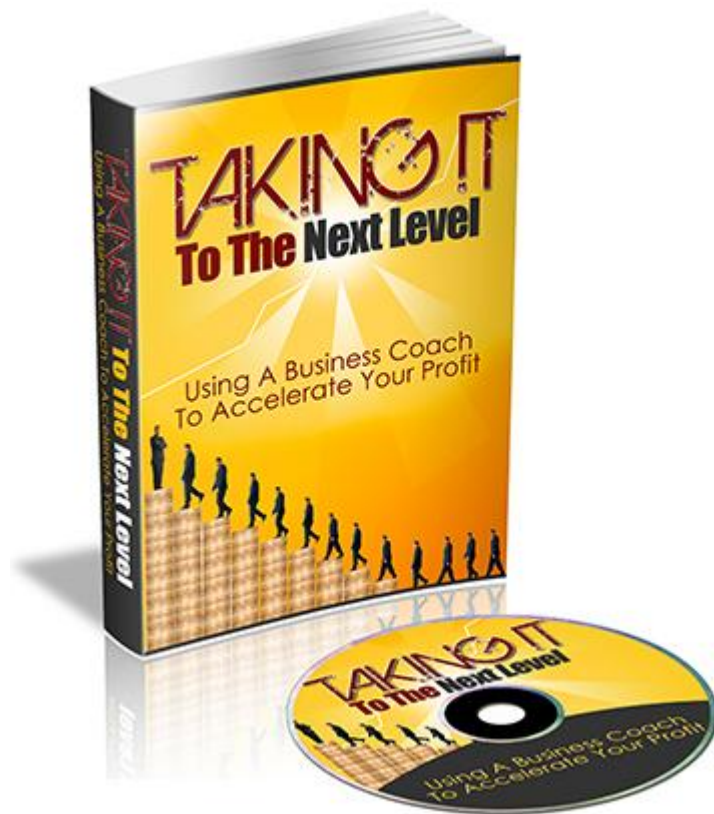


Taking It To The Next Level

Using A Business Coach
To Accelerate Your Profit



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Terri:

So, I welcome you to the coaching session. I'm excited to be with you Terry.

Terry:

Thank you. Me too.

Terri:

My intention during our time together is to listen to you very deeply and really see and hear what you're not seeing and hearing yet that will help your business and create more income streams. How does that sound?

Terry:

Perfect.

Terri:

Okay. What's your intention? What would you like to get out of our time together?

Terry:

I'd like to be able to get my business to the next level. Where I'm sitting right now is... I work online; 100% of my business is online. My company is a streaming media company; I represent a video company. I have a website called The Business Professional. The way that it's set up is we've sold bulk memberships, so I don't make any money on the front end of the memberships; that's where my licenses go and sell the memberships and they're making money on the front end. I make the money on the backend where I promote products and services to the members.

There's another one called Your Marketing Journal, which is a 365 day coaching session which takes people from the very beginning where they got online and don't know where to go, or I've been online for a few months but don't know where to start. Basically it's a journal; it's actually a physical book that works with a private members area and a group coaching call. We work people from the very beginning to a year's worth of setting up a business online and getting things running to make money that way.

There's that, and then I do copywriting. I have a copywriting portion of the business as well that I just started earlier this month. So, there's a lot of stuff going on, but I'm kind of sitting at a specific level of business. It will fluctuate from month to month from \$5,000 to \$10,000 as far as income from the business. No matter what I've done so far, I haven't been able to get to the next level and break through the \$10,000 barrier. It's almost like a glass ceiling on me.

I'd like to be able to, by the end of the year, to at least the \$20,000 or \$30,000 a month level. I want to have a business that's more successful. Ultimately, what I'd like to see within a fairly short period of time (two to three years) I'd like to realistically like to see the business do \$100,000 a month. My gut feeling is that 60% or 70% of that will come from the video business because it has a network marketing business structure, which makes it very, very lucrative. I'm trying to focus a lot of my attention there to be able to build that quickly in the next 12 to 18 months. From that business there will be a lot of residuals.

