, keeps us stuck. Just get your story out there, so you can start looking at it to see why you are where you are today.

### ***Step 1: Become Aware through Your Story***

Here’s how to begin.

Write your story as if you are telling it directly to me, as your friend who can help. Tell me all about your childhood, your teen years, your life up to now. Focus on the events that seem to stay in the forefront of your mind, causing you pain or sorrow or angst. It could be about your relationships, your schooling, and your career—even about your pets, if that left a lasting impression on you. Tell me what your parents taught you about money, love, working, relationships, etc. I want to hear it all.

Why is this important? Telling our story gives us an awareness of who we are and, most importantly, the “why” of us. Most of us want to grow beyond where we are today. We want to have it all: more money without the fear of losing it, a loving relationship without any sense of not being good enough, and a career that inspires us to be who we are, and not feel as if we are an “outcast” within our groups.

To have all that, we must be able to pull back the curtain and look deeply into our souls. You may have forgotten who you really are. That often happens when you have not been supported to be more. Looking into the stories that define who you are today will unlock greater potential for being *more* in your life for the present and the future. For being a more “real” you—the “YOU” you have always wanted to be.

**"Decide that you want it more than you are afraid of it!"  
- Bill Cosby**

### ***Step 2: Start Getting CLEAR***

In my coaching programs, I help people to look at their story and begin to notice how their thoughts around this have been so much a part of their life. Our next step to go beyond these “stories” is to become CLEAR on what is going on in their lives—the past that is currently defining their present and, ultimately, their future. Here is my signature process:

**CLEAR** – Five steps to shift your mindset and transform your life!

**C – Choice:** Recognize that everything in life is a choice. Every thought you have, every action you take, every involuntary reaction you make is a choice. We have become conditioned to think that sometimes we don’t have choices. That, in and of itself, is a choice—to be in a victim state of being. Everything in life is a choice, and we make it.

**L – Language:** How we express our thoughts in spoken words comes from our choices. We learn patterns of language that keep us victimized or help us to grow into victors! A good example of this is the use of the word “but.” This is overused and has become a filler word in our language. Yet, its meaning is extremely powerful. Everything you state *after* this word negates everything you said *before* it! Example: “I love you **but** I don’t like what you did.” The first part—stating you love someone—is totally wiped away with that three-letter word: but. This one word stops most of us from living our life to the fullest, as we allow it to put the brakes on what we really want. My best advice is to get rid of the word altogether! Instead of having it as a filler word, put a period at the end and start a new sentence. Example: “I love you. I don’t like what you did.” This totally changes the emotions behind what is being said. Use positive language in everything you say.

**E – Energized:** When we make our words positive, they energize us to begin the process toward change, toward transformation. We just looked at how our words have power. Our words can change relationships with ourselves and with others. Remember: what we say to ourselves (internal trash talk: “I can’t,” “what makes me think it will work this time,” etc.) is usually how we live our life. This always moves us in the direction of “not good enough” behaviors.

Energize your words into positive ones. This one step will create change for the better.

**A – Actions:** We take action from a different perspective based upon the power of our words. Energize your words by making them positive: “why not” instead of “why”; “I choose” instead of “I can’t”; “I am” instead of “I want, hope, wish.” This allows you to take action steps with more confidence and assurance, rather than from a place of uncertainty, doubt and despair. Claim your power!

**R – Results:** Your results become more attuned to the idea to “live like you were meant to.” When you make defined choices, your life flows with ease. There is less stress because you are choosing the *results* and not allowing *circumstances* to rule your life.

If you don’t like the results in your life, then go back to your choices. Your choices can change your life!

What are some of the choices that you are making? Are you ready to get CLEAR?

### ***You Can’t Have It All!***

For women, most of us were told that we could have it all...the career, the husband, the kids, etc. We were told that we shouldn’t allow anyone or anything to deter us from this. All we had to do was to “go for it”! Well, I am here to tell you that it isn’t true ... you *can’t* have it all! You can’t have happiness when you feel sad all the time. You can’t have financial prosperity when you live in a poverty mindset. You can’t have a loving intimate relationship with someone when you don’t love yourself.

I’m sure this is not what our mothers meant when they were encouraging us to go for it! They were telling us that if we wanted something badly enough, then we could get it. In many ways, they were – and still are – right.

As we become CLEAR, we can make the choices to move forward with defining our life and not by reacting to the “life happens” moments. We can begin the process of “not having it all.” Instead,

we start the process of having what we would *love* and taking the steps to make that a reality.

Let's get started! First by telling your story.

***Write Your Story!***

Schedule time to begin. Just write. Don't let anything stop you! No critiquing, no criticizing ... Just write as if your life depended on this. It does.

You will find writing is quite cathartic. It allows you to become aware of thoughts about your past, your present and your future.

It is in these thoughts that the process to changing your story – truly getting a “do-over” – will begin to take shape.

Homework for right at this moment: WRITE IT DOWN!

1. Not sure where to begin? These questions may help:
2. If you could change anything in the way that you were raised, what would it be?
3. What is your first clear memory of feeling “sad” or “rejected” or “not good enough”? Describe that time and what was going through your mind.
4. What story stands out in your childhood? Tell me about it in detail. Paint a picture so I can see it, too.
5. Do you feel an emptiness inside that you can't seem to fill? Do you use food, drugs, alcohol or something else as a means to fill it? When did this practice start? When you use this method to get “full,” what is going on in your head?
6. What has happened recently that caused you to question yourself and what you are doing in your life?

7. What stories did your parents tell you about you? About themselves? About your grandparents? These stories define our foundation of being. Knowing these stories helps us change and shift our perceptions.

Nothing that you write needs to be shared with anyone else – unless you want it to be. This is yours and yours alone! The process of just getting it out is the beginning: the start to your becoming aware and to transforming your life. Don't judge your story. All our memories become our stories – which define us, because we made choices based on those memories.

Remember: only 5% of what we tell ourselves through our stories is the truth. The rest is just our perception of what happened. Let's begin now to change your perception and change your life.

**It is your perception of what happened in your life  
that defines you. Own the choice to change it.**

## *About the Author*

### **Denise Hansard:** *Live like you were meant to ...*

"There is nothing wrong with your life. You have a 'good' job, a 'good' relationship, 'good' health, etc. But you know the enemy of 'great' is 'good.' Wouldn't you love to be GREAT! That's what I do for my clients. We work together to create the willingness to step into the transformational process of greatness!"

Denise started her career as a pricing expert, helping multi-million dollar corporations reach their revenue goals through the art and science of pricing. She was instrumental in training and coaching executives, sales teams, and others in understanding the dynamics of pricing and the power it could bring. With a master's degree in counseling from University of Georgia, one of Denise's desires was to help and serve others.

In 2012, she chose to follow her vision of a new life, by becoming a Certified Transformational Life Coach. Denise is a natural teacher and effective coach. She has been called a person who "has a passion for people, helping them realize their potential." Her teaching techniques through coaching or speaking offer a fun, inspiring methodology for helping individuals and groups move past what it is that is keeping them stuck and moving into greatness in their life!

As a sought-after transformational life coach with pricing expertise and a professional speaker, Denise offers inspiring talks and workshops to sold-out audiences around the country, as well as transformational in-depth coaching programs that help clients achieve new heights of success, meaning, and spiritual aliveness.

This is her commitment and her passion: helping others to live the life they would love! Whether it is to enhance your financial freedom, relationships with others, your health, or your vocation and career: isn't it better to have a partner who can help you reach those goals, those visions to step into Greatness?

*Live the life you were meant to live.  
Contact Denise to get started.*

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<https://facebook.com/coaching2dream>**



# ***Brain Feng Shui™***

***By Elizabeth Harrison***

## **Frustrated Impostor**

*"I laugh when I hear the fish in the water is thirsty. I laugh when I hear the people go on a pilgrimage to find God." - Kabir, 15<sup>th</sup> Century, India*

As a psychotherapist for years, I became frustrated with the limits of traditional therapy practice. I felt I was an impostor. I spent endless hours trying to help others make positive changes that I could not even make for my own life.

I tried it all including religion, psychology, self- help books, exercise, eating healthy and more. Despite my conscious efforts, I found lasting positive change to be hard, if not impossible in my clients and in myself. Stress continued to mount and my body took the overwhelming toll.

I hit bottom. Out of options and humbled to the core, I had to admit it. I needed help. So I quit my traditional talk therapy practice and never went back. My misery motivated my relentless pursuit to find a better way.

## **Beyond My Dreams**

With my psychologist husband and business partner in tow, kicking and screaming at first...we spanned the globe in search of what works. We discovered, simplified and combined tested, cutting edge energy techniques, including Touch for Health, NLP (Neuro-Linguistic Programming), NET (Neuro-Emotional Technique), EFT (Emotional Freedom Technique), Acupuncture Meridian and Chakra System, Eye Movement, Color, Sound, Behavioral Barometer, One Brain, Adaptogens and much more.

Through that search, we found more than we dreamed possible for our lives as well as our client's lives. Brain Body Balance™ is a complete change system using Brain Feng Shui™ techniques. It is the culmination of our global search for answers.

Using the techniques, the brain can change in seconds, unraveling stuck habits that you just might have kept for a lifetime. The changes defy traditional practice limitations with mood, health, relationships and prosperity transformation.

When my own body and brain healed, releasing my memory of overwhelm, I knew I had to teach others. At the time, my own profession was not ready to accept these techniques. I found the field of coaching to be a flexible fit for me.

As an energy psychology coach, over the past 15 years, I have taught thousands of students of the Brain Body Balance™ using Brain Feng Shui™ techniques. Recently, I expanded beyond my local practice in Naples, Florida, to teach students online and to offer certification training to coaches.

### **Beyond Traditional Limits**

George is an example of the fast, lasting change that surpasses traditional limits. He called a few days after his wife of over 25 years passed from brain cancer that had spread.

“After the shock of my wife Sharon's passing, I was literally unable to leave the house. I'd pass out. Many of my family members had seen Elizabeth and done the Brain Feng Shui™ with success. It sounded strange to me. I had my doubts but I had no choice. I could not function. So I flew to Naples, Florida to see Elizabeth for the day.

I can only testify that it was the most amazing and freeing experience I have ever been exposed too. The "clearing" process not only restored the joy to my life but seemed to "reset" my emotional clock. I had not felt better in my entire life. The changes were immediate. It was as if my senses were heightened. When I left her office it seemed as if I was seeing the world in technicolor. I felt

freer than I had ever been in my life. Even though it made no sense to my rational mind.

The best part of the experience is that it lasts. It's months later now and the sadness and panic have not returned. I'm even actively creating a happy life. I just recorded my first musical album dedicated to Sharon.

I would highly recommend Brain Feng Shui™ to anyone! Thank you Elizabeth!!!” - *George Tiff - Realtor, Musician, Father*

I'm not a healer. Healing comes from a HIGHER source when you delete the blocks to your birthright to peace with purpose and prosperity. The same 'how to' techniques that set me radically free work on everyone. You can use your brain to jumpstart fast, easy, lasting change in your life.

### **Your Greatest Asset...or Liability**

Your brain is your greatest asset, or liability. Either way, it is the operating system that runs your life.

Scientific research contends that we have learned 90% about how our brain operates in the past 10 years.

Contrary to earlier beliefs that the brain could not change, neuroscientists now confirm that your brain is plastic, meaning changeable. It can grow, change and reorganize itself.

### **Get to Know Your 97% Unconscious Brain**

- Your unconscious brain is totally obedient.
- Your subconscious cannot reason. It responds to what you feed it, the commands you give it.
- Your unconscious brain never sleeps.
- Your subconscious aligns with LOVE or FEAR.
- Your unconscious brain is your wisest, easiest to change part.

### **Few have a Clue What to Do**

There is a massive amount of information about the 'what' and 'why' you need to make positive change. 'How to' change techniques that target your greatest untapped resource, your 97% unconscious brain at the root cause, are all but non-existent. Yet the potential for tapping into your unconscious brain-power is enormous.

Medical research confirms our findings over the past 15 years using Brain Feng Shui™ Techniques. Given the techniques, your unconscious brain can change your DNA, your cellular memory and your neural pathways in seconds, unraveling destructive memories, beliefs and habits you just might otherwise keep for a lifetime. Yet the techniques take mere minutes to learn and use. Even a child can do them.

The goal and result of the Brain Body Balance™ system is to use your wisest, easiest to change unconscious brain to create a life change. Brain Feng Shui™ techniques discover and delete what blocks you from energy to heal, attract and create. Syncing you with the PRESENT peace with Purpose and Prosperity....effortlessly.

Imagine your brain, radically free to be PRESENT! The PRESENT is...

- All you were created to handle
- Life's only equal playing field
- Your connection to Higher Guidance, TRUTH
- Your life's purpose
- Your only safe place
- Heaven now, STILLNESS
- Your power to create

Miss the PRESENT, miss your life. But your default program of stress, strive and stuck robs you of the PRESENT.

*Warning! You will leave your comfort zone.*

It's a paradox that your greatest fear is not staying stuck. Your greatest fear is to be radically free with no limits. "What would it be like to let go of all stress, striving and stuck?"

Warning! You cannot do the techniques and stay in comfort zone.

### **COMFORT ZONE: Stress, Strive and Stuck**

#### **Energy is Everything**

*"Everything is energy and that's all there is to it. Match the frequency of the reality you want and you cannot help but get that reality. It can be no other way. This is not philosophy. This is physics." - Albert Einstein*

The entire universe is composed of atoms of energy. Energy has a ripple effect that destroys or creates.

Your memories and beliefs are energy. They are the software program of your life. Beliefs affect your thoughts, feelings and your body. This energy has a ripple effect into your relationships, choices, actions and ultimately your success.

Stress stems from your memories, beliefs and thoughts. It's the brain and body's fear response to a perceived threat or difficulty. Fear is the feeling of alarm to a perceived threat or difficulty.

A little stress is good, too much is like a virus that corrupts your operating system. Stress short-circuits the hippocampus and memories are stored in disarray. Stress also causes 90% of dis-ease to the body according to the Center for Disease Control.

#### **Blame it on the Chicken or the Egg?**

*"Maintaining a complicated life is a great way to avoid change." - Elaine St James*

#### **It's the egg!**

When you were conceived, you were pre-programmed with an operating system and software. Unresolved memories and beliefs that are buried alive pass in the cellular memory and DNA from previous generations. Certain organs have the genetic propensity for a particular dis-ease. For example, your father had heart dis-ease like his mother and his grandfather. Or your mother came from poverty and you find it hard to be prosperous.

### **No, it's the chicken!**

It's the Universal 'Chicken Misery' default program of deprivation.

- Misery Belief: I am *deprived* of \_\_\_\_\_ (Peace, purpose, prosperity, relationships, health, choices)
- Misery Thought: "I am powerless. I have to *wait, need and expect* others to Change so I can be enough and successful."
- Misery Feeling: I feel deprived \_\_\_\_\_stressed, sad, resentful, hurt, anxious, guilty, overwhelm)

### **Blame the Egg and the Chicken!**

Blame the weather, your job, your mother-in-law, and the politicians. Blame the offender and the offense too. Blame is futile and fatal. Blame sinks you, not them. But there's even more to blame.

### **Blame It on Striving to Get Unstuck**

Your game of blame turns into a prison, self-inflicted. The bars are unresolved memories and negative thoughts that play unsolicited. You can't leave you, so you try to shut them up and drown them out with positive affirmations. It's a patch job at best. It just could be doing more harm than good.

Remember the last time you said, "I'm going to do better; I'm not going to eat two bowls of ice cream. Next time I'll stop at one." How did that work out for you? Did you end up eating even more ice cream, not less?

Next, you try to zap stress and get unstuck with great body treatments like acupuncture, massage, exercise or detoxing and eating organic. But soon the unresolved energy blocks return or show up in another part of your life.

Affirmations, trying to think positive, reading to find answers, willpower and even talking over your problems addresses change at the limited 1-3% conscious brain awareness level. Your conscious striving is much like dusting off a computer in hopes to delete a virus.

In fact, your conscious efforts can do more harm than good when your conscious and unconscious do not agree and are not congruent. Each repetition makes stronger habits, deeper neural pathways or brain ruts. Habits you often keep for a lifetime and pass on to the next generation.

