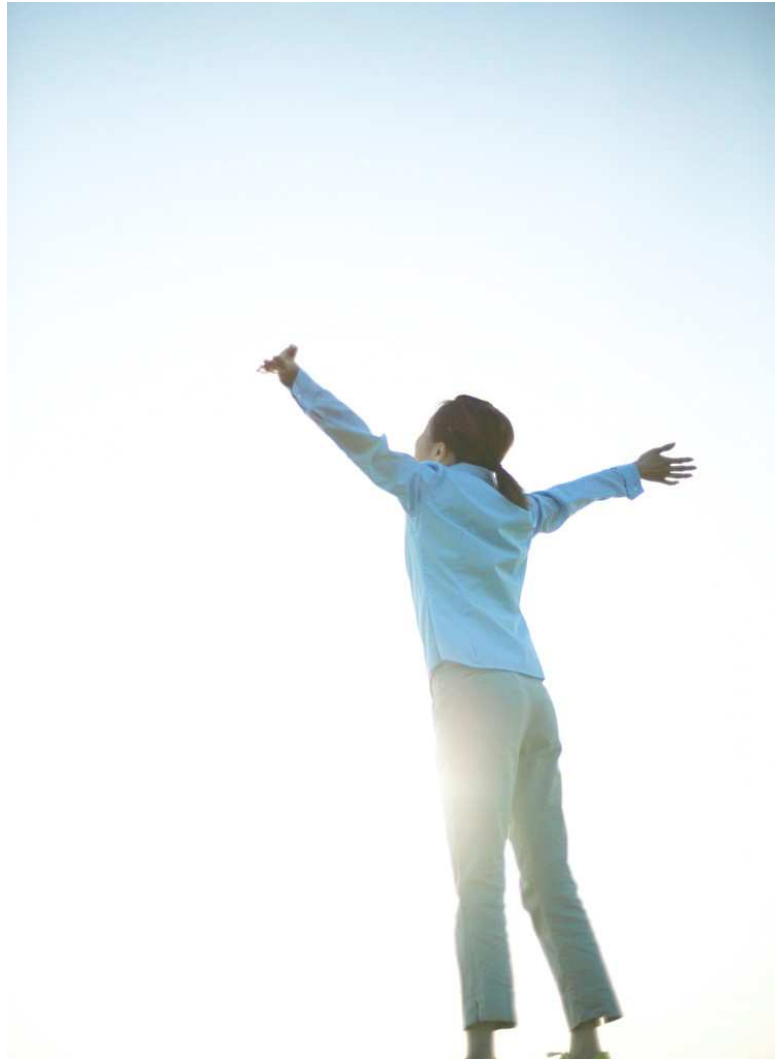


Confidence To Succeed

Coaches In Business

Helen Jones



[Confidence To Succeed]

How to raise your confidence level higher.

Confidence to Succeed

I would like to thank my husband Mark and my children Rachel and Luke for all their support and belief in my abilities, without whom I would certainly have fallen at the first hurdle.

I would also like to thank PaTrisha-Anne who encouraged, inspired and motivated me to discover inner resources I never knew I had.

Finally, I will always be indebted to Gerard O'Donovan who, without realising it, enabled me to discover my purpose in life and has been an enormous support ever since.

Disclaimer para to be added

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Contents

Chapter	Page
1. Introduction	
2. Day 1 of your New journey	
3. Expanding Your Comfort Zone	
4. Failures – you will have them – how to deal with them	
5. Be Your Own Supporter	
6. Wealth of Confidence Boosting Resources	
7. Final Thought	

1 Introduction



Congratulations! You have completed the course. Your certificate tells you that you have gained all the professional skills necessary to have qualified as a Life Coach. Family, friends and colleagues joined you in celebrating your success. You have certainly earned the recognition. All the hard work, time and studying you put in – you have now achieved the goal you set yourself.