That's kind of where I'm sitting. Like I said, I haven't been able to break through my glass ceiling. We had some decent months. We had a month a couple of years ago where we made \$40,000, which made us so excited.

Terri:

Yea, that's awesome.

Terry:

When you say that of course it's \$40,000 of the business sales, not my personal income. But still...

Terri:

It's breaking through that ceiling.

Terry:

Exactly. We did do that once. So, there have been some other decent months. We made \$20,000 a month a couple of times. But, even at the first step, if I can consistently make \$10,000 a month in the beginning, then take it to \$15,000; it's the consistency that I'm really missing. There will be spikes with \$40,000 one month and then drop down to \$4,000 or \$5,000 for the next two or three months.

Terri:

So, it sounds to me like you are looking at multiple streams income, yes?

Terry:

Yup.

Terri:

And in your belief system, somehow, you have tied this \$10,000 ceiling. And at the same time, you want to create more money and want to allow in more money. You use the word "but" a lot. Let me tell you what I mean about that. "We had a \$40,000 month, but...." I'd just like to put that out there to you. I'm not sure what your beliefs are about the universe, spirit, God, whatever, but if you believe in any power that's higher than you, that power is receiving that as the message.

Terry:

Receiving what?

Terri:

The "but" is kind of putting the breaks on it and they think they can't really do more than that. I call it gas-brake: you're stepping on the gas by saying you have a \$40,000 month, and then when you say "but," the brake goes on, it's like you change the station and the universe doesn't know what to bring in. Are you familiar with The Secret and the law of attraction?

Terry:

Oh, am I ever.

Terri:

I knew you were. Here's what I want you to imagine: you're sending out a giant signal of energy that's like, "Yay... a \$40,000 month," and then you take it away and you change the station. It's like I was tuned into a radio station in my car and I'm driving and listening to something and all of a sudden you get that static. You're creating that static. How does that land for you?

Terry:

That's just a big ah-ha moment for me. That had a light bulb right there. Bingo.

Terri:

Good. That's what I heard. Let me ask you a few other things that we can get some clarity on. What do you think your greatest gift is in business?

Terry:

Communication. I love writing and I love talking to people.

Terri:

Okay. So, communication. How many of your income streams allow that?

Terry:

All of them.

Terri:

Great. I'm trying to see if you're perfectly fit on things.

Terry:

I think all of them, but yea. The copywriting includes writing so that's there. The video business is definitely there because I'm talking to people all the time. I create videos and talk to my camera.

Terri:

So that's communication.

Terry:

Yea, that's communication. The Business Professional is interviewing people all the time. And Your Marketing Journal is coaching. So, yes, all of them.

Terri:

Good. I first want to point out to you, Terry, that you are aligned. In other words, you are using what your gifts are. It sounds to me like you are aligned with your passion. You're passionate about these things, right?

Terry:

Absolutely.

Terri:

Okay, so now that we have that, that's like the most major form of clarity. So, what I'd like for you to take a look at is the number one question that you want to ask the universe. What's the number one

question that you want to figure out next? What would the one question be?

Terry:

I would have to say... how do I make more money?

Terri:

Okay. How do I make more money? I want you to hold that question for just a minute. Then I want you to answer that question. How would you make more money?

Terry:

I need to leverage my time.

Terri:

Okay... leverage your time is number one. What else? Let me back up. What do you mean by leverage your time? And give me a clear action that goes with this if you would, Terry.

Terry:

The first thing that pops into my mind is the video company that I'm working with: the streaming media. Their commission structure is a network marketing commission structure, which means I basically build a business in two respects. One is on the retail side, where I go out and talk to customers and they come into the business. When they sign up, it's a residual, monthly income. So, they sign up once and I talk to them back and forth about the product but then I'll be leveraging my time because I don't have to talk to them every single day. And, the money will keep coming in because it's residual as long as they keep their account.