### **Blame it On Your BS Disorder (Brain Space)**

*"We are so constituted that we believe the most incredible things and once they are engraved upon the memory, woe to him who would endeavor to erase them." - Goethe*

**Memories Never Die.** Memories buried alive replay unsolicited with the slightest reminder, and they never die.

### **Brain Wiring**

Learning relies on your brain to form and retrieve associations. Pavlov's dog learned the bell meant food, activating the senses. All sensations cause nerve cells in different parts of the cerebral cortex to be activated, creating strong circuits or connections.

The cerebral cortex has thousands of different neural pathways, which can store memories in countless combinations. We only use a small fraction of these complex combinations.

Researchers now believe that these physical pathways are responsible for emotional reactions. Once connections and associations are formed, they reside in the brain as a long-term memory, which can be accessed just by experiencing the original stimulus of the memory. It's rather amazing when you think about it. A memory can permanently change the wiring in your brain.

Memories strengthen neural pathways over time, forming deeper habits especially when repeated, when they evoke a strong emotion, when they are meaningful, and when you sleep.

From your fat cells, to your temperament, your thinning hair, disease and poverty or your beauty, wisdom, wealth and health . . . you came pre-programmed at conception. Science confirms that your life is greatly controlled by your DNA.

Carl Jung, Psychiatrist, believed that we inherit the memory of the experience of our ancestors without having to have the experience ourselves.

### **You Have Brain Space Disorder**

For lack of techniques and solutions to target and delete the inherited viruses that infect your life's operating system and program, you react to them. You stuff, cram, and jam your fear based, unresolved memories and beliefs into an already overloaded brain space. This stress short-circuits the hippocampus and stores memories in disarray causing disorder.

Neuro-science contends that trauma fear memories shrink the hippocampus in test subjects including abuse and war veterans who have PTSD, post- traumatic stress disorder.

Over time, your brain space becomes cluttered and in disorder. Your conscious alert that you have BS Disorder is when some part of your life is stuck, in spite of your striving to make positive change.

### **Brain Space Disorder**

- *Your 1-3% conscious and your 97-99% unconscious do not agree.*
- *Your brain and body don't talk.* Center for Disease Control's research contends that 90% of all dis-ease is stress related. After a few decades, the body begins to pay the stress toll.
- *Your left and right brain don't listen.* It's often either or... a standoff of sorts...limiting your abilities. When you feel overwhelm (right brain), it's hard to think clearly (left brain). When you think, (left brain) you may re-press emotions (right brain). Your decision making abilities are limited.
- *Your past, present and future are not congruent.* For lack of techniques, you try to 'forget', 'resist', and 'repress' your negative memories. Your unresolved, unconscious past will splatter into your future and appear again, and again.



## Brain Space Disorder - Check Up

<b>BRAT BRAIN</b> Destroy Mode <b>Know / Show / Tell</b>	<b>BALANCED BRAIN</b> Create Mode <b>Curious / Ask / Listen</b>
<input type="checkbox"/> <b>FEAR</b>	<input type="checkbox"/> <b>LOVE</b>
<input type="checkbox"/> Stress	<input type="checkbox"/> Peace
<input type="checkbox"/> Depressed	<input type="checkbox"/> Joy
<input type="checkbox"/> Rigid	<input type="checkbox"/> Flexible
<input type="checkbox"/> Confused	<input type="checkbox"/> Decisive
<input type="checkbox"/> Resist / Resent	<input type="checkbox"/> Accept
<input type="checkbox"/> Deprived	<input type="checkbox"/> Prosper
<input type="checkbox"/> Racing thoughts	<input type="checkbox"/> Aware
<input type="checkbox"/> Dis-ease	<input type="checkbox"/> Heal
<input type="checkbox"/> Strive	<input type="checkbox"/> Attract
<input type="checkbox"/> <b>HOLD ON</b>	<input type="checkbox"/> <b>LET GO</b>

Put your life for the past hour on a movie screen in front of you. How much of the hour was spent in create mode, how much was spent in destroy mode?

If some part of your life is stuck in destroy mode, if you are sick and tired of striving and if you are out of options . . . you just may have hit bottom.

### **Bottoms Are Good!**

Everyone should have one. But no one likes them. To resist your bottom sinks you deeper. To prevent others from their bottoms sinks them deeper.

Bottoms are when you are out of options. It's the only time you are miserable enough to call 'uncle' and pick another option. It's either or: Do what you do that does not work and sink deeper, or pick another option until you find what works.

Bottoms force you to accept what is, and 'let go' of resistance. It's your opportunity to glean the TRUTH, get your lessons so you don't have to repeat that experience of deprivation again. You can

exchange your regrets for lessons turned blessings. Bottoms can be your launching pad to heights beyond your dreams.

### **'Let Go' Jumpstarts Positive Change**

Just like a brat kid, your brat brain 'wants what it wants when it wants it'. When you resort to control, meddle and manipulate to get what you want, you make decisions from places that do not exist in the Present moment. Your unruly thoughts destroy energy and insure you stay stuck when they . . .

*Leave, resist the Present moment.*

*Lag back into the past to fret and regret.*

*Leap forward into the future to strive to control.*

### **3 A's to Prepare to Jumpstart Positive Change**

To jumpstart positive change requires 3 A's. The first A is to be *Aware*. Shift your thoughts to the Present moment to be aware, aligning with *energy to create*.

*Be Present, it's your life moments.*

*Learn from the past, your lessons become your blessings.*

*Dream for the future, create with no limits.*

The second A is to *Accept*. What is ... is the Present moment. Lasting change starts here. No leaving, lagging or leaping allowed. Instead, choose to be *curious with wonder*.

Place difficult people, situations and things on an imaginary movie screen in front of you. That's where they belong. You are the observer. Place a large ? mark over the picture.

The third A is to *Act*. Be *responsible and motivated* to discover your Truth, it sets you free. Be motivated to pick another option until you find one that works. In the Present, there are always options.

### **3 P Questions to Jumpstart Positive Change**

To control, meddle and manipulate to get '*what you want when you want it*' does not result in lasting change. It's puts you on the long and Hard Road to change. To '*Let Go*' puts you on High Road to positive change with grander views.

Ask yourself **3 P Questions** to help you *'Let Go'* and focus on just your part of the difficult situation. These questions eliminate 80% of your doubt and confusion to help you focus your efforts on the 20% that matters.

What is my *Part* of this problem?

What is my *Power* in this situation?

What is my *Purpose* or intended outcome?

### **Template to Jumpstart Positive Change**

- Shift to the Present, be *Aware, Accept and Act*.
- In the Present, *'Let Go'* of the past and future.
- Focus on your *Part, Power and Purpose*.

### **Change Can Be Fast, Easy and Lasting**

You'd be the rare exception if some part of your life were not stuck. You may have tried it all and searched the far-flung corners of the planet for the 'thing' or the 'cure'.

If you have exhausted all options and want more out of life now, if you are curious about the unlimited potential of tapping into your greatest asset for a change, listen to Jamie's story.

Jamie is a housewife, a mother to four children and lives in Bradenton, Florida. Her story is even a stretch for me to believe and I was her coach who witnessed it all. She hit bottom hard more than once.

### **Beyond Belief**

"Thank you seems so inadequate for the amazing changes made in my life and in the lives of my family. Here is my story to use in any way to help other people.

I had a sudden onset of blinding headaches and dizziness. I was diagnosed with a left frontal lobe meningioma. I could not even take care of my two little boys at that time.

The neurosurgeon said the risk of surgery was far too great until the tumor's impact outweighed the risk. I was scheduled for surgery to remove the tumor and possibly my eye.

I couldn't drive so my Mom drove me to Naples to see Elizabeth. In just a few hours, we found the familial root cause and the techniques were used to cut them out. What happened next is beyond belief.

The next day the headache got so severe that I couldn't move at all. After the episode passed the pain was gone and I wasn't dizzy at all.

I saw the surgeon that day and he ordered for me to have a MRI mapping for surgery. The new MRI results came two days later and showed no tumor, only a cloud where it had been.

A few years passed and I sought help again. This time I had a tumor in my breast. I knew that the first place to go was to see Elizabeth. Once again Mom drove me to Naples.

I wasn't wrong! The day of surgery came and the tumor was gone. Nothing there. They sent me home once more. I was shocked and so very happy.

We claim it as a miracle and still praise God for it. God places special people in our lives, people who follow his will and do his work without reservations. Elizabeth is certainly sent straight from heaven." - *Jamie McGraw – Wife, Homemaker, Mother*

With my Brain Body Balance™ System and Brain Feng Shui™ Techniques you will...

- Discover your brain space clutter that blocks your life flow, keeping you stuck.
- Delete your unconscious blocks instantly, permanently to set your life program free.
- Design your inner space to sync with and Be PRESENT - Peace, Purpose & Prosperity.

*Get unstuck now* with simple techniques that make change fast, easy and lasting without the expected *wait or struggle*. *Leave* your comfort zone for your own good. *Use your greatest asset*, your unconscious brain for a life change.

## *About the Author*

**Elizabeth Harrison** was a traditional psychotherapist for years, working with clients and families who had various problems including eating disorders, sexual abuse, mood imbalances and relationships. She found the results to be limited.

In fact, she felt to be an impostor, helping others do what she could not do for herself. Her body took the stress toll. She hit bottom, overwhelmed emotionally, professionally and physically.

Frustrated and disillusioned, she quit her practice over 15 years ago and set out to find *'how to'* delete what stops you fast instead of taking hours and hours trying to *'understand'* it all. She combined, simplified and tested dozens of energy techniques on thousands of clients with consistent, verifiable results that defy traditional practice limits.

Elizabeth describes the change to her own life this way:

"Stress, stuck, and striving were constant states of being for over 4 decades of my life. I juggled three children, school and work with success outside, yet I was in a constant state of overwhelm inside. I longed for inner peace.

"Today if you gave me a boatload of cash to return to that overwhelm state, I'd have to pass it up. My brain has no memory and cannot return. In fact, my health was immediately restored and I can't remember when I even needed an aspirin. I am grateful for pervasive inner peace, even through the storms. "

Now as an Energy Psychology Coach, Elizabeth is passionate about teaching others the very same techniques she developed that changed her own life.

When not coaching, she has great fun photographing and painting her travels, hiking mountains, strolling beaches, practicing yoga and biking.

To discover more about Brain Body Balance™ Complete Change System using Brain Feng Shui™ Techniques visit:

Brain Body Balance™ TV Documentary:

<http://tinyurl.com/ogw8c3b>

Or search You Tube: "brain body balance documentary"

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# *Pay It Forward*

**By Liah Kraft-Kristaine**

After many years as a professional life coach and business strategist for coaches, speakers, authors and entrepreneurs, I believe I can say with a straight face that beginning or running a business is very much like having a lover. The relationship between the two of you (you and your business/art/endeavor) will push to the surface anything that needs work or healing within you. If you have a flaw, a phobia, a faulty thought/emotion process, or whatever -- that entrepreneurial endeavor will reflect that issue in its own business-like way and put it into the spotlight.

I love the profession of coaching/consulting. I know of no other service that can benefit a business more than a professional coach who is the right fit for the need. There is no other method of personal or business assistance that can be given in so many different packages: face to face, via Skype, by phone, and over a short or longer period of time, regularly or irregularly, scheduled or as needed. And I've witnessed breakthroughs happening even in one VIP day together.

Why is coaching the cat's meow in my mind? Because the coach has the flexibility to share all of his/her knowledge resources, not just a narrow slice. It's a freedom! When I was practicing law, I certainly didn't feel free to share intuitions, emotional intelligence guidance, or marketing strategies. In coaching, a WHOLE person (the coach) meets up with the needs of another WHOLE person (the client). And as I've mentioned, the business issues will often surface as a result of the personal issues. It's essential to be able to work with both -- because they are so woven together.

I love to help my clients make breakthroughs; it gives me as much a thrill as it does them. Whether it's using a business strategy, a



software program, a tax understanding, it's always a joy to be able to put the "win" into clear numbers and financial figures when it happens.

So when I received a phone call from one of my clients only four weeks after working on a significant personal issue she had, I broke into a huge smile while I listened to Kim report on her success from the day before.

"I just had to call you! I can hardly believe it," Kim said. "I made over \$3000 in about 20 minutes at the back of the room after my free talk. Nothing close to that has ever happened before."

Kim C. had come to me through the National Speakers Association, in which we were both members, and I had met her face to face. So I knew that she was a polished and eloquent speaker. But Kim was frustrated by the fact that she was so often asked to speak free of charge, that she couldn't seem to land a speaking gig that paid more than a beginner-level fee, and that her products didn't really sell.

She had requested a series of sessions with me by phone to review her speaking strategy, from her speaking topic titles to the packaging of her products to examine where she might improve her processes and approach. She also wanted to work with me in my StarPower System of media and promotion to quantum leap her visibility.

I reviewed her speaking topics, marketing and delivery in the first two sessions. Then in another session, I reviewed the products she had already created, and I made several suggestions. I encouraged her to shape one product into her "branding product", a product that not only would become her calling card, as well as attracting media attention with its title and topic. I felt that my specialty in promo and exposure for her work would work efficiently for her only after that change was implemented.

As I had somewhat expected, Kim resisted recreating a product she had already completed and put on her website. While we focused on another aspect of her speaking, Kim came around to agreeing to re-shape, re-title, and re-record one of her products.

I was delighted, because of course, I can only make suggestions, not push a client into doing what I think is best. But at this point, after having worked with Kim for several sessions, I began to see hints of another issue that was potentially far greater than any work spent on creating, naming, and branding a product. I began to clearly see the markings of a deeply held sense of money anxiety. Given Kim's confidence, charm and education, I wouldn't have projected such a possibility without observing it first-hand.

Kim originally contacted me because she felt she was missing some component or topic in her speaking offerings. She knew that she wasn't happy with the progression of her speaking business after three years of working it full-time. At first, I had ascribed her requests for free talks to being fairly new in the business, to not having a clear niche, and to being a woman (since women in almost every service industry are asked more frequently than men to share their value without compensation).

But as I questioned her more deeply, asking her to describe her feelings about her income from her work, Kim closed up. She was noticeably uncomfortable in sharing any of this information with me. In fact, she was clearly embarrassed by her lack of financial success.

I pushed a bit to gauge the realities versus the perception:

"How much have you earned on your most successful day so far?"

"How did you feel on that day? How long did that feeling last?"

"What was your lowest earning day in terms of expenditure of energy and money?"

"How did you feel about that? How long did that feeling persist?"

Based on Kim's responses, I began to see that she easily dismissed her great moments, while digging her low financial points into long-lasting emotional bogs.

I am acutely aware of the damage that negative or limiting money beliefs can have on an individual or a business. I have taught "Mastering Wealth: 12 Keys to Abundance" around the world for many years. I firmly believe that your ability to allow sufficiency

and then abundance to flow into your experience is directly related to your deeply held beliefs, and when those beliefs can be modified toward positivity and openness, all aspects of life can improve.

I guided Kim into exploring how she had felt about money as a child, how her family had discussed money, and the kinds of emotions she typically associated with money throughout her life. She began to loosen up and trust the process. I quickly saw long-held patterns of fear, scarcity, and anxiety about failure. Those are not the feelings of successful speakers in the world; many of them have overcome the exact mind-set that Kim was experiencing now.

So now I could see that Kim's frustration with her lack of financial success as a professional speaker despite her enormous ability and large vision of her goals, had very little to do with her intellectual, business, or performance capabilities. What was affecting her success was her life-long emotional patterns of financial fear and scarcity. I was willing to bet that if she could clear up some or much of that old patterning, her business would rise up quickly to the stature it should own.

We immediately went to work on that issue, while continuing the work on the product modifications. Together we built an arsenal of tools to use for the purpose of expanding a sense of emotional calm and openness, trust and certainty. Although Kim was aware of the kind of work we were doing, she had never sought it out for herself, assuming that it had little relevance to her business domain. I suggested she work with a series of practices each morning, even before making her first marketing call.

So when I received that phone call from Kim, only four weeks later, telling me that her back of the room sales had exceeded her best event by 5 times, I wanted to jump for joy. Unchaining herself from her old financial pattern, coupled with the very concrete reshaping of her lead product and her marketing strategies had set her life and business on a new path.