Once the euphoria (and relief!) subsides, it is time to think about the next step towards running your own business. Qualifying was just the first achievement in what will be a long line, as you build your knowledge and skills, and create a growing business.

So now what? As you leave the comfort of your training, the community of students that have surrounded and supported you and the leadership/mentoring of your trainers ... what is the next step?

Many training courses supply scanty advice on setting up a business after you have qualified. There are many resources, further courses and advice lines available for start-up businesses, from a range of market sectors, but which ones are most appropriate for your needs? Which ones are aimed at setting up a service-based business rather than selling a product? The choices are overwhelming, the well-meaning advice is plentiful (and often conflicting) and uncertainty as to how you can start to build your dream business starts to creep in.

Coaches in Business recognise all these worries and have created a specialist programme addressing specific areas of setting up a business. This book focuses on confidence skills to help newly qualified coaches, therapists and NLP practitioners to gain greater and greater confidence throughout the journey of setting up and running their business.

Self-confidence is a vital aspect in enabling you to achieve the dream business you desire and deserve, but achieving that level of confidence and sustaining it is often a big challenge.

Although it is exciting to finally be able to get started on building the business you have trained for, it is, of course, natural to feel anxious, overwhelmed and unsure of what steps to take first when you start. If you think back to when you started your training you probably had similar feelings, which subsided over time as you became familiar with the training and increased your skills, knowledge and experience. Throughout your training you will have had times when new ideas or skills were initially hard to grasp, or the study schedule was heavy or the assignments challenging. Yet you found the resources to

attack these obstacles and overcome them in the process of achieving your goal – qualification!

The journey you travelled through your training is not dissimilar to the journey you will travel as you build your business, and knowing that you have done it once creates great evidence for you to give you the belief that you have all the resources within you to do it again.

One of the first things to realise is that you are not the only one who has felt daunted, yet excited, frustrated yet motivated, unsure yet clear about the goal you want to achieve. It is extremely common and natural for you to be feeling all these emotions as you start your next venture – building your business.

So, with the aim of enabling you to build a high level of confidence, this book will give you suggestions, guidance, tools and thought processes to refer to based on the experience of coaches that have actually trodden the path, learnt from experience and built a successful business. It will enable you to gain the confidence to take control of negative thoughts and worries so that you will be able to deal with all the challenges that will occur.

The skills and services you offer to clients are well recognised. However, when creating a successful business, clients are going to buy into you as a person - your personality, character, professionalism, reliability, integrity, confidence. These are areas of self-development that you can control and develop to ensure they meet the highest standards. The tools and techniques in this book are extremely effective in supporting this self-growth – and they are completely free to access at any time you feel it necessary.

There will be plenty of decisions to be made on what areas to spend your money on when setting up, so it's nice to know that these resources are there to continually support you without any cost.

Coaches in Business recognises that remaining balanced enables your confidence to grow and reduces the sense of overwhelm. With this in mind, you will also find resources and suggestions to use to support your confidence and sustain motivation. However, it is also vitally important that you enjoy the journey of building your successful business and maintain your passion and inspiration. Therefore, you will also find suggested techniques and methods to reduce the feeling of overwhelm when it occurs.

Chapter 2

Day 1 of your New Journey



Day 1 of your New Journey

When you embarked on your training, you had a dream – be run a successful business offering the services for which you have qualified in. Now you have the opportunity of putting that dream into reality.

One of the first things I found that helped me was to gain some clarity about exactly what my dream was and when I wanted to achieve it by. It may help to specifically identify your Vision and how you will know when you have achieved it. (Coaches in Business have written another book solely on skills to help you create your vision for the business.

Then I looked at the situation I found myself in at the beginning. I wrote down all the experience, resources, knowledge and support I had at my disposal which formed the basis for identifying areas which needed greater attention, to enable me to grow my business. This served as my starting point.