On the other side of the business is the true leverage where I help people build a business the same that I'm doing and I'm able to leverage my time through them. I'll train them on a 30-day one-on-one process and then we get into group coaching as well. Then, we work them into that business and show them what I do in my business so that they can duplicate that and do it themselves. Then, I'm leveraging my time by allowing others to do the same thing that I'm doing.

That was the first thing that popped into my mind about leveraging. That's going to be able to bring in more income than I'm indirectly responsible for but not something that I have to physically spend one hour and bring in money.

Terri:

Okay. So, leveraging sounds like it's one way to bring more money in. What else?

Terry:

One of the typical ways of increasing cash flow would be to raise prices.

Terri:

What's going on as you're saying that? How does that feel to you?

Terry:

Right now it doesn't feel like the right move.

Terri:

I could see that.

Terry:

What I'm thinking about is copywriting. I just started breaking into the market on the first of this month. Even though I got very good responses from the work that I'm doing, I'm still fresh into the industry. I'm not fresh as a copywriter; I've been doing it for quite a while, but I haven't been out doing it for other people. I've just been doing it for myself. I'm at a level that is fairly reasonable now: it's the low end of the scale when it comes to copywriting. Just to give you an example, to write a sales letter for a website, I charge \$1,000 for that. I have colleagues, who are also copywriters, who charge \$10,000 to \$20,000 for doing the same thing. But, they have had 15 to 20 years experience writing for other people as well.

Terri:

So, let me just put some challenges out here. You told me earlier that some of the copy you have written has had outstanding results. Is that true?

Terry:

Yup.

Terri:

Okay. The copy that you've written for yourself in your own businesses... has that been effective?

Terry:

Very, yup.

Terri:

So, what I observe is that you are a very talented copywriter, and that the feedback that you've gotten is, "Wow. Your copy really works."

I'm really going to challenge you to step into thinking, "I am a copywriter and I deserve higher dollars because I do a darn good job."

Terry:

Okay.

Terri:

Okay. So, I want to challenge you to raise your rates, and I want to challenge you to do that tomorrow to the next person who comes along. Are you up for that?

Terry:

Yup. It's funny because my thinking is that I'm new into the industry, even though I'm not new to writing copy.

Terri:

Exactly.

Terry:

So that's a nice little shift of perspective, to actually look at the product instead of the length of time I've been doing it for other people.

Terri:

Think of it this way. Some people may be doing it for 10 or 20 years and not get the same kind of response that you have. So, personally, I'd rather hire somebody who can get me a great piece of copy with a great percentage of people reading and reacting to the copy than someone who has been doing it for 20 years. I really want that to sink in.

Terry:

Okay. Yup.

Terri:

So, you're going to increase your copywriting fees. What to?

Terry:

That's a good question.

Terri:

You didn't think I was going to let you off that easy, did you?

Terry:

Right now, just for a sales letter for a website, I'm charging \$1,000. Like I said, colleagues of mine are charging \$10,000 or \$20,000 for doing the same thing. My unique selling principle of it is that I write the copy and also design a website for them.

Terri:

And you're doing all of that for \$1,000.

Terry:

Yes.

Terri:

How does that sound to do?

Terry:

Now it sounds silly.

Terri:

Good. Sometimes we need to talk about things to realize them. Think about how much your time is worth. You could be off spending time to your family. So, how much is that going to be now?

Terry:

I could probably say \$5,000 and I would still be competitive.

Terri:

I think you could absolutely still be competitive. I have no doubt that you would be competitive. The best way to experience it is to begin to tell the next three or four people that that's your price, and see what happens. If that goes well, then great: that's your price. If there is a little resistance, maybe it can be \$4,800 or \$4,500. I want you to start with the bigger number, the \$5,000, and be very confident with that. You're writing copy and doing a webpage.