Do I think that Kim's success could have been achieved by mind-set alone? No. Or that business action steps alone would have achieved that result? No. With her new mindset, Kim's presentation of herself

and her product added improved elements of calm, confidence, body-language, eye-contact and other telling signals that even Kim was unaware that she was exhibiting. Her new total package produced the results.

Coaching can be a detective job, a therapeutic process, a business education, a partnership, or even a complete shock. I am usually very intuitive, but sometimes, even I can be taken by surprise.

I received a call one day from a man who had read about me as a coach. He was in an enormous hurry to set up a VIP full day right away. He owned a mortgage company and had about twenty employees. He was a three-hour plane ride away, and we set the day for just five days from then.

When John D. showed up, he looked the perfect picture of a young executive, with the vocabulary and the business planning skills in place. On the phone, I had asked him what he was looking for because I couldn't get a clear statement of his purpose. All he would say was, "I want a business tune up."

We ran through a number of business, leadership and communication skills. John was quiet, serious -- and grim. During our lunch break together at my lakeside office, John revealed that he had attended many business and transformational seminars in the past four months, some taught by a well-known guru. I expressed surprise that he could get away from his business for that much time. John revealed that business growth had been "somewhat flat" in recent months, so he felt that he could leave the office more easily.

As I casually inquired about his business promotion tactics, I began to be aware that he had implemented almost no methods of gaining visibility in his industry. It appeared that his business had flourished when the fruit was hanging low, but since he hadn't previously experienced the need to promote, that task was not prominent -- or even existent.

Very quickly, I sketched out a plan of action within his industry. I could see his enthusiasm pick up, and then waver. I noted to him what I was seeing. At that point, he alluded to a disability that was

diminishing his focus and his determination. Fearful that he was facing some terminal disease, I carefully tried to explore the issue, but John wouldn't open up, except to say that he was very concerned for the well-being of his employees.

My intuition told me to clear the decks. I dove into his sense of commitment to his business, his impressions of himself as a leader, his ability to affect people -- in order to clarify both for him and for myself -- that he was actually mentally invested in his business. The murk of the issue began to clear, and I observed John's demeanor become noticeably more relaxed.

I still didn't feel that I was seeing the truth of the situation, but as I saw John's energy and enthusiasm for some of my recommendations start to grow, we began to get into the details of how to actually do what needed to be done. John identified key players in his business who could be responsible for the new tasks. John's face had brightened so much that he seemed to be a very different person from the one who had arrived that morning. By the time John left for the airport, I still felt that I was in the dark about the real purpose of our meeting and I sincerely hoped that the meeting had been useful to him. John said that it had been, but I was uncertain about whether I had met the real need.

Seven weeks later, I received a letter from John. In part, it read:

*Dear Liah,*

*I cannot thank you enough for the immense help you were to me when I spent the day at your office just over six weeks ago. You were my last ditch effort to save my business. I had already called my attorneys to start bankruptcy proceedings. I was going to close my business and let everyone go, which felt worse than death. You woke me up. I knew I was depressed, but hadn't realized until then that I was paralyzed by my own thoughts.*

*Because I snapped out of it that day, I've been able to turn my business around. We have more new clients than we've had in a year, and I've hired two new people. I'm back to my old self, lighting a fire under my employees. Because they see me being*

*optimistic, they are, too, and that seems like it lifts the business potential.*

*I didn't think it was possible to find my way out of the mess. You didn't know me at all, so you couldn't have known that I was ready to crawl in a hole and stay there. There's a lot of people here who don't know that they need to thank you. I wish I could have been more honest about my situation, but I couldn't handle it. Thank you again.*

Perhaps none of us realize fully our potential for affecting another human being. I believe that coaches are in the best position to address real issues, both personal and business. We don't have a script that keeps us boxed in to job descriptions such as "therapist" or "lawyer". We can be responsive to the situation, even if it sometimes seems that we're feeling our way in the dark and may cross many subjects. Our experience level can give us enormous insight.

My enthusiasm for this valuable profession led me in 1999 to create my own life skills coaching certification training through my company, LifeKraft Institute International. The LifeKraft Leader certification includes yet another method of delivering valued information: moderated video training in groups. Our Leaders, from both the U.S. and Canada, trained in speaking skills as well as coaching skills, can reach more people through workshops who may not have resources for individualized coaching.

My love for this work has also led me to create a charitable foundation, LifeStar Academy Foundation, for girls aging out of the U.S. foster care system who have no families, were not adopted, yet who have a dream of succeeding in life. I train individuals to become mentors to these girls, one on one, even in a distance relationship. Some mentors, who are often accomplished women, tell me that they have never learned themselves the life skills I'm asking them to give guidance for: self-esteem, stress management, goal-setting, and time management. We love the phrase: "Teach what you want to learn."

The training I teach our mentors is based on my book, "*30 Days to Happiness: Setting Yourself Up to Win in Life*", which is now available as a 30-day online program. Oprah Winfrey liked this emotional intelligence/ life skills book so much that she featured my book (and me!) on her show.

To lift up life and pass it on is my own personal goal, and I hope to impart that to the girls we work with. My goal for them is to see each one of them later extend a helping hand to another girl. True success is when we feel strong enough to share. The positive ripple effect is infinite.

## ***About the Author***

**Liah Kraft-Kristaine** , J.D., coach, a media strategist, and a start-up consultant, has a successful track record of assisting organizations in improving productivity, employee well-being and the bottom line. She is an award-winning international speaker and author of twelve books, including the best-selling "*30 Days to Happiness*," which brought her to the Oprah Winfrey Show. A philosopher by education, Ms. Kraft-Kristaine is also a novelist, a former practicing attorney, as well as a former CNN television broadcaster. She has presented in over 400 cities on four continents.

As the founder and CEO of **LifeKraft** Institute International, Liah's focus combines well-being with achievement and business productivity. She is well known for her expertise in emotional intelligence in the workplace, leadership motivational communication, stress management, communication skills and sales achievement.

She has a unique background in business, law, communications and television which she has successfully combined to bring a wealth of information to the training, speaking and consulting she provides. She was a highly successful IBM account executive in computer sales before becoming both a practicing attorney in Atlanta and CNN broadcaster with her own show segment. She later served as a head scriptwriter and legal expert on a television law series in Hollywood. Her additional experiences as a house designer and "hands-on" builder, contributes realistic and concrete evidence for her achievement-oriented, visionary and motivational presentations.

Liah has appeared on numerous radio and television talk shows, including her own extremely popular PBS television special, *The Myths of Happiness*. Her message has changed the lives of tens of thousands worldwide, from the U.S. and Canada, to Australia, New Zealand , Asia and Europe.

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# *Taking Out the Trash: Removing Hurt and Frustration So You Can Live Your Passion*

*By Boni Oian*

Life coaching started with me being my first customer. I had to figure out why some people were happy, and everything seemed to go their way while others of us, especially me, seemed to struggle at every turn?

For as long as I can remember I felt driven to find out how people's thought processes worked. I tried to ignore the impulse and desire then finally gave up and started taking every class I could find.

I read as many books as I could and while I was glazing pottery in my husband's business, I listened to books on tape. There really was an overwhelming 'we are running out of time' feel to my appetite to learn. Even one of the instructors in a relationship class would chuckle and ask 'what do you know that the rest of us don't?'

I didn't know then but I got my answer while teaching a week-long retreat in the Smokey Mountains. We were on the last day of the 6 day Akashic Record class when the group of 18 people realized we had been in a past life together and had things to tell each other that never got said from that lifetime.

My role and commitment from that lifetime was to bring everyone together and have a healing of the souls. We had to say things to each other in this lifetime that we couldn't say in that time. We had to apologize for things we did and didn't do. Some people had to ask for forgiveness and other people needed to forgive.

We have never been all together since in the same room, but no one would ever forget the experience. Some of the people present totally changed their lives afterwards while others changed their names. For me, it just reassured me that there was a much higher purpose for me being pushed so hard to learn so much so fast.

So what have I learned after 30 plus years of delving into the process we use to allow ourselves to be happier?

First, you really have to know that you deserve happiness. I have had clients that left million dollar homes, their families, and their high paying jobs just because they still were not happy. They believed they would 'find' happiness if and when they had all these things. It wasn't true. They were still unhappy. They didn't know happiness was a choice they needed to make. Knowing they deserved to be happy and they are worthy of happiness was a new concept to them.

How the mind system works might be easier to explain by using the example of the computer. After all, the computer was developed to replicate the brain and mind system.

So there are different levels of programs that make us work. The default system - Theta frequency, the operating system - Alpha frequency, and (after 7 years of age) the data input system - Beta frequency. Luckily we have an extra default system, Source, the Divine or God. We came in to this life with this system installed and it overrides everything else - when we let it.

This is where I found the struggle for me was taking place. I thought I was here to override Source so I could get things done. Once I learned how the system worked and that Source was actually on my side, life started to become fun.

The other thing I learned was that we were reprogrammable at the Theta and Alpha Levels. That also made life much easier. There are actually three parts to the reprogramming process. One, you have to be at that original level the program was set in place in order to reprogram it; two, you have to know what you want; and three, you have to talk in that particular level's language.

Then I started having fun with the systems, you know - playing. I started watching for red flags such as: uncomfortable feelings or relationships, and things showing up in my life that I didn't want.

Noticing these signs then clearing the old program and replacing that program with new ones became a fascinating hobby of mine. Luckily, I had friends and family by this time that enjoyed my enthusiasm about this hobby. These wonderful, trusting people let me introduce them to my newfound technique so I could see if it worked for them also.

The more people I introduced to these techniques, the more I narrowed down the techniques to the ones that were most effective, worked on everyone, and lasted until reprogrammed again. Also I learned that by combining and refining techniques I could make the transformation faster, easier and more user-friendly, thus putting the tool in everyone's hands with a minimum of instructions.

My life has just been a joy since. I'm not saying I don't still find things to reprogram, believe me I do. The difference is that I know how to notice what is happening and how to change it. The best part is that I now get to share this understanding with many other people directly and indirectly.

I have gone from reprogramming myself to teaching others how to reprogram themselves to training people how to instruct others. With each new step up, I have had to go deeper and wider in order to have a solid foundation. Since I love what I do, I really see and feel this process as playing.

Even though it is very sincere and profound work, my original intent was to be happy, know I deserve happiness and know that I am worthy of happiness. This is what I have gotten. Sharing with others has become an additional bonus.

I am not going to leave you thinking it has all been easy - simple yes, but not easy. My husband says that if I had a nickel every time I quit we could have retired years ago. When I hit my wall and I think 'it's too hard' and 'why am I doing this anyway' something unexpected and wonderful happens to me.

For instance a client or student will call that I haven't heard from in years, and will tell me how their life has changed. They trace the change back to the session or the class with me. They usually start with 'you won't believe what happened.' Of course I believe it, but I know they didn't believe it before it happened. They couldn't believe that all that happiness was just waiting for them.

Now that I am teaching instructors, yes, there is some of the same whining I used to do, but more and more there is the 'you won't believe what happened' - only on a much larger scale. This makes me really grateful that I haven't given up and that I answered the call of being a coach.

Trust never came easy for me, so when I hear myself telling the new instructors 'just trust the process' I still chuckle to myself and know what I thought when I was told that - 'yea, that might be easy for you.'

Now I do trust, and no matter how crazy it might sound I do it anyway. Once when I was building my studio on our property, I needed an electrician and I couldn't even get an electrician to return my calls. I consciously connected to Source and I heard go to lunch now. I knew I was to go to a particular Chinese restaurant in town. I went and when getting out of my car, I saw an electrician's van in the parking lot. Coming out of the restaurant were the two electricians. Before lunch I had my contract for the work I needed.

Sometimes I still have to remind myself to ask for divine guidance and trust the answers I receive, but every time I do, life gets a little easier and I get a little happier. I haven't found my pleasure tolerance yet, but I am still reaching for it.

Here is the 0 to 10 guide I use to help you to step through the process of clearing out the old programs.

**Step 0 is a normal or typical day.**

This step is '0' rather than '1' because this is really where you are before the process begins. Step '0' is a 'normal' day in your life;

whatever you consider typical. You awake, because of the alarm clock, the dog or cat, the children, or a combination of all of them.

Your day progresses like any other normal, ordinary day. The breakfast choices are the same as always: bagel, cereal, toast, or bacon & eggs. You dress in the normal fashion for you, and the day proceeds in a normal way with you arriving at work via the same route, in the same morning traffic, and in the same vehicle. You greet the same people, drink out of the same mug, and talk on the same phone. Are you starting to catch on to what normal looks and feels like in a day of your life? Great! Now that we know where we are, we can start.

**Step 1** is you think about something new you could have in your life.

We are going to start the process by thinking about something new you are choosing to create in your life. It can be anything. However, we will use the example that follows to illustrate the point.

The newspaper headlines catch your eye with 'Lottery winner buys new Jaguar for everyone in the family'.

Your imagination wonders what it would be like to drive a new Jaguar? Perhaps this is an 'out of necessity' thought, for example, your car started making a funny noise and your thoughts go to replacing the car. Perhaps it was a flash of lightening thought; an inspirational thought that came into your mind as you were in the shower. 'If I had a Jaguar, I could take a cross country trip.' Another possibility is that you noticed a problem with your transportation and have been turning solutions over in your mind, but not giving any real serious thought to solving the problem.

This usually happens in an area where you are fairly content, yet that area could be improved. Your car may still be running but the warranty has run out and the car has high mileage.

It does not matter what causes your desire. You are thinking there is something new you need in your life: new space, new body, new wheels, new job, new relationship, and new hairdo, a new something.

Step 2 - you notice that others have things or relationships you would like in your life.

At this point you could start questioning your own validity, value, or self-worth by wondering why that didn't happen to me. We, of course, are not going to go down that rabbit hole.

Why didn't someone give me a new Jaguar? I am a (good, deserving, likeable, hardworking, honest) (\_\_\_\_\_) person. Joe drives a Jaguar and I'm as (good, deserving, likeable, hardworking, honest) \_\_\_\_\_ as Joe. Why didn't I win the lottery?

*(Circle which word in the parentheses best describes what you think about yourself, or choose your own word or phrase to put in the blank.)*

Another reason you begin questioning your validity, value or self-worth is that you may realize you are not exactly where you thought you would be at this point in your life.

When you were ten years old, you see an older person and think 'Great! When I'm that age I'll drive a Jaguar'. Now you are older and you regret you cannot afford a Jaguar.

It could be your birthday is approaching and your age ends in a five or zero. Maybe you are noticing relationships of others around you and you start comparing them to the quality of your own relationships.

You notice how easy it is for another person to carry on a social conversation at a party and you ask 'why can't I carry on casual conversations that easily?'

Have you noticed that this step is all about questions? This is for a good reason. One asks him/herself questions all day long to define where one is in life.

By asking questions, you compare yourself with what you see in your surroundings. How many times have you heard someone say, 'I am as happy as the next guy'?

This is because you are always comparing yourself to what you see around you. Negative thoughts and feelings about yourself become more conscious when what you see in your surroundings conflict with your beliefs about who you are and what you should have in your life.

The answers and thoughts you think are in direct proportion to your experiences from your past, and how you feel about those experiences.

Did the experiences leave you feeling empowered and joyous, or did they leave you feeling hurt, frustrated, helpless, or vulnerable?

*At the beginning of Step 2, circle which word in the parentheses best describes what you think about yourself, or choose your own word or phrase to put in the blank.*

**Step 3 – hurt or frustration surfaces due to someone or something that makes you mad.**

Someone does something and you feel hurt by his or her actions. You may not realize you are hurting.

Instead you may notice you are being critical of someone, or that you are judging someone harshly.

Buttons and triggers awake previous hurts and frustrations to grab your attention. When someone does something that is in conflict with how you consciously believe yourself to be, yet unconsciously you are that way, your trigger or button is activated.

Imagine a woman lets her child ram you with a grocery cart at the grocery store. You explain the ramming to the woman, expecting her to discipline her child, and yet the child rams you again.

You begin to feel hurt because it appears the woman does not care if you get rammed with the cart. Notice you are thinking critical thoughts about how this woman is raising her child. You may even be judging her as a bad mother.

Clearly, one of your buttons or triggers has been activated.

*Who was the last person that you believe caused you to feel hurt or frustrated?*

**Step 4** – you tell others so they can align with your point of view, or whine, moan, bitch, and blame other people for where you are in your life.