There are various methods you can use for such ‘brain storming’ exercises:

1. Simple List

Some people are ‘list people’ and if this is a method that works for you – use it. There is no reason to look further for more fancy methods, if this is your preference. I suggest you write down all the skills, knowledge, resources, and experience you already have which could contribute to building your business. Take a few days to do this as you will remember other attributes at intervals over a period of time, which can be added to the list. Some of these will, undoubtedly be gained from your recent training. However, also include skills you have gained from previous jobs, and personal attributes which you use everyday, probably without realising or acknowledging them. Everything you can think of should be written down and you will be surprised at the wealth of talent you already have.

For example, whilst training you will have had to manage your time, create study plans, prioritise, learn new skills, meet deadlines, find resources, draw on support, balance training with your existing life commitments – all skills which will be extremely valuable to setting up your business.

In everyday life, you may be a good listener, an excellent networker, balance finances efficiently, be able to find solutions to problems, be flexible to outside demands, remain calm in a stressful situation..... All these personal attributes are also valuable in creating the business you desire.

Note down all external support and resources which are at your disposal. Who do you know that will support your efforts or perhaps offer trusted advice? Who makes you feel positive and that your efforts are worthwhile? What resources do you have which you can use to develop aspects of your business? Where can you go to learn about setting up a business in greater detail?

I am sure you will discover that you have more resources available to you than you first thought. Reviewing the detailed list you have made will boost your confidence to start taking steps to develop action plan.

2. Mind Mapping

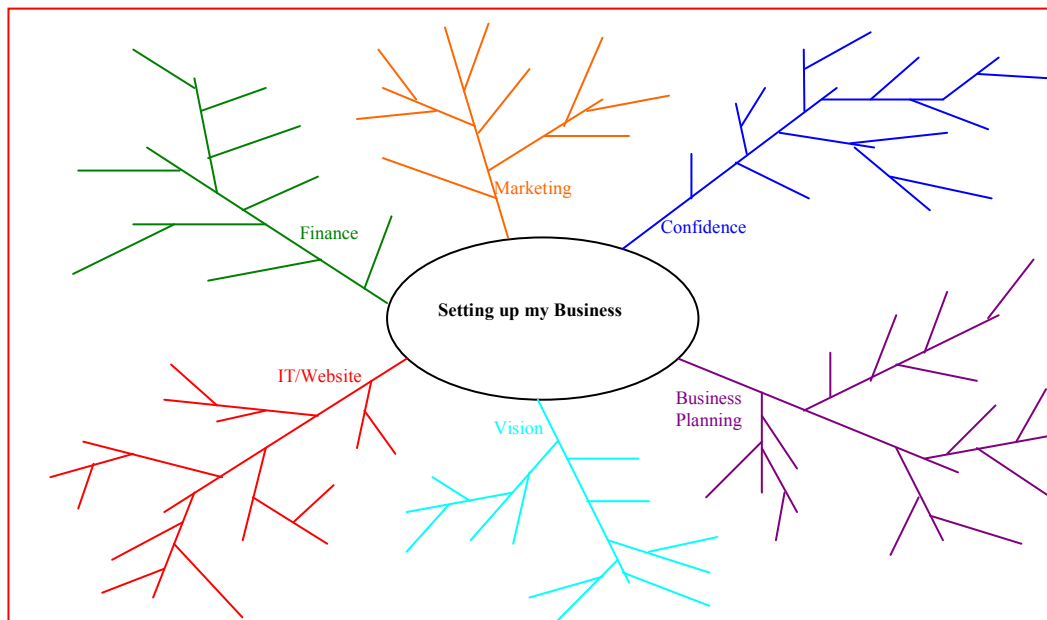
This is another extremely popular tool which you can use to initially assess what skills, knowledge and resources you have and where further growth is required.

To create a mind map, take a plain piece of paper and draw a circle in the middle. Inside it write something such as “Growing My Business”. Then draw lines, or branches, from that circle to signify areas such as IT, Marketing, Finance, Confidence, Vision. It is entirely up to you which topics you choose. As you consider each area and your thoughts – both positive and negative – about what you feel should be incorporated in each area, create smaller lines off the main one and note down all the points that come to mind.