Terry:

Yup.

Terri:

You got that?

Terry:

Got it. I don't know what you just did there, but I went from a feeling of being uncomfortable raising my prices to now, suddenly feeling very confident in thinking that's what I should do.

Terri:

Good. I believe that and I feel that. And what's most important is that you believe that and you feel that.

Terry:

I do now.

Terri:

Good. And by the way, there is a different tone to your voice. You sound more confident. Let's do one or two more so you keep seeing....

Terry:

Can we do this all night?

Terri:

Do you see how easy it is to break through \$40,000? So, keep going. How else are you going to open yourself up to this?

Terry:

Let's see. Leverage... raising prices... one other obvious way is I need to increase the size of my database. Working within the Internet marketing industry... I actually should say Internet marketing. Gary Halbert had a beautiful way of putting it. You're in marketing and you're using the Internet as your vehicle. But, the process you're using is the same that you use in direct marketing and all the other types of marketing. So, I say that I'm in marketing, but I have been very lax about building my database. I guess my main database now is around 10,000 people. I have a bunch of different databases, but my main one is about 10,000 people.

I haven't really done a whole lot of work on building the database, but it brings in sales everyday because I use autoresponders (my newsletter is done on an autoresponder). It consistently brings in sales everyday. I write something once and let it consistently run. So, if I increase the numbers in my database, as long as it's quality people, that's going to increase the income from that part of the business as well. So, that would kind of be under leverage I guess.

Terri:

Yea. That's a piece of leverage. How would you get your database to 100,000?

Terry:

I was working with joint venture partners doing it that way for a while, but I find that it takes a lot of time. Of course cultivating relationships is one side of it, which is great, but working a joint venture where I promote for one person's list and he or she promotes for mine, I find it to be very time consuming. Even though I meet a lot of great people and I make great relationships, as far as just focusing on how I'm going to build a database quickly, my gut feel is that I'm going to have to go out and do some pay per click advertising, buy some ezine ads, and get into some physical print magazines and work it that way. That way, for me, seems to be a more time efficient way of doing things. I can use the money instead of the time to build a list.

Terri:

Gotcha. Every piece of time that we use costs us a lot of money. Most people don't realize that.

Terry:

Exactly.

Terri:

So, that's another way. Building your database is really important so more people get to know you and more people have a chance to connect with you. I definitely think pay per click has value; that's a great idea. Advertising, magazines, and all of these things are great. I'd like to see you take action on all of them. As of right now, how much money, roughly, do you think we may have opened up for the next month?

Terry:

If I get one copy client, there's \$5,000. If we can increase the database, that could be another \$3,000 or \$4,000 there. Continually working on the streaming media business, which is still in its infancy, I would expect in the next 60 to 90 days, that one should be up around \$4,000 or \$5,000 a month because I'm working that one very actively as well. So, if I could get one copy client, and work in my other areas, that would break my \$10,000 glass ceiling.

Terri:

Yes, that would definitely do it. Let's think a little bit bigger.

Terry:

Okay.

Terri:

Why one copy client?

Terry:

That's the first thing that came to my mind.

Terri:

How many would you like to have? Realistically?

Terry:

From a realistic stand point, with the amount of work I would put in, I could probably do two clients a week. So, if we said eight in a month... that would be comfortable.

Terri:

Gee. What does that add up to?

Terry:

\$40,000.

Terri:

So there's \$40,000. Then we've got other streams, right Terry?

Terry:

Right.

Terri:

So, the message to the universe is \$40,000 or greater. "I'm going to amp up my success in my business, I'm going to reach and serve more people, and I'm going to be bringing in an income of \$40,000 or greater a month."

Terry:

Yes.

Terri:

What shifted for you during this call and what actions are you going to take?

Terry:

I think my confidence in actually believing that I should be charging more for copy. That's one of my big ah-ha moments right there. You just suddenly clarified that. I thought that \$1,000 was okay. I can see that that's wrong.