The woman from the grocery store in Step three is forever on your mind because you harbor an unconscious block.

Remember the trigger was attached to the block to let you know the block was there. Now you can recognize this opportunity and clear the block.

If you do not recognize this as an opportunity, your resulting actions are a replay of unwanted behavior patterns.

Some of the unwanted behavior patterns could be whining, avoiding places where things could happen to you, retreating to a comfort zone, attempting to take control of your environment, looking for self-verification, or blaming your whole life on someone else.

When you choose to whine, you have a drama play ready for production. That makes this behavior hard to release because it is so much fun!

You now have a great conversation starter. You can get worked up emotionally, employ all of your acting skills, and find cast members to play and sing along.

This adds to your production because you can get an unlimited number of people to join the drama, inviting everyone to feel totally connected and on the same wavelength.

You can keep the complaints going for days; replaying the whole scenario over again similar to the reruns of the football game or your favorite sitcom.



You can start your own cast party in the lunchroom and have a table reserved for the people who know their parts. Eventually all you have to say are the key words to have the play begin. You can drag it home and get your kids and spouse to give you sympathy. When your family is really good at pampering you, you are able to drag out your production for months.

This means you do not have to take responsibility for your life or your own choices. You can find references from your past as to why this is happening to you, convincing everyone why it will always be this way, and how you are the victim to these villains.

**You get to make this whole drama someone else's fault not realizing you are giving them your power.**

You eventually run out of places to visit if you chose to avoid places where you believe button-pushers lurk waiting for you.

You could even go to the extreme of not answering the phone unless you know who is calling. Living in this fear limits the freedoms life has to offer.

Another popular choice is to retreat to a comfort zone. People that do this know exactly what this means. Comfort zones vary depending on personal interests.

You go to a physically safe place in your home, like your bed, covering up with blankets, or curling up in your favorite chair. You may choose an inside body comfort like eating chocolate, ice cream, or your favorite meal, or by drinking a soothing beverage.

Also there are distractions that comforts by helping you escape reality such as reading a book, watching your favorite movie, taking a nap, crying, or trying to fix other people's problems.

These behavior patterns occur in order to replay old patterns where you once felt comfortable.

One often changes their hairstyle or hair color, pierces or tattoos another part of their body, paints something, rearranges the

furniture, or renovates one's bedroom in an attempt to control their environment.

Anything that involves action to change what you can about you or your environment allows you to feel in control of your life. You feel that when you can control your environment, there will be no unpleasant surprises in your life.

To appease hurt feelings you may resort to self-verification. You have lots of behavior options to verify that you exist, have value, or are in control of yourself and others.

Some actions could have you dressing hotly with the intent of turning heads, or walking around a store doing negative acts to be noticed, or bullying someone.

Shopping just to spend money fits in this category. Shopping to purchase something you do not need just because 'you are worth it' can also negatively "verify" your self-worth.

Remember these examples are unwanted behaviors that are patterns you are now consciously choosing not to continue.

Once the need to be in control of your life is met and you have convinced yourself that you are valuable, or in control of situations, your life can go back to step 0 until the issue that pushed your button repeats itself.

**Step 5 - you or someone else breaks your pattern.**

At some point, you or someone else lets you know it is time to get off the stage or brings it to your attention that your behavior patterns are destructive. There are two ways to achieve this: Get slapped without love or Get slapped with love.

Without love sounds something like this - 'Quit your bellyaching. I'm tired of hearing you play victim, you are such a loser.'

The result of this approach is to cause you to immediately run for a comfort zone. This is not an empowering approach.

The second way, with love, allows you to be given the choice of removing the block while being aware of the process. It looks like a dance. Once standing on the dance floor you then step back, so you can see and listen to what is really happening. This approach stops the behavior in the moment gently and lets you take stock of your choices and options of further behavior.

Examples of breaking your own behavior patterns with love could be:

When I jump into bed and pull the blankets over my head, I will immediately get up, move to the desk and write down what happened in the last twenty-four hours.

As soon as I hear myself complaining about what someone did, I will yell Stop! Then immediately stop what I am saying and move on to step 6.

Someone else might tell you, hey it sounds like something triggered you. It's good to have friends that can tell you that and you know what they mean.

#### **Step 6 – ask questions of yourself.**

I want you to understand an important fact about breaking patterns, they have to be broken between the facts and your perception of the facts.

Remember in Step two questions were asked to find out what you think about yourself? Now is your opportunity to ask questions and locate that unconscious block. What are the facts that lead up to the hurt feelings? Let us review the grocery store incident:

First: the child rammed you with the cart

Second: the woman was told what happened

Third: the child rammed the cart into you again

Now ask yourself six questions. These questions will only assist you when you answer them truthfully.

1. *What did the actions of the other person make you think about them?*
2. *What does that tell you about you?*
3. *How does that relate to how you handle similar situations?*

4. How does making them wrong, elevate or serve you?
5. Why am I (insert answer from question one)?
6. Who am I (insert answer from question one) towards?

Here is how the woman at the grocery store could have answered these six questions.

1. What did the actions of the other person make you think about them?

*It made me think that she did not have control of her child; she did not care if she had control, and she did not care what the child did to me.*

2. What does that tell you about you?

*It tells me that I believe no one cares what happens to me.*

3. How does that relate to how you handle similar situations?

*I always end up getting hurt and no one cares.*

4. How does making them wrong, elevate or serve me?

*Then I do not have to look at why it keeps happening because that might lead back to me.*

5. Why am I (insert answer from question one)?

*Why am I (not caring what happens to me)?*

*Because I believe I am not worth the trouble.*

6. Who am I (insert answer from question one) towards?

*Who am I (not caring) towards?*

*Just about everybody.*

You don't have to ask yourself all these questions. You may stop as soon as you recognize your situation or block.

#### **Step 7 – realize it is about you.**

The hardest part to swallow is when you realize the feeling of agony, avoidance, dismay, etc. has to do with you. This is what you have been avoiding by experiencing or acting out in Step 4 – which by the way, is an optional step.

When you get to the question of 'what does that tell me about them?' you are ready to hear 'what does this tell me about me?'

Realization has come home. You know what you have been avoiding. Let yourself feel the embarrassment, humiliation, or humbleness.

Take a deep breath. You have come through the hardest part! Congratulations! You have passed the toughest step.

**Step 8 – it's time to choose.**

You can choose to hold on to the delusion that you are a victim of the situation as long as that belief serves you. Or you can choose to become visible about who you really are, i.e. the creator of the situation. You can pretend that you have no personal power to change anything in your life or you can take charge of your life.

By pretending you do not have personal power, you ensure that your life will stay exactly as it has been, which is how you are choosing to live it. When you choose to keep the block submerged, you are creating a more powerful root system for that block.

The next time that block has an opportunity to rise; it will be under an even deeper layer of experiences that supports your delusion of being the victim instead of the creator. Once this delusion is chosen, you must recycle back to a lower step so you can stay trapped in the endless loop you have created. You may refuse to budge thereby stagnating yourself. Either way, you cannot go forward to steps nine or ten.

OR

You can choose to release the block by acknowledging you created this opportunity for growth and move forward to number nine. By choosing to let this irritation surface and deal with the irritation, you have taken away the power it had on your life. It can no longer unconsciously have you repeat unwanted behavior patterns. By allowing the unconscious block to become conscious, you have created choice in one more area of your life.

*Which is your choice? (Circle one)*

*Choose to pretend you have no personal power and that you are a victim in the situation. By choosing this you are saying life happens to you.*

*Or*

*You can choose to release the block, move forward and acknowledge you are in charge of your life.*

**Step 9 – time to be grateful.**

Starting with you, list everyone involved in the situation you are analyzing. Make sure you list all of those wonderful people that at a moment's notice jumped into your life to help you play out the scene. Also add to the list everyone you remember who played a part in your play, going as far back in your life as you can remember.

Now start thanking all those people. Really be grateful for the assistance and support you received in completing this lesson. Be grateful for the release of yet another block that has been keeping you from enjoying the quality relationships you know you have in your life.

Forgive yourself for not utilizing this knowledge previously. We came into this life with the ability to learn each lesson in a sequential manner for the completion of our soul's mission.

Sometimes we tend to forget that we needed to have the experiences of grade school through high school, prior to college, so we know how to succeed in college. The same strategy applies in life.

Now forgive yourself for not realizing that the other people were playing important roles in your growth. This removes any guilt you have from what you said or thought before you knew that everyone else was helping you.

Use your list of everyone involved and forgive him or her for how they played their part. Appreciate everyone for how they played their role in this scene by noticing their creative abilities. Notice how realistic they played their parts.

1. *List everyone in the situation:*
2. *Thank everyone listed above.*
3. *Forgive yourself for not knowing this lesson previously.*
4. *Forgive yourself for not knowing everyone was playing a part to help you grow.*
5. *Forgive everyone for how convincingly they played their part.*
6. *Be grateful that so many people were willing to help you see part of you.*

The important thing about forgiveness is *for giving* to a higher power than your mind. The mind is a bookkeeper and wants everything to balance like an eye for an eye and tooth for a tooth. Once power is taken out of the mind, miracles can happen because the rule of balance doesn't apply. You may use one of these statements or create one for yourself.

Statement of forgiveness:

*I forgive everyone and everything that ever hurt or frustrated me either intentionally or unintentionally. I forgive myself for ever hurting or frustrating anyone intentionally or unintentionally.*

*I forgive everyone and everything, including myself, which ever hurt or frustrated me. Also if I ever hurt or frustrated anyone I forgive myself, throughout all time, space, and all dimensions.*

*I totally and completely forgive everyone, including myself, for how each person chose to accomplish their role. I accept everyone's choices along with my choice as part of the free will we are all given to express ourselves.*

*If there is anything or anyone that has hurt me in the past, knowingly or unknowingly, I forgive and release it. If I have hurt anyone or anything in the past, knowingly or unknowingly, I forgive and release it. If I have hurt myself in the past, knowingly or unknowingly, I forgive and release it. For the highest good for all concerned.*

Remember the words hurt or frustrated can be changed to fit the occasion. Sometimes abandoned, terrified, hit or bullied are the more appropriate words.

**Step 10 – receive the gift of joy.**

Relax and breathe. Take five deep breaths slowly breathing in and out while acknowledging yourself for completing Steps 0 – 9. Allow yourself to be filled with joy.

You have created space by removing the blocks. Space doesn't stay empty long. In this case the void is filled with joy and light.

So laugh! This could be your next humorous story at the office Christmas Party. As Phyllis Diller once said, 'Humor is tragedy revisited'.

## **Here is how this 10-step guide changed the lives of my clients.**

### **Client # 1: Meet Lorraine.**

She is married and has a teenage son. She calls herself a domestic goddess as she has few responsibilities in and around the home except for grooming and indulging herself. Lorraine agreed to allow me to share her story of her recent awareness that came from her taking out the trash. Remember we really start with Step 3 in the initial interview. Things had been normal at her house for a while.

(Step 0) This consisted of having lunch with friends, helping the maid clean the house, and playing chauffeur to her son. Then she agreed to process with me her experience of 'Taking out the Trash'. She really didn't know of anything that could look like a block in her life, yet she was willing to experience this process.

(Step 1) She started wondering how living with her husband could be made easier. He wasn't home much and when he was home there seemed to be tension and anger over little things.

(Step 2) A man showed up at the door and told Lorraine he had been working in the area paving driveways. He had extra blacktop. Instead of trashing it he would pave her driveway for \$200 with the blacktop he had left. If she wanted more blacktop it would cost \$2 a square foot. Lorraine told him to proceed and to let her see when the first \$200 part was finished. The man leveled the driveway and used his leftover blacktop, which covered approximately a quarter of the driveway.

(Step 3) He then told her it would cost \$1,800 to finish the driveway. Lorraine became ballistic; no way she was going to have him finish the driveway and told him so.

(Step 4) Totally indignant, she called friends and family members totally indignant.

(Step 5) I smiled as she told me the story. This made her laugh because she saw right away what I had explained to her in step 4.



(Step 6) So I proceeded with the following question, 'Why did that make you mad?' Lorraine's answer was because the salesman was trying to manipulate her. If the salesman would have stated right up front what the driveway was going to cost, then Lorraine could have made a decision before he started. So I asked, 'On whom do you use that same technique whereby you get what you want?'

(Step 7) Before she could think, the words 'my husband' spilled from her mouth. She immediately put both hands across her mouth so nothing else would escape. Bingo - she got it. She realized this was a mirror to show her how it felt to be setup and manipulated.

(Step 8) At this point, Lorraine acknowledged that she created this experience so tensions would be less between her husband and herself. Lorraine was surprised that the 'Taking out the Trash' lesson, utilizing the steps zero to ten, was so easy. The process was definitely much easier than changing her husband.

(Step 9) We listed all of the people that played in this performance. She expressed gratitude for everyone that came to her aid in order for her to see and experience herself and her actions. This included the obvious people, such as the blacktop man and his crew, and all the people who listened to her complain, including her husband. Lorraine thanked her mother for teaching her this pattern, plus all the people that had previously tried to demonstrate this lesson. Lorraine even was grateful for all of the people throughout the years where manipulation didn't work, teachers that let her continue her pattern and, of course, herself. Then using that same list, she forgave everyone, only starting with herself, for the role each played. Lorraine even acknowledged how masterfully each one had played their part.

(Step 10) We relaxed and breathed, chuckled and giggled. Then Lorraine said, "The one thing that helps me laugh at all this is that I realize everyone clears blocks the same way."

#### **Client #2 : Meet Sally**

My friend Sally is an energetic sixty-eight year-old massage therapist.

(Step 0) She is up at eight every morning for a leisurely breakfast then departs for one of her three office locations to work with her clients. She either attends classes or teaches classes in the evenings. She also sells oils and herbs that assist in the healing process. Once a month Sally holds a gathering with other therapists to work on each other, brainstorm and share new techniques.

(Step 1) One day she was daydreaming about having an abundance of money to spend, earned from her business, and it really struck her how she could actually be wealthy.

(Step 2) The question 'why am I not able to do this?' just popped into her mind. She was astounded to hear this inner voice, as if it was someone else's thought. Then, as if on cue, a new therapist started at the clinic office.

(Step 3) Sally thought this new therapist was the most obnoxious person because this therapist would intrude in conversations between the clients and other therapists. Also, she would race to answer the phone, so that regardless of whom the client requested, the new therapist would schedule the client with herself. On top of all of this, the new therapist had the nerve to wear blue jeans, which Sally judged as unprofessional.

(Step 4) The griping and moaning from the other therapists lasted for months. The rest of the therapists became a tight group of gossipers. Sally was not happy with herself or the part she was playing, because she prided herself for not participating in putting others down.

(Step 5) She made the decision to quit that spa. However, the new therapist got fired before Sally turned in her notice.

(Step 6) When Sally came to me for assistance, we started by stating exactly what it was about the other therapist that pushed Sally's buttons. We came up with a list. When the therapist would offer verbal assistance, Sally thought she was bragging. When the therapist would help out by answering the phone and scheduling clients' appointments, Sally thought the therapist was stealing her clients. When the therapist would dress casually, Sally thought she

was unprofessional. This process of fact finding helped Sally separate facts from Sally's opinions.

The bottom line was teaching Sally more about massage than she ever thought she knew, because 'she was not brought up that way'. Sally didn't answer the phone because she was afraid the other therapists might think she was stealing their clients. Sally wanted the respect given to doctors, so she dressed like one. Her limitations became clear. She had conflict within herself concerning communication when talking about her skills. Sally could not schedule clients for herself without feeling like she was taking a client away from someone else. Sally also believed she was not good enough; so she covered her feelings of inadequacy by acting and dressing like her perception of a respected professional.

(Step 7) Sally was so embarrassed when the realization came to her that she had co-created this situation to assist her in recognizing her own unconscious blocks. Sally kept saying I know I'm not the one causing this person to be in our lives at the meetings that were held about the problem therapist. Now Sally realized it was she who was benefiting from the situation.

(Step 8) It was time to move forward and yes, Sally could see how this experience was set into motion by wanting to expand her own business and gain recognition for her knowledge.

(Step 9) Sally started being grateful for everyone that was involved in this incident. Plus she forgave herself as well as everyone on her list.