You may find that as you think of one issue, your mind will jump to another one relating to a different topic on the map, so create a small branch off that subject. This ensures that no thought is lost as you are considering each area.

Mind mapping software is available if you so choose. However, I suggest at this stage of setting up your business, that any unnecessary costs be avoided – pen and paper are just as effective. Different coloured pens for each area can also be used to create a more effective visual result.

Below is a blank template as an example, but please customise your mind map to make it personal to you and therefore more effective.



Both of these systems will help you gain much greater clarity about your position as you assess how best to move forward to building your business. Continually increasing your self-awareness is a big aid to building greater confidence.

Answering the following questions may help you when setting confidence goals:

1. In positive terms, what level of confidence do you want to achieve?
.....
2. How will you know when you have achieved that level of confidence?
.....
3. What will be happening in your life when you have achieved that level of confidence?
.....
4. How will you feel when you have this level of confidence?
.....
5. When do you want to achieve this confidence goal?
.....
6. What resources do you need to achieve it? (internal and external)
.....
7. What resources do you have already? (internal and external)
.....
8. What will happen when you achieve this level of confidence?
.....
9. How will being this confident benefit you?
.....
10. How will being this confident benefit your business?
.....
11. What would happen if you achieved this level of confidence?
.....
12. What would happen if you didn't achieve this level of confidence?
.....
13. What wouldn't happen if you did achieve this level of confidence?
.....
14. What wouldn't happen if you didn't achieve this level of confidence?
.....

Now you have specifically clarified your confidence goals and your starting points. This is an excellent foundation on which to build your action plan to increase the self-confidence you desire to benefit your business.

Having developed your action plan, actually taking steps can be exciting and daunting, usually depending on which area you are focusing on. Although all areas are vital to work on when building your business, in order to build more confidence it may be better to start focusing on areas where you feel relatively familiar and comfortable with. By choosing areas which are less daunting, increases your chances of success, which in turn gives you more confidence to attack areas which you find more challenging. This action creates a perpetual cycle of confidence building steps.

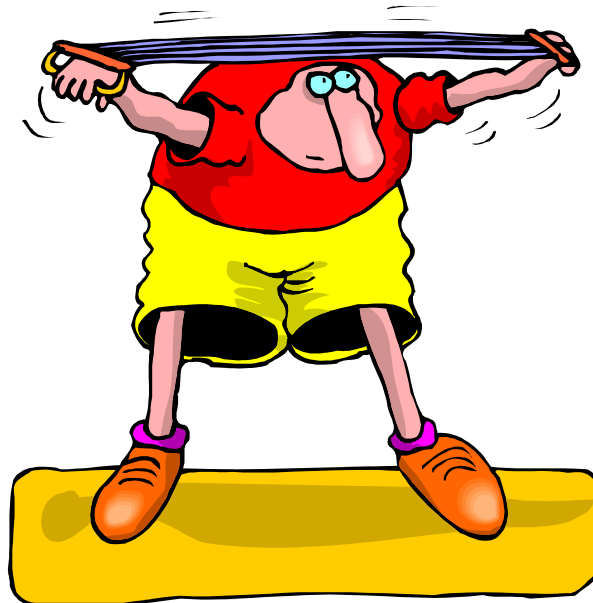
To get the ball rolling and start building the mindset of a professional in your chosen field, ensure the actions you choose inspire and excite you. It is natural to choose steps which fit within the experience or skill set that you are comfortable with. Any activities which you have done before that will help build your business are instantly attractive because you know you are capable of achieving them. This will start the momentum of progress.