Terri:

I'm not sure that you thought \$1,000 was okay. I think your confidence level said that that's where you should start.

Terry:

Yes. You're absolutely right.

Terri:

Okay. Keep going.

Terry:

I think what I need to do is... I find that I get involved in working on the project but I don't market them enough, which sounds silly because I'm a marketer.

Terri:

That's okay.

Terry:

I have products that I've created and they're just sitting on a website because I haven't really marketed them. I get excited about doing the project, then I complete it and get excited about doing the next project and I never put the time into marketing it. That just popped into my mind as another area that I need to work on.

Terri:

So, if you marketed some of the products that you have that you haven't been marketing, that would create sales too.

Terry:

Yup. Definitely.

Terri:

Okay. Good.

Terry:

I need to back up here. What I definitely need to do is really sit down and draw some strict guidelines for my company. I never actually

made a business plan for the company. I'm kind of getting the feeling that I need, not a business plan that I'm going to take to the bank, but very strict guidelines. I need to have copywriting in one segment, I have to build a database doing this, the streaming media is going to do this, and this is how I'm going to do it, so that I have a plan. I'm much better when I can sit at my desk and I have a to do list and check off the things that I've done as opposed to sitting at my desk and asking myself what I'm going to do that day. I can think of a million things to do and then not get the stuff done that I needed to do.

I've been doing much better because the first thing that I do when I sit down in the morning is that I spend one hour on my e-mail. If I'm not done in an hour, I might end up being behind on my e-mail sometimes, but it allows me to go ahead and get my copywriting done because I'm booked now with copywriting until the middle of next month. So, it gets my work done. I need to focus a lot more on my marketing. Just talking to you, I'm obviously going to work on my databases, get some pay per click campaigns going, some magazine ads and ezine ad as well.

As soon as we are done with this call I'm going to go and raise my copy prices. I haven't really marketed the copywriting because, as I said, I'm booked until the middle of June and then I'm leaving at the end of June for three weeks for holidays. So, I'll raise my prices, but I don't think I'll start marketing until I get back at the end of July.

Terri:

That's perfect.

Terry:

I suddenly feel very clear on the fact that I need to sit down and plan the business more. I really need to put together some guidelines and a sort of to do list. This just popped into my mind: I set goals; I have my dream board and that type of thing. This isn't the first time I set goals and said, "This month I'm going to start to make \$10,000 a month every month." I never hit those goals.

Terri:

Why is that?

Terry:

I wonder if it's because I keep saying, "But..." like you said.

Terri:

I believe it is.

Terry:

I put it out there and say that I'd like to make \$10,000, but I'll probably only hit \$5,000.

Terri:

Yea. "I'm a really good copywriter, but I can only charge \$1,000." I think that's the word that is really key for you. No more buts.

Terry:

I need to get rid of it.

Terri:

No more buts for you. Get it out of here. Every time you notice it, don't chase it away, but go, "Ah. There it is," and just see it. It feels to me very much like you were aligned to what you want to do, you are very clear, you have good clarity, you can come up with the actions steps, and the only thing getting in your way is you and your belief system.

Terry:

Yup.

Terri:

So, I want you to amp that up, plug it in, and anything and everything you want to do, you really need to believe it. If you don't, you need to figure out why you don't. As soon as we figured out why you were charging less for copywriting, you started to laugh.

Terry:

Yup.

Terri:

So that's how we're going to bust through some of these beliefs. Does that make sense?

Terry:

Yup. It does.

Terri:

You did a great job in terms of flowing with the coaching session, talking out loud, which helps create a lot of ideas, and just answering some powerful questions. You really did an outstanding job, Terry.

Terry:

Cool. And suddenly I feel very clear on where I need to go.

Terri:

Good.