(Step 10) We laughed at how it all had played out; it was such a sitcom drama. She was jumping up and down yelling, "It will be great to be wealthy now!"

### **So what, now what?**

As often as possible, process through the nine steps as the situation warrants. Enlist others to keep you on track. Ask for help when you get stuck. Remember, you are so worth it.

Do at least three things that bring your heart joy every day. Keep a Joy diary so you can remember joyous occasions when you need to remember your true self.

## *About the Author*

**Boni Oian** is a *Life Navigator*

Helping people uncover their potential has always been her dream. This includes assisting people in knowing they deserve and are worthy of having everything in life they want. Being happy before and after they receive that dream life sometimes is the challenge.

She is the Author and Instructor of *Claim Your Life – Transform Your Unwanted Subconscious Beliefs into an Exhilarating Source of Power*. She also trains teachers to instruct her **Claim Your Life** process worldwide.

She is certified by the International Medical and Dental Hypnotherapist Association and she's certified as a Catalyst Coach by the Ace Success Center. Boni's certifications as an Akashic Record Teacher and Consultant are from Akashic Records Consultants International and Akashic Knowing School of Wisdom.

She has been published and/or featured in many publications including *Enjoy Whole Health, Sassy, Focus on Women, Answering the Call, Careers from the Kitchen Table* as well as business magazines and has her own radio program with Raven International, the leading positive programming network.

Boni started on this path in 1980 with Silva Mind Control and the Natale Institute Relationship workshops. Since then Boni has branched out into Hypnosis, Akashic Records, Theta Healing, Shamanic, Reiki, and other energy related work in order to establish faster ways to help make permanent changes for people.

Her belief is that: the secret of happiness is freedom and the secret of freedom is the courage to change.

Grab your free gift of a 15 minute consultation from Boni from one of her four types of consultations. Choose your consultation from an Akashic Record, Theta, Claim Your Life, and Catalyst Coaching.

You will also receive a download of her Abundance meditation and the first chapter of her *"Claim Your Life"* book.

You can connect with Boni Oian at:

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# *Coaching That Will Bust Blocks, Grow Your Business and Enhance Your Life*

*By Betty Perryman*

When we become overwhelmed by life's circumstances our quality of life can decline. At this point, we often confuse our wants with our needs. A decline in quality of life can foster an environment where our motivation and confidence suffocate until they begin to wane. Soon we find that we are managing daily nuisances versus proactively managing our time and lives. Eventually, our interpersonal relationships suffer. It is during these trying times that we can feel alone and confused about what to do or where to go for help.

I understand what it is like to become so overwhelmed that you want to throw in the towel and bury your head in the sand. In 2005, my husband and I were at the top of our game. We were a six-figure-income family and happily looking forward to early retirement. I was so confident about our future that I persuaded my husband to go ahead and move to the beach prior to our retirement. It was a hard sell. My husband is a careful planner, and he exercises great caution with our finances.

After weeks of "...please honey let's move..." he gave in to the notion of moving with the following caveat: "If anything goes wrong with this move there will be no complaining." We moved and quickly settled into our sleepy little seaside community. I opened a modest office and began my coaching practice. Less than five years later, all hell broke loose. The BP oil spill and a hurricane devastated the Gulf. Our business slowed to a trickle, and we depleted our retirement funds.

I was so ashamed to have put my family in a horrible and devastating position. I wanted desperately to fix the situation. I needed more clients and fast. I tried to attract clients to my business, but my efforts went unrewarded. I felt helpless. I knew I had to take proactive steps, but I had become paralyzed by fear. I was afraid to take any actions because I feared the outcome. I would not share my fears with my husband because I was ashamed of failure—never mind that the failure was beyond my control.

Night after night I lay awake unable to sleep, trying to come up with a way to attract quality clients that would help me sustain my business. Just when things couldn't get any worse, the final blow came with the real estate market crash. Just imagine: One night I had gone to bed with the knowledge that the equity in our home was safely invested but awoke the next morning to find that our home was valued less than our mortgage. We now owed twice as much as the value of the home. We were upside down, and like a dream, our equity was gone with the morning sun. My situation was clear; wishful thinking was over. At that moment I knew I had to take my head out the sand, kick my butt into gear and get proactive.

I knew I had to act fast to find a way to structure my business that would keep a steady stream of income flowing in regardless of hard times as well as run itself even in my absence. I had coached clients in Grief Facilitation for over twenty-five years. I felt qualified to coach my clients, but for the life of me I did not know how to go about accomplishing the task of automating my business.

On the morning I awoke to the mortgage crash, I was stressed and overwhelmed with the desire to build my business by attracting clients that would seek me out and return again and again. I decided to have my coffee on the balcony and ponder my circumstances. I looked out onto the golf course and noticed a golf coach instructing a golfer on his swing. The golfer adjusted his stance and completed his swing as the coach had instructed.

The results were impressive. I watched the coach and the golfer, and they smiled at each other. I realized at that moment that even though I was a coach myself I could not move forward without an



outside perspective. I needed help. I needed a coach. I needed someone to help me see past my own overwhelm. I needed someone who could help me identify my success blocks and help me create a plan for relinquishing these obstacles to my success.

I am embarrassed to admit that I am a "control freak." This mindset derailed my success for years. To be fair to myself, I must explain that a tragic personal loss was the catalyst for my need to control all aspects of my personal and professional life. Over the years, I adopted a constant need to micromanage my life, which inevitably led to endless procrastination and indecisiveness. If I failed to control some aspect of my life, I would procrastinate and avoid taking any action by ignoring the issue. I blindly hoped the issue would resolve itself without any involvement on my part. This obviously led to undesirable outcomes, thus denying me the very success I claimed to be seeking. As a coach, I have found that to also be true for my clients.

I struggled with the decision of contacting a coach for assistance for fear that the coach would judge me. When I let go of my own ego, I contacted a coach who began working with me, and the coach helped me make a major shift in my personal life and relationships. I also experienced the shift that would motivate me to restructure my business model.

During my years as a Grief Facilitator, I had talents and resources that until now I had never accessed. The coaching process was motivating and empowering. I began to make drastic changes in my business, and these changes would also involve changes in various personal aspects of my life. The economy was distressed, that was true, but through coaching I began to position my business into a secure system of flowing income. My confidence returned, and I could finally look my husband in the eyes. Our relationship improved, and business-wise the number of quality clients quickly started to increase.

A direct result of my having worked with a coach/mentor is that I met my goals, one of which was the publication of my book, "Happiness Beyond Grief: Betty's Story." Writing a book was just the beginning. I witnessed my own transformation. Personally, I

was more organized and more open to constructive criticism and advice. My communication skills improved, and my relationship with my husband was better than ever. Professionally, I transitioned from a mind-set of fear and indecisiveness to a dynamic "block-busting," happy coach. I also witnessed the transformation of my business. I quickly transitioned my business from a nine-to-five and clients-by-the-hour model to an automated client attraction system that serves unlimited clients. I have time to do what I love to do: travel and speak on various grief-related subjects. I can also be selective in the number and frequency of which I work one on one with clients.

Being a professional life coach allows me to help empower successful coaches, who like me for whatever reason, are experiencing overwhelm and fear. I am privileged to coach and mentor these highly successful women of heart-centered careers who are themselves coaches, clergy and healers. Through my own trials and triumphs I am able to deliver my very best insights for success.

Grief is a heavy subject that can be emotionally draining. It is unfortunate that everyone will at some point in his or her life experience loss and grief. This inescapable fact is evidence of the great need for coaches to assist clients as they enter the transitional phase from grief to their lives beyond their loss. When I sat down with my husband to design a model for the future of my coaching business, I knew I had to follow three simple rules.

First, I had to embrace coaching as a calling to my higher purpose. I would declare my intentions to my creator, the world and universe of which I am a part. Second, I would accept into my inner circle clients of similar mind-set and who espouse a heart-centered calling. Third, I would broaden my scope of coaching to include an exclusive model for facilitating events that attract quality clientele and can produce a paradigm for business success.

I know my personal coaching experience to be self-evident. I also know that coaching changes the lives of my clients by helping them to experience an epiphany that empowers them to move forward

whereby they can proactively abolish the obstacles and blocks to their personal and professional success.

Allow me to introduce you to a few clients.

### **Time-Strapped Wellness Entrepreneur**

Janice is a successful alternative wellness provider. Her preferred modality is reflexology. She has been in business for fifteen years. Janice comes from the service provider side of business and has limited knowledge on nurturing and growing her business through marketing. Janice does not have a marketing plan. Beyond speaking engagements at the senior center that she considers a community service, the only other marketing she does is occasionally run a monthly print advertisement in the Sunday paper. Her average client is over age sixty-five and retired with age-related complaints.

Janice's fees are slightly under the industry average. She sees four to six clients a day, five days a week. The average session lasts thirty minutes. Janice comes to me for life coaching and business mentoring, stating that she wants to attract more clients and increase her income, but she is stuck and does not know where to start.

Early in our coaching sessions, Janice discloses that she has an elderly mother that requires her to be available any time her mother needs her. Janice's current clients are scheduled around meeting her responsibility for her mother's care. In essence, her life revolves around her mother and her clients. Janice reports that she does not take vacations nor does she pursue hobbies. In addition, she does not have an online presence due to her lack of Internet knowledge.

Janice begins to discover that she has self-imposed blocks to attracting more clients and increasing her income because she is overwhelmed by her life's circumstances. Janice finds that she has to be honest with herself about her needs and why she is not actively involved with attracting more clients to her business. Janice realizes she is not presently motivated because she fears she will attract more clients that would conflict with her juggling act of time management.

Through coaching, Janice comes to understand that she needs a more balanced life. She wants time off and free time to herself. She discovers she wants peace. She also determines that her needs are her priority and what she needs most is to establish boundaries.

Our coaching together results in Janice successfully addressing three main areas: home life, professional life and personal time. She outlines a plan that would give her balance in these areas. She begins organizing her home time by employing home healthcare to supplement her mother's care.

She determines that she can work four days a week at the office and work one day a week from home. She outlines a plan for increasing her income that includes an income marketing funnel. These passive income trickles will allow her much-needed personal time. She loves to travel so she joins a travel club and plans to travel with the group on their monthly outings.

At the close of our coaching commitment, Janice experiences self-awareness. She is able to reach a balance in her life, set boundaries, and her business is turning around. She is attracting more clients with her newfound confidence and a well-organized marketing strategy. She is showing a profit. She appears more confident in all three areas, and she tells me that she enjoys her freedom from overwhelm. The following is an excerpt from a Christmas card I received from her last year.

*"...Betty I asked you to coach me so I could get more clients and make more money. I have gotten more clients and I have made more money. I've even taken a trip to the Smokey Mountains. ... I feel mother and I are actually enjoying our time together. ... I feel comfortable taking time off ... I feel like a weight is off my shoulders..." Thank you, Janice B. Alabama*

### **Empty Nesters on Brink of Divorce**

Wayne and Kim are a married couple. Kim is a work-at-home mom who is experiencing empty nest syndrome. Wayne, who has run a successful landscaping business for the past twenty-five years, is exhausted from long work hours and upset that he is underappreciated. Following twenty-six years of marriage, Wayne

and Kim have come to a fork in the road. They are having difficulty trying to communicate. I have known the couple for about fifteen years and I also know them to be a loving and happy couple. They sign up for one of my couples' retreats, *He Said She Heard; She Said He Heard*, explaining that they signed up as a last-ditch attempt to save their relationship. They indicate that they are both tired of all the yelling and miscommunication, slammed doors and endless days of the silent treatment.

During the first day of the retreat, they are shy and reluctant to participate with the group, but as the other couples openly share their difficulties Wayne and Kim begin to open up. They both find that they have to begin being honest with their own selves about their needs, responsibilities and expectations for self as well as for each other. Additionally, both Wayne and Kim are able to determine what each expects in the marriage and realize that there are critical differences in what each "thinks" the other actually needs.

Early on in the couples' retreat sessions, Kim discovers she is being more demanding of Wayne because she suddenly has an empty nest. Meanwhile, Wayne discovers he is working longer hours to avoid conflict and confrontation at home.

Through the couples' retreat, Kim comes to understand that she needs more attention from her husband because she feels left out and abandoned. She wants to feel needed and wanted, and yes, she wants to feel sexy and desired. Wayne comes to understand that arguing (safely and within boundaries) can be healthy for the relationship and can even strengthen the bonds of the relationship when both spouses are satisfied they have been heard and understood.

The couples' retreat for Wayne and Kim results in the couple successfully addressing three main areas of their relationship: communication, time management and intimacy. The couple is given tools to outline a plan that would give them a more healthy balance in these areas.

The couple gains planning tools that actually schedule a weekly meeting to argue. Wayne and Kim now have a set of rules and guidelines that include a time limit for each issue that is being addressed and a happy activity to bring the meeting to a conclusion. They can now anticipate a satisfactory resolution to issues as they arise versus fighting with no resolution and the argument ending in hurt feelings.

At the close of the couples' retreat, both Wayne and Kim are committed to improving their marriage. They participate in a lovely sunrise recommitment ceremony that metaphorically represents the dawn of the next phase of their relationship. I am honored that they ask me to serve as their officiate and preside over the ceremony.

I ran into Wayne and Kim two years post-couples' retreat, and they were all touchy feely and giggles, having just returned from a cruise that Wayne surprised Kim with on their anniversary. I could not be happier for this lovely couple.

### **Spiritual Life Coaches Seeking Growth**

Patty and Denise are cousins, both in their fifties. They are a successful team of entrepreneurs who are ready to take their business to the next level. Patty manages their metaphysical retail shop. She states that she is challenged with finding niche products that have mass appeal for their clients. Denise travels to spiritual expos and festivals where she peddles their digital products and services. She is an ordained interfaith minister and as such she speaks on various topics related to spiritual coaching. Patty and Denise are locally revered as sage women of spiritual coaching.

Patty and Denise come to me for life coaching and business mentoring, stating that all the efforts they put into elevating their business has failed to produce results. They disclose that they previously worked with two other coaches and still have not produced measurable results. They also confess they have lost confidence in coaching.

I explain in some detail that coaching is subjective and the coaching process is as unique as the coach you work with. Every coach has an

individual style, and his or her coaching methods will reflect his or her own life experience, talents, education and skill. Each coach's delivery will also reflect his or her personality. I explain that coaches are like doctors and attorneys in that their specialties may be standard to the industry, but it is the individual that infuses the delivery of his or her service with his or her unique brand. Once the cousins understand that it is an acceptable practice to shop for the coach that best fits your needs, they are empowered to utilize a template I provide them for selecting a coach.

Early on in the coaching sessions, Patty discovers that if she shifts her focus from "products that appeal to the masses" to what appeals to her and Denise then she would be more effective in promoting to their target clients on a larger platform. Denise discovers that she could cut the expense of travel, eliminate vendor competition and pocket more profits by shifting her passion for event marketing to online venues.

Coaching helps Patty to understand that she needs to be clearer on their target clients. She realizes she would attract more clients by staying true to her own passions. Denise comes to understand that she established her business model by boxing herself into a self-defeating mold. She realizes she was paying out thousands of dollars to put herself in direct competition with a very limited audience.

In the end, Patty and Denise are engaged in successfully expanding their business by leveraging available technology and establishing a business plan that outlines every step they must take to meet their business goals. They seem happy in business and seem to have found a joy and passion in their partnership. They report that they are happy with their results, and their confidence in coaching is renewed.

### **Why I Do This**

It is an awesome fulfillment for me as a coach when I can motivate change in individuals, especially when they go on to achieve new levels of success. It is my mission as a coach and mentor to help my

clients unveil their unique skills and talents as well as motivate them to embrace their higher purpose and prosperity.



## *About the Author*

**Betty Perryman** grew up on the Gulf coast of Alabama. She has a background in nursing at the University of Alabama at Birmingham (UAB). Betty is a consumer advocate of mental health. She has presented at Alabama state conferences and is a speaker at the National Association of Mental Illness (Alabama). Betty is an Inter-Faith Minister and she has a masters in theology.

Author of *"Happiness Beyond Grief: Betty's Story,"* she is a motivational speaker who is often referred to as the "Happy Life Strategist," and she coaches through the philosophy of "strength through adversity."

Betty is also a relationship coach and business mentor. She conducts monthly Couples' Retreat events designed to help couples be proactive in healing their relationship. Betty is available for corporate teambuilding events.