Having taken a few steps, gained more confidence and started to create a proactive confidence cycle to build the mindset of a professional coach/therapist, it is time to start attacking the more challenging areas which you have identified. It is extremely important that you don't ignore the more challenging aspects which are less appealing (no matter how tempting that may be) because overcoming the most challenging hurdles will give you a massive increase in self-confidence. As already mentioned, all areas of building your business are vital, but achieving high, sustained self-confidence is a massive contributor to the success of all these areas. The biggest boosts you will receive to your confidence are when you take steps and achieve goals in areas which are outside of your comfort zone.

So let us look at how you can expand your comfort zone to embrace all the areas necessary for growing your business and therefore catapult your confidence into the stratosphere!

Chapter 3

Expanding Your Comfort Zone



3. Expanding Your Comfort Zone

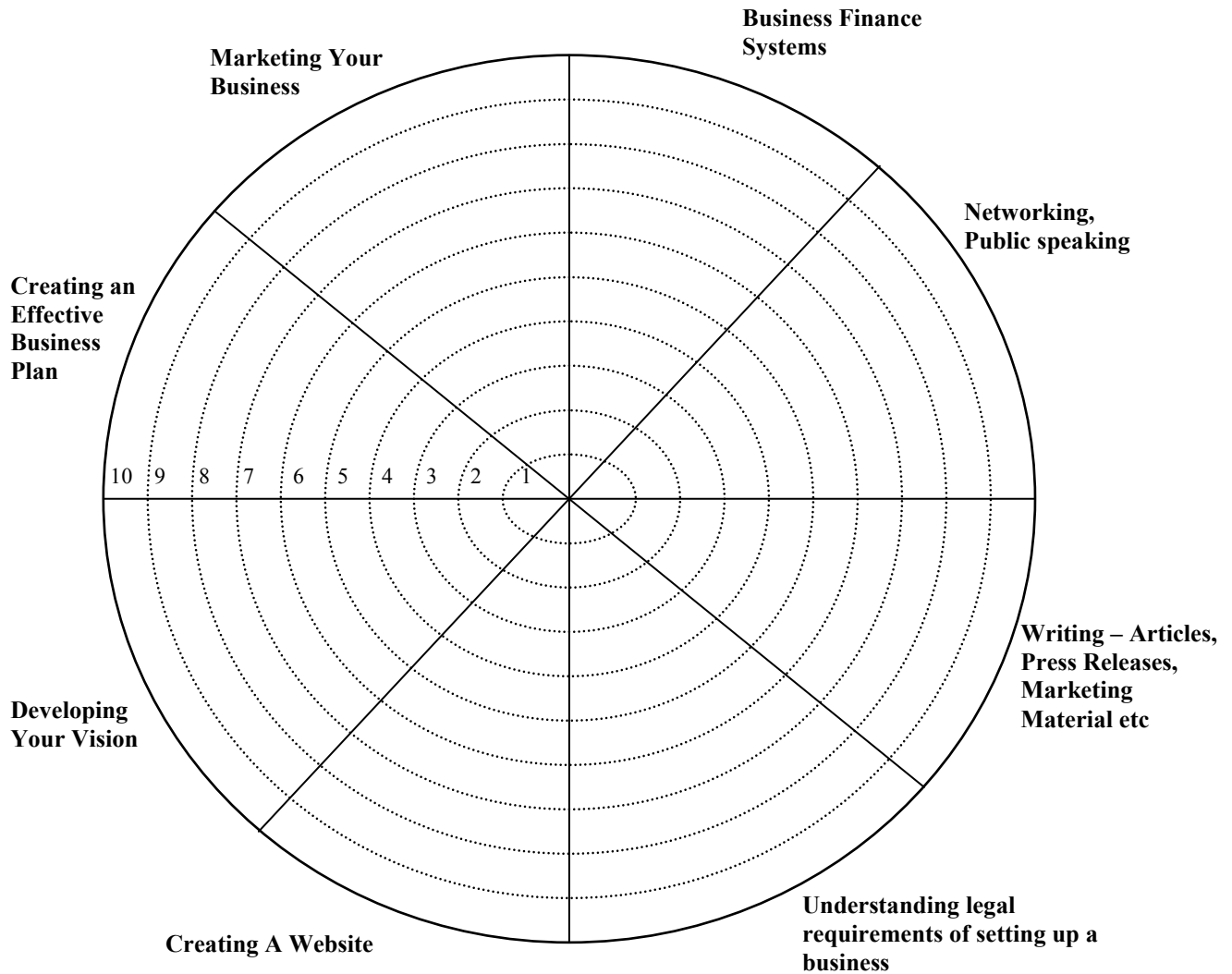
Unless you have already set up a successful business in the past, this whole journey will be taking you outside your comfort zone. However, this is necessary to achieve your dream and therefore in order to grow your business it is also necessary to expand your comfort zone.