Terry:

A lot that I find is that I'm doing a lot of stuff, but, when it comes to the copywriting side of things, it takes quite a bit of time. I've always got ten products in the wings when everything is going on but I don't have enough time to get to each individual project. If I increase my copy prices, then I decrease the number of projects that I'm working on. I'd decrease my clients because a lot of my clients wouldn't be able to afford the services, but then I pick up clients who can afford the services. Then, that really helps free up a lot of time to get everything else done.

Terri:

Fabulous. That feels like a puzzle that you just put together. I just saw it all go together.

Terry:

It really does, yea.

Terri:

It's beautiful.

Terry:

It's a work of art.

Terri:

It's a work of art. Enjoy what you've created, and I look forward to hearing your successes.

Terry:

Thank you. From your perspective then, what do I need to do now? What's my next action step?

Terri:

Good question. The next action steps are two things. The first is to notice where you're stopping yourself, which we talked about, and get yourself restarted. Anytime you put a ceiling up or say, "Yea, but..." I want you to really look at that and change it up. The second thing is for each of your revenue streams, I'll challenge you to look at them and ask the question, "How can this income stream go to \$100,000 a month or more?"

Terry:

On each one?

Terri:

Yes. People get results by asking the right questions. We're not trained to ask the right questions. So, you're going to start to ask yourself new questions and you will come up with new answers.

Terry:

Excellent.

Terri:

And that's what I'd put out there for you.

Terry:

Awesome. That's great.

Terri:

So, did you get value?

Terry:

Did I get value? I feel like I got a new life. There's no way for me to actually describe what I just went through. It was a transformation or something. I almost feel like... if there's a glass ceiling, and something is holding me back, I feel like it just opened.

Terri:

Good.

Terry:

I don't know how to describe it, Terri. Just talking to you makes it open and also makes it so obvious that I don't know why I haven't seen it before. I have to structure the business now. I would never have asked myself how I would make \$100,000 a month from each income stream; I kind of combined them. I think if I put my head to it

and looked at each one and tried to see how I could do it, I could definitely find a way to do it.

Terri:

Exactly. And if you're asking the right questions you'll come up with different answers. It's just to open things up and ask the bigger questions. When you notice yourself asking a smaller question, tell yourself to open up and know that it has to be bigger.

Terry:

You know what? I haven't asked the big questions because whenever I set my goals before I never actually hit the ones that were the smaller ones.

Terri:

Of course you didn't. You were still going, "But... but... but...."

Terry:

Not anymore.

Terri:

Exactly.

Terry:

That's perfect.

Terri:

Good. I'm glad I could serve you. Good.

Terry:

Thank you so much.

Terri:

You're welcome. Absolutely.

Terry:

Is that the whole process that you go through with somebody on their first business coaching call?

Terri:

Yes.

Terry:

So what happens in the second one then?

Terri:

The second one, typically, they've already taken some action, and they still have, like in your case, they still are talking and stopping. They're still stepping on the break a little bit. It doesn't go away automatically; it takes a little work. So, I'll help point out where that is so they can notice it. I do a technique called bridge beliefs and I teach that to them and have them use that with me on the phone.

Terry:

What's that?

Terri:

I have them take a piece of paper and divide it into three columns. The column on the left says "current belief," the one on the right says "future belief," and the one in the middle says "bridge." What I do is have them share all of their current beliefs about their business. Everything. Write them all down. We do that together. Then, we go to the future beliefs that are so far out that they don't really believe they could happen. It could be making \$100,000,000 or getting a business done in two days so he or she could lay on the beach the rest of the week. Whatever they think that is way too big to even think is possible but that they really desire. Then we go to the bridge, which is the big part of our work. The bridge is filled with baby steps.

Affirmations for me do not work. When people give an affirmation, the brain reinforces what they don't have. If you say, "I can see myself weighing 90 pounds," when right now you weigh 150 pounds, the brain is saying to you, "No you don't. You weigh 150 pounds." So, you're not affirming anything except for why it can't happen. So, what I recommend doing is taking these tiny little baby steps.