Currently serving as director at the American Coaching School (ACS), [www.AmericanCoachingSchool.com](http://www.AmericanCoachingSchool.com), for your continuing education credit requirements, Betty actively recruits, educates, trains and promotes coaches in the specialized field of Grief Facilitation. Visit [BettyPerryman.com](http://BettyPerryman.com) for more information in this and other certification programs.

Betty is a member of the International Association of Professional Life Coaches (IAPLC) and she is a Director of the Women Speakers Association (WSA), Connect and Collaborate Huntsville.

Betty is married to Rick Perryman, and they have four children, three grandchildren and two pets. In her free time, Betty enjoys treasure-hunting adventures, traveling, speaking to congregations and organizations all over the U.S., and writing humorous blogs about her life.

Get your free guide *"How to Choose a Coach That Fits My Needs"* at **[BettyPerryman.com/choose-a-coach](http://BettyPerryman.com/choose-a-coach)**

Get your free copy of Betty's book at **BettyPerryman.com/friends**  
For more information, e-mail Betty at **info@BettyPerryman.com**.

# *Lessons in Living*

*By Deborah Jane Wells*

## **The Lesson of the Oxygen Mask**

Flight attendants instruct us on every flight that should an oxygen mask drop down in front of us, we *must* put on our own masks before attempting to help anyone else. That seems selfish and counterintuitive for most of us. First we want to help our child, parent, spouse, or frightened seatmate. It can be difficult to accept the fact that we will not be able to help anyone else if we run out of oxygen ourselves.

We might be more likely to accept the truth if the flight attendants painted a picture of what *could* happen if we *don't* put on our own masks first. Imagine a scenario in which you are traveling on a plane that develops engine trouble. Suddenly, oxygen masks drop down and your seatmate just stares at his, frozen with panic while precious seconds tick by.

If you choose to ignore the flight attendant's instructions and struggle to get a mask on a panicked person first—in a plane that may well be unstable—you may wait just a bit too long to take care of your own mask. At that point, you are no good to yourself or anyone else.

Suppose instead that you recognize the common sense in the flight attendant's instructions. You decide it's not just okay but *essential* to take care of yourself first and only then assist your fellow traveler. Once you have your seatmate settled, you glance across the aisle and notice someone else frozen with panic. You reach across, help them, and then motion for them to help the next person over. Eventually you find that you have helped someone who helped someone who ... You get the idea. When the flight stabilizes and

you land safely, you know with every fiber of your being that you have been anything but selfish.

Unfortunately, we rarely notice how well the “oxygen mask” principle applies to everyday life, but does it ever! The parallel is that failure to take care of your own health will inevitably mean you will be unable to care for the ones you love. Though the damage can be slow in showing up, one day you wake up weighed down by a load you can no longer bear—physically, mentally, emotionally, or spiritually.

What if you used the oxygen mask as a symbol of *self-awareness* in your daily life? Sitting right in front of your face at all times. Put it on, breathe deeply, and new choices appear. Not selfish choices but honest ones that allow you to set priorities that nurture you and those around you on a Journey to Wholeness.

Remember what it felt like to be able to help others on the airplane because you first took care of yourself? As you become increasingly self-aware and able to make constructive choices, you become a positive example for someone else, who becomes a positive example for someone else, and so on. Like the ripples in a pond, your new self-awareness requires no pushing or directing to move outward and touch others. It just happens.

My client Lisa feels that the most important changes she has made in her life through coaching with me are self-awareness, living with intention, and having compassion for herself. She has also lost thirty pounds, but in her words, the weight loss is “just the outer indication of significant inner change.”

“When I was introduced to Deborah, I had been putting in thirteen- and fourteen-hour days establishing myself in a new profession while caring for my dying mother. I was overweight, with my body and spirit stretched to the limit. That seemed normal because, for me, hard work has always been both a joy and a legacy.”

Lisa’s mother was raised in a small coal-mining town where they grew their own food or they didn’t eat. Recreation as we know it today didn’t exist.

Growing up as the oldest of ten children, Lisa's mother shined in her daughter's eyes as the greatest role model any girl could have. Her mother's young life consisted of washing the clothes and working in the company store. Over the years, Lisa watched her mom always do the right thing. She was the person Lisa wanted to be.

"Unlike my mother, I was blessed with greater bounty. My parents worked all the time, and we would never have gone hungry. But my brother and I worked side by side with my parents and were fulfilled by knowing that our work could help support the family too. Looking back, it shouldn't surprise me that my parents' legacy of unending hard work became the bedrock of my life as well.

"Over time, I became a life coach, committed to helping others integrate the physical, mental, emotional, and spiritual aspects of their lives. I quickly discovered that even coaches need coaches."

In our first session, Lisa told me she wanted to lose weight. Little did she know that physical weight loss would be the smallest part of what she gained from our work together—a byproduct rather than an end in itself.

"The larger lesson was becoming sufficiently self-aware and detached to see that I needed to start by having greater compassion for myself. Deborah helped me realize how the negative energy of my relentless inner taskmistress was weighing me down and holding me back from the joy-filled life of service I desired.

"Many people tell us that we should take care of ourselves, but how can I manage to have compassion for myself when my beloved mother is dying? How can I do what I need to do for my mother and still embrace the hurting self who can't imagine who she will be without her mother?"

Only when Lisa could detach and begin to see herself from the outside was she able to embrace the grieving part of herself who was eating for comfort. None of her past diets had taught her that. Until she began to get it, meaningful, lasting change was unlikely. By serving as a loving mirror—listening deeply, trusting my

intuition, and asking penetrating questions—I was able to help Lisa get past the distraction of her external body weight to see the root of her unhappiness: the unbearable weight her heart and soul were carrying on the inside.

“Today I eat and live with greater intention. I’ve lost thirty pounds. There is vitality and light in my life even as I rework my priorities and commitments to ensure that my mother’s final days are as peaceful and as filled with love and comfort as I can make them.

“To demonstrate real compassion for others, I had to first put on my own ‘oxygen mask’ and have some compassion for myself.”

**For more insights into the role of self-compassion, read *Start Where You Are* by Pema Chödrön.**

### **The Lesson of the Blocks**

Have you ever watched a baby or a toddler play with a stack of blocks? For a child, the experience is sheer delight. They are free to pile them up, change them, rearrange them, or dump them in a heap if that is their pleasure. *Adult blocks are a very different matter.*

Most of the barriers to pursuing and achieving our desires in life are not caused by immovable, external blocks but by inner blocks formed from limiting beliefs we have manufactured for ourselves or assimilated from others. Many of our limiting beliefs were acquired from constraints imposed by our country, culture, religion, family or the media. We created other limitations as a result of our own lack of imagination, shortage of curiosity, or insufficiently healed past traumas. Gremlins are an especially strong form of limiting beliefs exhibited by members of our personal boards of directors.

Though the specific origins vary, all of these limiting beliefs share a common energetic source: fear. When we choose to fuel ourselves with more constructive core energy grounded in love, respect, curiosity, compassion, and gratitude, we can eliminate our fear-based limiting beliefs and transform our lives into the more fulfilling ones we long for.

I first met my client Diana during my career as an organization transformation consultant. When she reconnected with me again more than twenty years later, she was struggling under the weight of a diverse and robust collection of inner blocks. She didn't call them that. She just knew she was unhappy and couldn't see a way out.

One of the most serious assumptions in Diana's collection was the firm belief that you only get one chance at success. Even though she had been successful in many different jobs and had run a small business for years, she believed that she was *always* just one mistake away from setting off a chain reaction of relentless failures of cataclysmic proportions—at least in her own mind. Her failure wouldn't be an event; she would *be* a failure.

People who bear the burden of this assumption go through life looking for some insurance—someone or something to protect them from making the “ultimate” mistake. They may decide that the answer is taking more courses, securing another professional credential or partnering with someone else who appears more self-assured (but may turn out to be more confident than competent). Grasping at straws, the Dianas of the world reach outside themselves—to another person, thing, or experience—to find a sense of security and peace.

“I thought that I'd finally found my silver bullet,” Diana said. “After years of running my small business, the economy tanked, and I was having trouble keeping it all going. Until a friend and colleague suggested that perhaps we should set up a new business and operate as partners. I was thrilled! I held this woman in high regard and thought she would be the perfect protection against my destiny of making the one unrecoverable mistake.

“By the time I started coaching with Deborah, my wonderful partner/safety net had turned into an albatross. Unable to make a decision or move forward, my partner took analysis paralysis to a whole new level. I could only conclude that I must have made a grotesque mistake in my calculations somewhere.

"When I talked to Deborah about the situation, it had already been going on for months. Absolutely nothing was getting done. My fear was many times larger than it had been when at a minimum I could count on myself and did not have to wait for someone else to test every possible option before making even the smallest decision."

At the heart of Diana's fear lay her bag lady gremlin with its "one mistake" assumption. She had little chance of escaping when that conversation began playing in her head.

Instead of enjoying her life, she was working like a lunatic, trying to stave off disaster. She was wearing herself out with no understanding of what was driving her. "I couldn't get out of my own way," Diana said, telling me that in spite of all the evidence to the contrary, working with this partner was her one chance for success. She just had to keep trying to make it work, however improbable that now seemed.

Eventually I asked the question that has become Diana's mantra: "How can you know that? How can you be sure that this partnership is your one and only chance for success?"

In the silence that followed, I asked again ever so gently, "What if you're mistaken? What if you have lots of other possibilities for success, maybe even better ones? What if your dogged persistence in your current incredibly painful situation is not fueled by courage but by fear? What if you're the only one keeping you from exploring and enjoying the life you long for?"

In that moment, Diana remembered what Austrian neurologist, psychiatrist, and Holocaust survivor Viktor Frankl said: "Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom."

The work Diana has done and continues to do has opened that space for her in so many situations. Space in which she asks herself questions and shows herself compassion. Space in which she can challenge a gremlin, recognize a limiting belief, or simply take a deep breath.



"It's an amazing thing how much change you can achieve when you shift your energy and begin the work of building the life you want to live," Diana said. "While I'm still working on it, I no longer worry about money, failure, and bag-lady-hood before I even open my eyes in the morning! I am excited about where I can go from here and know that Deborah can continue to help me find the peace and joy that can make my life sing.

"Though I still have plenty of work to do, I have learned to say, 'You can't know that,' whenever a limiting belief or gremlin rears its head. I know that my willingness to 'do the work' is essential to success. But I also know that when you are on a difficult journey, it is wise to have a guide who knows the way."

Equipped with greater self-awareness, a broader sense of possibilities, and a stronger belief in herself, Diana dissolved her business partnership and headed off in a new direction with her own firm. She even decided to move to a place where she would have the ability to spend more time with family and take her life in new directions. All of this was fueled by the inspiration, vitality, and determination she unleashed when she stopped wasting her energy in fear, worry, and doubt.

Diana is living proof of Eddie Robinson's assertion, "The will to win, the desire to succeed, the urge to reach your full potential ... these are the keys that will unlock the door to personal excellence."

**For more insights into the power of belief, read *The Power of Positive Thinking* by Norman Vincent Peale.**

### **The Lesson of the Gremlin**

What do you think of when you hear the word *gremlin*? For many, it conjures up an image from childhood nightmares, and one of its definitions is actually "bogeyman": the monster lurking under the bed. It didn't start out that way. The origin of the word *gremlin* is usually credited to pilots in World War II who jokingly blamed mechanical failures on small imaginary monsters they dubbed gremlins. Over time, however, books and movies created some

frightening and not-so-harmless gremlins. However, long before the word *gremlin* existed, we all had them. We just didn't know it.

In chapter 6 of my book, *Choose Your Energy Change Your Life!*, I talk at some length about how gremlins show up in relation to your "personal board of directors." Your three-member board—sage, guardian, and muse—is a useful construct for sorting your vast array of gifts, passions, options, fears, and coping mechanisms into three distinct though interrelated subsets to reduce the complexity of understanding what you're experiencing in each moment and the specific path to finding greater equanimity.

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

In contrast, when they switch to fear as their fuel instead of love, your board members' gremlin personas take over and they block your forward progress by focusing their energies on infighting, backbiting, and one-upmanship on a grand scale.

When they first give birth to their gremlin personas, their mission is simple: to protect us from ever again experiencing painful or embarrassing situations. As we get older and our lives become more complex, our sages, guardians, and muses see that many situations, while different in details, offer the same opportunity for pain. As their fears continue to grow, so do the possibilities for gremlin interference by board members who expand their job definition to include any situation or person who could ever lead to discomfort. Talk about limiting our world. The great irony is that when in the grip of fear, gremlins will do whatever it takes—including some very underhanded tactics—in order to protect us from the potential danger "out there." In this way, they become the enemy within.

In this context, the term *gremlin* is used as a metaphor for a part of you that is neither inherently evil nor intentionally harmful but a deeply rooted pattern of behavior triggered by your oldest most

painful scenarios and a deep need to protect yourself by any means necessary. In short, they keep you small because they believe that is what safe looks like.

Some “protect” you by sabotaging every potentially intimate relationship, thus escaping the risk – and joy – that intimacy brings. Some protect you by remembering every disappointing new experience in your past, painting every future opportunity with the same brush.

A new job might remind your sage, guardian, or muse of situations in the past where an authority figure was frightening, dangerous, or just plain unkind. As a result, its gremlin persona will be on the prowl at every new job, looking for the boss it remembers so well from the past. By leading with the same expectations, you are nearly guaranteed to attract the energy you transmit.

Like the weeds in your garden, effective long-term management of gremlins is not about elimination of surface behaviors. Lopping your gremlins off at the surface with the weed whacker of denial or superficial behavior change may yield a more cosmetic result temporarily. But because they are tenacious and deep-rooted, they usually grow back quickly. And with each failed attempt at superficial removal, they are likely to expand their purview of peril even further.

There are more effective and lasting measures we can take to neutralize and redirect our gremlins’ relentless, misguided, ever-escalating interference. When we help them pop the bubble of illusion filled with fear-based lies and embrace a reality filled with the truth of love-based flow, our personal board members shake off their gremlin personas and return to their constructive roles in our lives.

My client Anne worked in a particular job for nine years but was very unhappy. Despite her best efforts, she kept hitting roadblocks. She knew she was spinning her wheels and was becoming increasingly frustrated.

What to do? Stick it out and keep trying? Find another job in the same industry? Or a similar job in a different industry? Or retrain for a totally different kind of job? She'd tried these and other avenues in the past, and though the surface details differed, she seemed to keep ending up in essentially the same situation.

"I've never been a quitter. I have always been a person who slogged through whatever muck life threw in my path, and tried to make it better," said Anne. "I'd begun to wonder if I was just born unlucky, landing in one toxic environment after another, or was it possible that I was getting in my own way?"

In the midst of this self-examination, Anne's friend Kathleen approached her with an exciting opportunity. Kathleen had decided to semi-retire and said, "I want you to apply for my job."

Kathleen was well respected by her employees and by the organization she served as managing partner. Finding herself at a time in her own career when she felt neither valued nor successful, Anne was surprised and flattered that her friend believed she had the leadership qualities the new job required. Kathleen was committed to leaving a much-loved job in trusted hands—*Anne's hands*.

While engaged in internal debate over this job opportunity, Anne learned about my practice of conducting complimentary coaching sessions with prospective clients. She saw that this might be yet another opportunity: the chance to engage a trusted professional partner in confronting head-on whether her frustrations were just bad luck or a pattern of self-sabotage.

"When I started working with Deborah, I felt drained by all the aggravation that had built up over the years. While there was exhilaration in starting a new job because Kathleen was my friend and had shown such high regard for me, it felt especially important this time to be clear about what I was doing and why.

"Deborah and I began with a sixty-minute complimentary session during which she coached me on real issues of my choosing. The session was so powerful that I invested in a weekly coaching

relationship and iPEC's Energy Leadership Index™ assessment to give myself a fighting chance at changing my past pattern. Coaching with Deborah using iPEC's Energy Leadership™ paradigm gave me hope—a new language and a new model for making sense of my life.”

As she began her journey with me, Anne looked back on the journals she'd kept over the years and got depressed by reading them: they sounded like a broken record. I call this a *gremlin alert*; finding evidence of consistent self-sabotage is a valuable step in recognizing the part a gremlin may be playing in your life. Anne was intrigued by the possibility of making friends with her guardian and its gremlin persona, Sister Mary Perfect, so named for its need to get everything just right—at work, at home, in relationships, or in any other aspect of living.