At this point it is appropriate to say that as long as you are growing and developing, as a person and in your business, you are going to come up against challenges, new skills to learn and new situations to deal with, so start from the beginning and build expanding your comfort zone into your daily routine. There will be times when you will have to take some risks, and try new ventures. Doing this will make you vulnerable and you are new to that experience, but it is important that you are able overcome this feeling. The techniques detailed later will greatly assist you. Remember, even the most successful coaches, started building their business from Day 1 once!

Whichever areas are currently outside your comfort zone, by identifying them and taking regular steps to expand those areas, will reduce the power of any fears you may have surrounding these aspects. As your confidence grows so will your ability to address larger steps and greater challenges.

I have adapted the typical coaching Wheel of Life exercise to areas of setting up your business. You may like to rate your confidence levels when considering each area and therefore the extent of your comfort zone as it is at this moment in time.

You will notice there are a series of smaller circles marked 1-10, 1 being absolutely no confidence in that area and 10 being completely confident. Choose which level you feel your confidence is **at this moment** in each area, mark a dot centrally on the relevant circle in each segment then join the dots to show the extent of your current comfort zone.



When thinking of each area, ask yourself the following questions:

1. What steps could I take to move my confidence level up to the next score?
2. How do I feel about taking those steps?
3. When can I take those steps?
4. How will I feel when I have completed those steps?

This will give you an excellent picture of how you view your comfort zone, within the areas of growing your business, as it is today. Please remember this is just a snapshot of how you view your comfort zone NOW. It is not a reflection of the past and it is certainly not a forecast for the future. It is just another tool to identify which areas you are confident in and which boundaries need to be extended. I also suggest you re-visit this tool from time to time to record your progress in each area. As you see your comfort zone expand, your confidence will soar.

I will let you into a secret now. This book is the first one I have written. Although I am passionate about championing new coaches and therapists to achieve successful businesses and totally believe that confidence is a driving force for that, I had never written my guidance, suggestions or techniques down. My involvement with Coaches in Business required me to contribute this, and other lessons, to the programme. I will admit the initial thought of writing such a lengthy document was a daunting feeling, but as I wrote, worked on it, changed bits I began to feel more confident that this was a realistic goal for me to achieve. (Perhaps you can let me know!)

I do, however, understand that to just say ‘expand your comfort zone’ is easier said than done. Whenever you recognise the need to undertake tasks which are outside the range of your normal activities, anxiety, fear and stress are never far behind.

It is important to acknowledge the power your comfort zone has over you. It literally is the life you are comfortable with and that is very attractive and appealing. Keeping within your comfortable life reduces stress, is familiar, you know the boundaries and you are used to the good and bad it offers. Expanding your comfort zone takes you into the unknown, with unknown challenges and unknown benefits!! How will these affect the situations you currently have in your life?

The old saying “Better the Devil You Know” has great power so even if you are not happy with the current situation in an aspect of your life, it’s what you are used to and therefore has great appeal.

Stretching your personal and professional boundaries does take courage. If you are able to expand those boundaries in growing your business, address these worries and take the steps anyway, your personal growth will leap forward. Being able to gain control and carry on is one of the biggest ways to increase your self-confidence. You will be able to use your progress as further evidence of how you are growing your business and as these areas become more familiar the less anxious you will feel about them and the more confident you will become.