For example... weight loss is always an easy example; I'll use that. "The current belief is that I'm 50 pounds overweight and I want to lose weight. The future belief is that those 50 pounds came off easily and effortlessly without dieting and they're staying off." The person doesn't believe that at all, so we leave that way out there. Then I say, "What's a tiny, baby step that you can take." What they usually do it take a giant leap. "I can lose 20 pounds this month," or, "I can lose ten pounds this month." I say, "Forget that. Smaller." Then they go, "I can lose one pound." I say, "Smaller." The "smaller" can be, "I will eat an apple today for a snack." I get them to go smaller and smaller until it gets so small that they absolutely believe it, it's a piece of cake for them to do it, and the next time they say, "Of course I can eat an

apple, I've been doing that for a week." Then I ask, "Okay. What's the next belief?"

We go belief, belief, belief, belief, belief, and all of a sudden, they're on the other side of what they wanted. That's a very involved process; I gave you the quick version. We do that for the next three sessions and go very, very deep on that.

Terry:

How long would a typical coaching session be? For example, this would be the first session, then would I go back to you next week, or next month, or...?

Terri:

Next week. I like to talk to my clients three weeks out of the month. That gives them one or two weeks to do a lot of work depending on the month. They have to do the work in between. So, we typically meet three times. The sessions are an hour. If the client needs to check in on something, or something great happened that he or she wants to share or anything like that, they can call for ten-minute sessions at a time any time they want. They can reach me on e-mail all the time. So, the client never feels alone. You're not paying for the coaching time; you're paying for the entire package of coaching. It's not just the three hours. Does that make sense?

Terry:

Yea. Is this a one-month process? How long would this go?

Terri:

Great question. When I start with new clients, I ask them to commit to coaching as a process. We're not going to slap a couple of band-aids onto this. I've done this to people in the past when I was a consultant. We'd put a band-aid here or there, which would fix the person or company or business for a while, and then the band-aid would come off and we'd have a big, ugly sore again. Coaching is so different than that and that's why I love it. I say to commit to the process for six months. There is no contract and the door is always open on either side. For whatever reason, we can say that we don't want to coach anymore. That's fine; no worries. But, I want the client in his or her head to be very committed to the process of coaching. Some pieces happen fast and some pieces take longer. As I get to know the client more, I can see more issues, what's underneath their beliefs and stories so we can work through all of that.

Terry:

Okay. What would be a price point? How do you price something like that?

Terri:

My coaching is \$1,550 per month. What I really want people to know about coaching more than anything is that, in terms of coaching, you should be able to see a return on investment. Not just that you walk away and feel good. A lot of people can make you feel good. Go get a massage or something. But I truly want people to say, "Okay. This is something I really got a return on."

I'll give you an example with one of my very first coaches like ten years ago. I was looking to see how I could leverage my articles and figure out how to get paid for the ones I write. Over a five or six or seven-month process, we came up with 112 ways to leverage my articles. By the time we finished leveraging all of my articles, I made over \$75,000 on things that I had written based on those leverage strategies.

Terry:

112 ways.

Terri:

112 ways, yup.

Terry:

Do you have a book on that?

Terri:

It's really funny. I've kept them as a little secret. And everyone once in a while I open the file up and say, "I should really put these 112 ways into a book or something." I promise I will.

Terry:

112 ways to leverage your articles would be fantastic. Everybody online who is in an online business writes articles.

Terri:

Yes. I'll get that out there, thank you.

Terry:

Okay. Now we're going to reverse the tables. We can do that in a month.

Terri:

Exactly. I really will be working on it. I've looked at them recently, and you've brought it up. So, thank you for that gift.

Terry:

That is cool. That is definitely something I would be interested in. Another thing that just popped into my mind... we're looking at roughly \$1,600 a month. Now it's a chicken and egg thing. If I come to you and say, "That's pretty much a stretch for me to hire you for \$1,600 a month." Do I stretch to do that because I know you'll be able to help me make more money? Or, do I wait until I can make the money and then come back to you and say, "Now I'm ready."