As our coaching sessions progressed from week to week, I brought a great deal of curiosity into the sessions, encouraging Anne's ability to be playful, inquisitive, vulnerable, and respectful toward herself, everyone, and every situation. Anne also began to get clarity about the way in which things she had experienced in the past might be playing out repeatedly in the present.

One of the most powerful exercises, according to Anne, was stepping back and looking at the job she had just left to try to find commonalities between that job situation and others, or that job situation and childhood experience. Was there a theme that appeared in each of her life stories?

Parallels began to emerge as she thought about family relationships, the role she'd played, and how she had continued to re-enact that role as an adult. Perhaps some of her boss's behaviors reminded her of a parent's behavior, creating uncertainty, embarrassment, and internal friction. After our conversations, Anne said she would hang up the phone and simply stare into space, blown away by the power of what she was discovering and feeling.

“Deborah's intuition and comprehensive notes were invaluable for maintaining continuity from one session to another. Without them, it would have been a much more difficult and lengthy undertaking

to put the pieces together and begin to recognize patterns. Week by week, I began seeing myself differently. I came to understand that because life is not a destination but a journey that unfolds, I didn't need to have all the answers in every moment."

One of the great gifts Anne has experienced in her new job is the magic that can happen when she stops trying to do everything perfectly herself and instead becomes a consultative, open, and curious manager, offering employees the opportunity to be real contributors to a successful team.

"Something they'd known with Kathleen and that I have actually succeeded in recreating. My experience of life was transformed once I learned to embrace every moment, curious about all the possibilities rather than scanning for all the tigers in the bushes.

"A friend recently said to me, 'This is what you've been training for—been waiting for—all your life.' And it's true. With Deborah's help, I've embraced my guardian and have been able to see both the good things she brings into my life as well as the challenges she creates whenever, in gremlin mode, she assumes each day or experience is inherently dangerous."

It is essential to remember that effective gremlin work can never be forced. It surfaces organically when you are ready. Nowhere is the application of love, respect, curiosity, compassion, and gratitude more vital than when engaging the members of your personal board of directors. Remember that their gremlin activity is actually good news. It means you are on the verge of a big breakthrough in personal growth. Your sage, guardian, or muse "go gremlin" because they are afraid they won't be able to keep you safe when you get that big. Remember the steps to soothing their fears:

- Seek to understand what old concerns have been brought out of hiding.
- Help them differentiate the remnants of past pain from today's reality.
- Remind them that *small* does not necessarily equal *safe* for an adult.

- Clarify that following your authentic path with love and without fear is what *safe* looks like now.
- Harness their loyalty.
- Leverage their core gifts of discernment, discipline, and imagination to keep moving yourself forward into a life you love.

Anne agrees wholeheartedly: “It’s not as though I had a split personality. Before my gremlin work, like many people, I just had a set of counterproductive behaviors that could be easily triggered by any sense of risk to me. Now I have the self-awareness and objectivity to stop before reacting instinctively and determine whether a new situation is indeed like an old one, or perhaps it’s yet another opportunity to expand my horizons and try something new.”

**For more insights into releasing yourself from the limitations of ancient scripts, read *Excuses Begone!* by Dr. Wayne W. Dyer.**

### **The Lesson of the Butterfly**

Throughout the world—and throughout time—the butterfly has been a symbol of dramatic transformation. It is easy to see why: no longer earthbound, a new creature emerges from its chrysalis utterly and completely changed, spreading its glorious wings as if knowing all along it was born to fly. In the words of Maya Angelou, “We delight in the beauty of the butterfly but rarely admit the changes it has gone through to achieve that beauty.” Those changes don’t begin in the chrysalis. That is just one of many steps on the journey to becoming a butterfly.

Once fully grown, the caterpillar seems to know instinctively when it is time to move on. Unlike humans, whose forward movement is often blocked with assumptions and self-doubt, the caterpillar simply does what it was born to do: It positions itself for the next step in its journey. It creates a button of silk to fasten its body to a leaf or twig. Once it attaches itself, the old skin comes off, revealing a hard skin called a chrysalis. Once it is safely within the chrysalis and positioned for change, an extraordinary process begins. Just as

the caterpillar knew when it was time to move on to the chrysalis stage, the fledgling butterfly will know when it is time to leave the chrysalis and take flight.

It is the same with human beings. The potential for transformation is always there, however hampered we may feel by limiting beliefs and raw fear. In the words of Richard Buckminster Fuller, “There is nothing in a caterpillar that tells you it’s going to be a butterfly.” None of us can know what is possible until we are willing to let go of what no longer serves our highest good and relax into the seeming void of transition. In just such a way, we create the possibility for shedding our personal chrysalises, thereby allowing our lives to take flight. As Richard Bach reminds us, when we trust in the *unfolding* of our highest good at all times, we find, “What the caterpillar calls the end of the world, the Master calls the butterfly.”

My client Sarah feels the most important changes she has made in her life are becoming more self-aware and learning how to use that new awareness in all aspects of her life.

“I started working with Deborah when I was training to become a life coach myself. I had absolute faith in the coaching process and knew that all world-class coaches have coaches of their own. My initial goals for our coaching relationship were focused on optimizing my performance as a coach—what I needed to understand about myself and how I could leverage my personal insights and experience to partner with my clients on their journeys. I wasn’t looking for personal change, just greater professional understanding and perspective. Oh my! Be careful what doors you open; the Universe will deliver.

“One of the coaching insights I gained in our initial sessions was how to leverage my life experience to benefit the client without sharing my personal stories directly. As I saw Deborah keep the focus on my story, not hers, by using her experience to inspire the wise questions she asked me, I knew I could do the same with my clients.”

As my work with Sarah went deeper, it became obvious that she may not have known herself as well as she thought. In fact, if



anyone had said she was a person who had built and maintained a nearly impregnable barrier around herself, she would have said they were mistaken. Yet as we examined her self-awareness, energy and spirituality together, we identified a pattern of situations where the help and support of others would have made her journey less stressful and more joyful. Like so many of us, Sarah had developed a habit of shutting others out, thinking she was “protecting them.” Over time, she came to recognize that she was really trying to *protect herself* by keeping her guard up and staying “small” because doing otherwise just felt “too big” and vulnerable for her.

“Deborah penetrated that guard by asking gentle, respectful questions, demonstrating the love, respect, curiosity, compassion, and gratitude that are the bedrock of her coaching approach. Amazing what some compassionate, probing questions can reveal!” Sarah said.

“A prime example was my divorce. Making the decision to pursue a divorce required a three- to four-year journey of deep and agonizing soul-searching. During that gut-wrenching process, I told no one and dealt with the pain myself, thinking I was protecting the people I cared about.

“As Deborah and I uncovered more and more situations and events that might trigger putting my guard up in the future, that weird, uncomfortable feeling in my belly told me we were on to something very big. Life was delivering a major opportunity to stop, contemplate and act upon what I was learning.”

With reflection, Sarah began to realize that what she had created was not a supportive chrysalis of transformation but a barricade of isolation. Butterflies do not experience the chrysalis as a barrier but as a pathway for growing into who they always were deep inside. They know instinctively it is a nurturing place of profound, transformative growth from which they emerge in a completely natural way when the time is right.

“Becoming self-aware brought mixed emotions and took me out of my comfort zone,” Sarah said. “But replacing the metaphor of a ‘barricade’ with that of a chrysalis helped me see that the potential

for transformation was right there all along and well worth the effort.”

**For more insights into the transformative power of the chrysalis in human experience, read *When the Heart Waits* by Sue Monk Kidd.**

## *About the Author*

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

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

Through healing and self-exploration, I discovered that loving yourself unconditionally is the key to transforming your personal life, your work and the world. And that tapping, an energy psychology-based emotional freedom technique (EFT), is a simple, effective tool for reducing stress, anxiety and overwhelm in your life by releasing limiting beliefs, emotions and habits.

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

For fun, I love singing, reading, sewing and movies. I live in Williamsburg, Virginia with my husband, Wilson, and the three Coaching Cats who manage my life—SiddhaLee, Mortimer and Maisy Jane.

# ***The Key to Skyrocketing Your Life, Business, or Career***

***By Judith Wentzel, CRTT, CTACC, EFT-ADV***

Mary appeared to be living an ideal life. She had a husband who adored her (and was also her business partner), two homes, one in the city and one in the country, a beautiful, intelligent daughter, and her family could vacation anywhere they liked each year. Mary was a videographer and the videos she created for her clients focused on the wonderful benefits their products or services provided. Her business was already quite successful. Mary wanted to take her business to the next level. She wanted to work with larger corporate clients, which would generate a much larger income for Mary. But no matter what she did, Mary was unable to grow her business. She was horribly stuck, frustrated and beginning to experience burn out.

While struggling to take her business to the next level, Mary had begun over analyzing everything! She was constantly trying to identify what wasn't working or where she or anyone for that matter might be falling short in producing. She tried a variety of marketing tactics and was regularly putting in long hours trying to figure out what to do. Mary's constant microscopic focus was causing her to become increasingly stressed and overwhelmed. This was a business she loved, or at least she used to. Now she was beginning to burn out and all the stress was affecting her relationships both personally as well as professionally.

In less than an hour, we got to the root of her block. We discovered that subconsciously Mary believed she didn't deserve to earn more money. She was already enjoying a greater income than any of her family, friends, or colleagues. Mary had a more luxurious life than

anyone she knew. Mary hadn't been aware of this belief until we began the life coaching. Not only was she able to uncover this limiting belief, but she was also able to overcome it and achieve the success she desired. Mary is now working with a large corporate client, enjoying her business more, working less and generating significantly more income than she had been earning.

Mary's story is not unique. So many people who struggle with their careers or businesses have unconscious limiting beliefs that are preventing them from achieving the success they desire. Yet by following the system shared in this chapter, you can identify your own show-stoppers and easily overcome them. The system is based on a (rather strange) technique called Emotional Freedom Technique, or EFT for short. First I will explain how EFT works, and then I will share how to use it to discover your own blocks and eliminate them. Finally, I will describe how I used EFT not only to help Mary but also to help two other clients achieve the results they desired.

### **What is EFT?**

EFT is often referred to as an emotional version of acupuncture. Instead of using needles to stimulate specific energy sensitive points (known as meridians) on the head, hands and upper body, we stimulate them by gently tapping on the meridians using our fingertips while focusing on a negative emotional issue we wish to resolve.

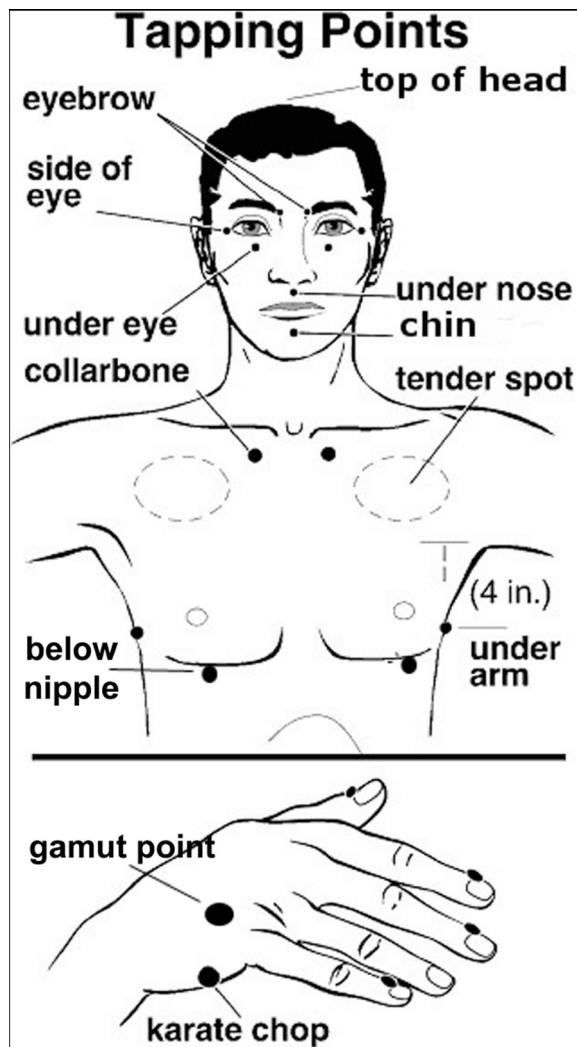
Because EFT engages both the conscious and subconscious mind when focusing on resolving an issue or challenge, anyone can quickly identify whatever may be holding them back and keeping them stuck. By so doing, the negative emotions associated with the issue are uncovered, making them easier to address and resolve.

### **How to use EFT.**

The first step is to identify the issue or challenge you wish to resolve. You then define any emotion you feel when thinking about this issue and rate it's intensity on a scale from zero to 10; zero meaning no intensity and 10 being the most intense, uncomfortable sensation imaginable. Also, notice where in your body you may feel this. Not everyone feels emotions in their body but some do

experience sensations such as a knot in the gut or possibly heaviness around the shoulders, a lump in the throat, etc.

The next step is to perform rounds of tapping on the meridian points while stating your reminder phrases. The diagram below shows the tapping points used in EFT.



When tapping, you will tap with your dominant hand as follows: using all four fingertips plus thumb when tapping the top of head

point, four fingertips of your dominant hand when tapping the karate chop and under arm points, and your index and middle fingertips on the remaining points. You will tap just hard enough to make a slight bounce but not so hard as to experience any discomfort.

You begin each round tapping the karate chop point while stating what is known as the “set up phrase” which is, “Even though I have this \_\_\_\_\_, I deeply and completely accept myself.” Using this phrase you simply fill in the blank with the negative emotion surrounding the issue you wish to resolve. For example, if you have a fear of flying, the set up phrase would be, “Even though I have this fear of flying, I deeply and completely accept myself.”

You state the set up phrase three times while tapping on the karate chop point located on the side of your hand. It is during the set up that you initially begin focusing both the conscious and subconscious mind on the issue you wish to resolve.

Following the set up you begin tapping each of the remaining eight EFT tapping points while stating a reminder phrase which is simply a scaled back version of your set up phrase. Using the fear of flying example, your reminder phrase would be, “this fear of flying”.

You state the reminder phrase at each of the remaining eight points while tapping, beginning at the eyebrow point, then tapping the side of eye, under eye, under nose, chin, collarbone point, under arm, and finally the top of head point.

After this initial round of tapping, you reassess your issue and emotional intensity. Note any changes and if intensity remains, you then do another round, this time modifying your set up and reminder phrases.

The set up phrase now becomes, “Even though I have this remaining \_\_\_\_\_, I deeply and completely accept myself.” Your reminder phrase also changes and becomes simply, “this remaining \_\_\_\_\_” filling in each blank with your particular issue. Once again you tap through the basic recipe, starting with the modified set up phrase while tapping the karate chop point after

which you state your modified reminder phrase while tapping the remaining eight points. You repeat the process, using the modified set up and reminder phrases, until you have successfully reduced the intensity of your issue to a two or less. Although an odd looking technique, EFT does work easily, quickly and painlessly which is why it has always been my tool of choice when it comes to resolving blocks for my clients.

I am a life coach, not a physician or psychotherapist, and realize some people's emotional and/or physical issues are such that they shouldn't try ANY technique without the presence and guidance of a qualified health professional. As always, you are responsible for exercising good judgment and if you choose to use EFT, you agree to assume all responsibility for doing so.

It is important to know there have been no reported negative side effects as a result of using EFT to date. EFT has yielded impressive results and in most cases issues have been totally resolved, never to re-appear. I do not claim that EFT is a substitute for drugs, surgeries, or other conventional medical interventions, and I encourage you to get regular medical exams and talk to your doctor or other health professionals about what treatments may be best for you. I do know this technique works and so far, I have found nothing it hasn't been able to help.

### **Case Studies Involving EFT**

#### **1. Mary**

Mary's issue was one of non-deserving, which is a very powerful show-stopper! You will never achieve anything you desire if you feel you don't deserve it. With Mary, she wasn't even aware of this limiting belief. Truly believing she didn't deserve to earn more money was a huge block for her. In order for Mary to breakthrough this block, I introduced her to EFT. We began using EFT to address her issue of not deserving to grow her business and earn more money, tapping on the specified points around her face, hands and upper body while focusing on the issue. The more we tapped, the less resistance she experienced.