Terri:

You need to do it early. Everybody can procrastinate with their money. You can say, "I don't really want to spend the \$1,550 a month," or, "I don't really have it." This month it's something else and next month it's something else. The difference between successful people and non-successful people is that successful people find a way to do it and non-successful people keep talking about why they can't do it. So, I say you jump in the pool. When I made the investment and literally jumped in the pool, part of me was like, "Oh my gosh." I could see the value in each and every single session and it just kept building and the dollars are there to prove it. So, that important part is to be willing to take the step you need and invest in yourself and your business.

Terry:

Excellent.

Terri:

That's the belief system I come from. Anytime someone says that they're going to do something, I don't care what it is, "I'm going to lose weight," or "I'm going to clear out my office," or, "I'm going to make sure these cards are ready to mail out..." it just doesn't happen. So, be successful and take the first step.

Terry:

Cool.

Terri:

Well, this was fun, Terry.

Terry:

It's one of those things... I'd never expected in a million years to be having this conversation.

Terri:

I love it.

Terry:

I came into it with an open mind and thought that we'll basically show people what goes on in a first, exploratory coaching session. I didn't think that I'd be experiencing what I am experiencing now or reform my business.

Terri:

Good, good, good.

Terry:

This has blown me away.

Terri:

I do this thing called Five Minute Coaching with people that have coached with me for a little while so they know my style and they know how quickly we work. In five minutes, we can move through so many things, once they really understand how to do it. Coaching happens fast.

Terry:

That's phenomenal.

Terri:

You're a great client.

Terry:

Thank you.

Terri:

No I'm serious. You're a great client. You pick things up and work quickly. It's great. Fabulous.

Terry:

I think, from my side of the table, a lot of the stuff is kind of sitting there in the back of my mind. I never bring it to the forefront and it never pops out. Of course the "but" thing, that never even hit me

before. Now, it's so obvious. I think that's what suddenly broke through that glass ceiling.

Terri:

I do too.

Terry:

It was just an ah-ha moment.

Terri:

I do to. I really heard that. When you let that in and you got that, you made a huge shift. I could definitely hear that, Terry. In truth, what happens is that we don't really hear ourselves talk and we definitely don't hear ourselves think. We are so busy chattering away. So, all of these answers and thoughts are in there inside of you, I just needed to help you get it out and hold the mirror up and make you take a look at it. They're always there.

One of my favorite conversations with one of my coaches was that I literally talked for one hour. I never let him say a word; I had a high stressed day and just went through this whole thing. At the end of 57 minutes I said, "Oh I totally figured it out this was the best coaching session I've ever had. You're brilliant." My coach said, "You know, Terri. I've been on the call with you for 57 minutes and I didn't say anything. You're brilliant as a client who can talk out loud and figure out what you need." So, a lot of coaching is that, and asking the powerful questions and holding up the powerful observations and not being able to able to speak the truth that gets the client to really take a look at things.

Terry:

Exactly. You hit the nail on the head. It's really the questions.

Terri:

It is. If we could get into our brains and reprogram them with all of the right questions, oh my gosh, we would have anything and everything we wanted. It would just be the easiest thing. We would just be living in a flow state. But, we ask ourselves really bad questions. They're formulated bad, they're negative, and we constantly are chattering negative thoughts to ourselves. So, that's what we have to stop doing. That's something that I believe human beings can learn to change. They don't go away, but when you notice them, you don't give as much credence to them.

Terry:

You know what just hit me as you were talking right now? A lot of what I'm doing is the detail side of things and getting right into doing the day-to-day stuff. If I was a large company, I would be a worker. I need to take myself up one level and take a high level overview and design the company first before I get in and start working it.

At this time, Terri had a call from another client and had to leave the session.