The life coaching I provided Mary, using EFT, allowed her to quickly resolve her block and break free. Life coaching empowered



Mary to reconnect to her business from the core of who she was. It was this deeper connection that re-ignited the passion and enthusiasm she had enjoyed when first starting her business and I was honored to have been part of the process.

When I last heard from Mary, she was indeed working with a large corporate client, enjoying her business more, working less and generating more income than she imagined possible. She had also quit micro-managing her husband and was enjoying her life even more.

## **2. Cheryl**

Another client, Cheryl, would experience a totally different type of breakthrough. Several months before we started working together Cheryl had left the teaching job she loved due to fibromyalgia. Her chronic fatigue and pain made going to work impossible and many days she could barely get out of bed. She had a very low quality of life and was quite unhappy. Cheryl was familiar with EFT. She had researched the technique and wanted to see if it might help her better cope with her fibromyalgia. Through life coaching Cheryl uncovered the core issue holding her block in place. Her issue was one of shame and guilt.

Through working together, and using EFT, Cheryl began to release a multitude of emotional issues and painful memories. Each issue she resolved seemed to lessen her pain and fatigue, and increase her own self-image. After a few short weeks of coaching and using EFT, Cheryl began loving herself more, regretting poor life choices less and letting a painful past go. She was also reconnecting to the gift within her, which was her love of teaching. Within three months, Cheryl was back to doing some light housework. By the time we ended our coaching relationship, Cheryl had returned to teaching, was no longer experiencing the pain and fatigue of fibromyalgia, and was leading a fulfilling and gratifying life.

## **3. Jim**

Jim was in sales and working for a company that had a variety of healthcare products and programs. Every day Jim would receive a list of prospective customers to call. Those customers had previously contacted the company requesting information about a

particular product or program they offered. Jim was to call them and close the sale. The problem for Jim was his fear of rejection. He truly believed none of the people he called would be interested in anything he had to say and would either be rude or simply hang up on him. This limiting belief was Jim's block and he was in danger of losing his job if he didn't move past it and improve his performance.

We began by looking into this fear of rejection, using EFT just as I had with Mary and Cheryl. Jim thought this technique was quite ridiculous and was initially reluctant to do the tapping. After tapping a few rounds, Jim noticed a difference in how he felt about making those calls.

After several more rounds, Jim's fear was nearly gone. He was now able to take a deeper look into the potential benefit he offered those prospective customers. The more deeply Jim looked into the whys of his calling, the faster his resistance melted away. Jim had shifted his focus. He no longer looked at those calls from a fear of being rejected, but rather from the perspective of serving others by delivering the precise product or service those prospective customers could truly benefit from. Once he realized how valuable his service was, Jim believed he could easily and confidently make his calls and was actually excited to return to work and find out.

When we met the following week, Jim was a different man. Not only was he making every call he had been assigned, Jim actually began closing a good portion of those calls; converting prospects into paying customers. Jim still felt EFT was odd but appreciated how much it had helped him. Over the next few weeks his confidence continued to grow and so did his sales numbers.

Mary, Cheryl, and Jim were all dealing with negative emotional issues blocking them from achieving the quality of life they desired. They also shared another commonality: a lack of clarity regarding the importance or true value of the goals they desired to achieve. Only when you have defined the value of a goal to the degree you actually *feel* it, will you be more likely to attain it.

## **The Steps to Achieve Your Goals**

Now let's address *your* goals. You will enjoy greater success when you clearly identify the value of achieving any goal you may have. The greater the perceived value, the stronger your motivation will be to achieve the goal. If you have been struggling to achieve a goal, here are a couple of steps you can take to connect more deeply to your goal and identify a stronger emotional support system for achieving it.

**Step one: Identify and define your goal.** It isn't enough to simply state your goal; you need to really define it. Your goal needs to be specific, measureable, achievable, realistic, and accomplished within a specified amount of time. Examples of this type of goal might be to earn \$7,000 a month, lose 15 pounds in six months, join a gym this week, hire a life coach this month, etc. These goals are specific and measurable and also timed so you can easily measure your progress as you work toward the goal. Is your goal realistic? Have you or someone you know achieved this or a similar goal? If so, it may well be a realistic goal for you. So, for greater success in achieving any goal, make sure it is specific, measurable, achievable, realistic, and has a specified time line by which you plan to accomplish it.

**Step two: See the bigger picture.** Successful goal achievement goes beyond you, your wants or desires. It takes into consideration the impact achieving the goal could potentially have on others. Connecting to your goal from this viewpoint is more likely to evoke a much stronger emotional response. As I stated previously, without a strong emotional support system, you will have a lot more difficulty achieving the goal. To establish the value and evoke a stronger emotional response to your goal, answer the following questions:

- A.) *How will achieving this goal impact my life? How will my life change?*
- B.) *What impact will achieving this goal have on my family?*
- C.) *How will achieving this goal impact my friends?*
- D.) *What potential benefit will achieving this goal have on my community?*
- E.) *How will achieving this goal impact my business?*

- F.) *How might my employees benefit from achieving this goal?*  
G.) *What are the potential benefits to my clients/customers as a result of achieving this goal?*

By answering these questions you will connect to your goal on a much deeper level because you will have a deeper appreciation for the potential impact of your goal and greatly increase your motivation. This increased motivation will propel you toward finally achieving your goal.

I firmly believe that every success begins with a single thought. That thought fuels the motivation empowering you to take action toward achieving the goal. In order to achieve any goal you must have motivation and the amount of motivation is a direct reflection of the perceived value you feel for achieving that goal. The higher the perceived value, the stronger the motivation and the more likely you will be to achieve the goal. Anytime you find yourself struggling to achieve something, it is most likely because you have not defined the value of what it is you wish to accomplish in such a way that it literally fills you with motivation. It was through defining value that Mary, Cheryl, and Jim were better able to enjoy the success they desired.

Albert Einstein once said, "Strive not to be a success, but rather to be of value." This has been my mantra and the foundation for building my business and creating the lifestyle that I love. It is also a value I invite my clients to embrace as well. If you don't really love the life you are living or the business you're building, it is most likely due to the perceived value of the goals you desire to achieve. Clearly defining how your goal will benefit you as well as the lives of others is a critical component when it comes to achieving the success you desire. Establishing a clear, true value is vital in order to achieve success in any area of your life or business.

**Step three: Repeat Steps one and two.**

But what do you do when you have what you believe to be important goals and no matter what you do, you remain stuck, unable to achieve them? The first step is to clearly identify the impact achieving the goal could have on you as well as how it may impact the lives of others. This is the most important aspect of

successful goal achievement. Having clearly defined the value of your goal, you can more easily identify and resolve any limiting beliefs, fears, doubts, or whatever may be stopping you using EFT. I personally use this technique in my life as well as my business and it is my number one tool for quick, effective block removal.

#### **Step Four: Hire a Life Coach**

Before there ever was a defined coaching profession, people generally consulted friends, family or colleagues when confronted with an issue or challenge. Sometimes the advice was perfect. More often the consultation resulted in simply soothing feelings and offering encouragement.

Out of this need coaching evolved and is now one of the most powerful, positive venues for effecting change and improving the quality of life and business. In the world of life coaching, the expectation of the client is to transform the quality of their life; to essentially create a lifestyle they love. Throughout the coaching process, the client and coach work together toward achieving specific goals. The life coach serves as an accountability partner as well as a guide and occasionally as a mentor or consultant. You decide to work with a life coach in order to transform the quality of your life and one way you do this is through setting and achieving goals.

Will life coaching resolve all life's issues? I believe it can. With the right coach, using the proper tools and techniques, I believe life coaching can empower you to more easily and effectively manage life's issues, identify solutions, and create a more fulfilling, enjoyable life. At least that has been my experience. Not everyone goes on to achieve the success they desire. Not because of a defect in life coaching itself, but because of a lack of commitment on the client's part. A life coach can only do so much. The old adage, "you can lead a horse to water but you can't make it drink" applies to coaching as well. A life coach can provide the tools, techniques, insight and direction that can empower you to connect to a true sense of passion and purpose, develop a plan and strategic action steps to accomplish the task, but it is ultimately up to you, the client, to implement and follow through.

Value based life coaching is how my clients experience a more lasting transformation and are empowered to continue achieving the success they desire long after our coaching relationship has ended. Life coaching can truly shift your life from fine to FANTASTIC! I know because I continue to do this in my own life as well as by empowering hundreds of clients to shift their lives as well.

## *About the Author*

**Judith A. Wentzel**, CRTT, CTACC, EFT-ADV, affectionately named *The Breakthrough Expert* by her clients, is a certified life coach and owner of EFT Coaching and Consulting LLC. Her passion and business is all about empowering you to create a business and lifestyle you love by removing the blocks to your success.

Judith is also an advanced EFT practitioner, certified law of attraction practitioner, web site designer, and professional services marketing specialist. In addition to her value based life coaching, Judith brings over 25 years of small business marketing experience to her clients. Through her unique style of breakthrough coaching, Judith delivers the tools, techniques and resources you need to create a value-based lifestyle and business you love.

If you would like to experience your own breakthrough, request a strategy session by visiting Judith on line at <http://judithwentzel.com/strategy-session/>. By the end of your strategy session you will know the precise steps you can take immediately to begin moving toward the success you desire.

To receive 10% off the purchase of any coaching program, use the code SAVE10. Then, the only question you will have to answer is "how much success can you stand?"

# **The International Association of Professional Life Coaches™ (IAPLC)**

## **Credibility ~ Visibility ~ Connection**

The IAPLC is an organization for life coaches to list their services and for others to find a life coach. Members must meet certain criteria to be listed. As an international professional association dedicated exclusively to the life coaching industry it has membership standards based on training, coaching experience and client references.

The association combines a premier user-friendly international online directory with group business-building activities for its members so they can grow their coaching businesses and get more clients. Many people looking for a coach would rather look at a potential coach's experience, background, offerings, etc. and then contact the coach directly. This directory allows that to happen.

The IAPLC offers the following benefits...

- ✓ Life coaches listed by category and country
- ✓ A full profile page for each Gold member coach
- ✓ A venue for coaches to post their articles and receive backlinks to their websites
- ✓ A badge that coaches can display on their website denoting that they belong to a professional organization
- ✓ A place for life coaches to interact and offer each other help
- ✓ A website for people seeking life coaches to find all the information they need to aid them in selecting a coach
- ✓ A directory that visitors can use without the need to register or give out their email
- ✓ A resource center for life coaches who want more education and coaching on running their business
- ✓ A resource exchange for members to offer other members discounts on their products and affiliate programs for their products



The International Association of Professional Life Coaches® (IAPLC) is an organization for life coaches who want to get more visibility, credibility, and extra support to make their businesses more profitable. An effective way to establish credibility is to belong to a professional organization. Every industry has them. You've probably seen ones like National Association for Professional Accountants or Association of Professional Architects, etc.

When a life coach joins this association, they will be able to show that they are a professional, have more credibility, gain more exposure and visibility in the marketplace, and have an additional place to showcase their business.

The IAPLC offers bimonthly “masterclasses”, which are available to the public in live-only format, covering various business skills, techniques, and guidance taught by expert life coaches. It also has an online directory with members listed in over 20 different categories. Members listed in our online directory must meet certain criteria to be listed, including credentials, experience, and testimonials.

While there are organizations for specific coaching training and certifications, the IAPLC is for life coaches with various training and certifications. Gold Members are given the opportunity to be listed in the online directory, have access to the masterclass recordings, participate in telesummits, joint venture programs, group publications, and webinars, and to teach masterclasses. Bronze members receive business tools, live-only access to masterclasses, and all members receive the IAPLC newsletter.

Our mission is to inspire, promote, and support life coaches around the world so they can coach the people they were meant to serve and run a profitable business, and so that we can collectively heal the planet and transition into an era of global peace and prosperity.

- Jeannette Koczela, Founder and President

**To Join the IAPLC or for more information, go to:  
[www.iaplifecoaches.org](http://www.iaplifecoaches.org)**

***What our members are saying...***

*"I'm honored to be part of Jeannette's association: the International Association of Professional Life Coaches. It's great to be part of a community of like-minded professionals. I recommend the association to all coaches!" ~ E.G. Sebastian, Author, Speaker, Client Attraction & Retention Specialist, [myOnlineMarketingToolbox.com](http://myOnlineMarketingToolbox.com), [EGSebastian.com](http://EGSebastian.com), [MyClientAttractionAcademy.com](http://MyClientAttractionAcademy.com)*

*"The International Association of Professional Life Coaches is a wonderful, supportive group. Not only do you get visibility that you wouldn't get otherwise, you get training, support, and brainstorming with your peers. The directory is a great way to let clients find you, get referrals from fellow members, and take your business to the next level. The membership value far exceeds the investment." ~ Lynn Jordan, [www.authorstoolsblog.com](http://www.authorstoolsblog.com)*

*"I have been so impressed with many aspects of IAPLC since I joined a year ago! First, it the organization founder, Jeannette, has made being a member of this organization a pleasure. But beyond that, the IAPLC offers so many opportunities to its members to grow and expand, including a compilation book, active and helpful forums, masterminds and trainings (plus much more!) I recommend the IAPLC to coaches who want to belong to an organization that really focuses on meeting its members needs and helping members grow their businesses. Thank you Jeannette and colleagues!" ~ Deb Gilroy, [www.writingyourwaytosuccess.com](http://www.writingyourwaytosuccess.com)*

*"My Membership with the International Association of Professional Life Coaches has been one of the best connections I have made in my career as a Life Coach to date! The opportunity to collaborate on the compilation book on Transformation, and my corresponding participation in the related Telesummit, has given me confidence in my business, and myself as an individual. The one-on-one support and hard work of the*

Association's Founder, Jeannette Koczela, is appreciated, and it is great to be connected with Fellow Members in the Facebook forum. I look forward to further participation and collaboration with the Association, and it's Members!" ~ Angela Goodeve, [www.life-coaching-advice-withang.com](http://www.life-coaching-advice-withang.com)

"I truly enjoy my membership in the IAPLC™. The other coaches are superb, and I'm proud to be associated with them. It's a great place to get to know other coaches and develop relationships that lead to cross promotions and joint ventures. Jeannette is constantly thinking of new ways to help promote the coaches in the association. One recent venture was a collaboration on a book about transformation, a great way to become a published author without having to write an entire book. We also participated in a telesummit, which was also wonderful exposure and produced a great product. My google analytics show people coming to my website from my page in the association. Being a member of this group of fine professional coaches and participating in the projects Jeannette offers adds credibility to positioning myself as an expert in my niche." ~ Estra Roell, LOACC, America's Life Purpose Coach™ [www.AmericasLifePurposeCoach.com](http://www.AmericasLifePurposeCoach.com)

"I've found the IAPLC to be an amazing place with so much to offer it's members. It's been such a joy participating in IAPLC's first compilation book and I love the opportunities to mastermind with other like-minded souls. Collectively, we are a powerful force and making big things happen in the world. That powerful force is due to being an active member of this amazing organization. More than that, I highly respect and appreciate the organization's founder and leader, Jeannette Koczela, who brings so much support and so many opportunities to the members. If you're serious about growing your business and masterminding to powerful success with like-minded brilliant spirits, this organization is the perfect place and something I highly recommend joining." ~ Nachhi Randhawa, Business Goddess & Spiritual Money Mentor, [www.YourDivineWealth.com](http://www.YourDivineWealth.com)

*"I had been thinking about whether or not to renew my monthly networking group membership, which is \$200 per year when I realized that...*

*...they don't offer any speaking opportunities,*

*...they don't offer any opportunities for becoming an author,*

*...they don't offer any classes that teach me business skills,*

*...they don't give me any business tools to help me with my business,*

*...they don't offer a community to interact with and exchange ideas and resources with*

*...and for the same amount of money, I get all of those things and more with the IAPLC.*

*Joining your association is a no-brainer. You offer more value than anything else out there. However, one of the biggest benefits I receive, especially since my coaching business is a little off the beaten path, is understanding and support."* ~ Susan Hakiman,  
[www.thelifeweaver.com](http://www.thelifeweaver.com)