So, how best can we expand our comfort zone? You will already have a good idea of which areas of building/promoting your business make you feel anxious (for whatever reason). These are the areas to work on and these ideas will help.

1. A Little Step Every Day

It is important to do something to develop the areas you feel uncomfortable with regularly. This can mean doing something, no matter how small, to stretch yourself each and every day, no excuses! It doesn’t have to be big steps at first, however, what is important is that you do it. The more often you feel anxious and nervous before a step, and still take it, the more you will build it into your comfort zone and create it as a habit.

If the fear of that next step is too great, what smaller step are you confident you could take that will lead to that action being taken? How does the thought of taking a smaller step feel? If it is less daunting, then take the smaller step – you are still moving forward and when you have gained sufficient confidence you will be able to take the action necessary.

Perhaps understanding the finances of running a business leaves you confused, worried about making mistakes or unsure of the right choices to make. It is obviously vital that you are confident in efficiently running the financial side of the business so it must be inside your comfort zone. So what can you do each day or week to expand this area to increase your confidence. Maybe you need to gain more understanding of the legal requirements of tax or finances, maybe you need to make some calls and arrange a meeting with a specialist in this area, maybe you need to take a basic course in which case you need to find what is on offer, where the courses are and how to book, or are there books or advice leaflets you can read? Even the habit of recording your income and expenditure at the end of each week increases your self-awareness of the financial situation of your business. All of these steps individually are small, but collectively and made regularly will increase your understanding and therefore your confidence in this area.

Perhaps you have limited IT experience and knowledge and the thought of creating a website, or even understanding what is necessary, leaves you fearful and bemused. A good starting point would be to think about which websites you regularly visit, which ones you like and find easy to use, what makes them appealing to you, which functions do you choose and do they meet your needs, even which colours warm to you. When you do create your website, it will be a reflection of you as a person and professional, as well as informing the visitor of the services you offer. So just making a list of your personal preferences is a step forward – you now know the sort of things you would like to include. Visit websites of other professionals in your field to gain an awareness of what the industry is using and which options are common. Some standard requirements may be details of your qualifications and services, contact details, client testimonials etc. Before you know it you will have the basics for a website. Then you can make more informed choices about whether you would like to build one yourself or employ a specialist web designer and compare how much these options will cost you.

Coaches in Business recognise the importance of having all the skills necessary for running a successful business within your comfort zone as you build your business and have created other specific books on areas, such as creative finance, building a website and marketing which contain a wealth of information, advice and tips to help you.

2. Accept the Fear

You must recognise that whenever you grow, accept a new challenge and develop you WILL feel fear and anxiety, and so in building a new business there will be many many times when you will feel like this. It is also important to remember that you are human and it is a completely natural response to be fearful of new situations and experiences. You may never feel completely at ease with some aspects of your business, but if you get used to that feeling and learn to accept it and work with it, as long as it doesn't stop you from taking the action, then your confidence will increase.

Being fearful of new situations or challenges can also help you focus on those events with more intensity. Fear and stress, in small doses, can heighten all your senses, increase the adrenaline flow through your body and enable you to perform at a higher level than you initially felt possible. Many actors make claims of still suffering from

stage fright before a show. However it doesn't stop them producing fantastic performances.

Perhaps it would help to take a logical look at stress and fear.

The definition of stress is: “a biological term which refers to the **consequences of the failure** of a human or animal to respond appropriately to emotional or physical threats to the organism, **whether actual or imagined**”.

I would like to break this definition down.

“The consequences of the failure”

What will be the consequences of the failure?

Interestingly an acronym of FEAR is **F**alse **E**xpectations **A**ssuming **R**eality. This means that fear is based on the worry of actually experiencing the worst outcomes we imagine to happen from the efforts we put in to achieving the goal. Perhaps you could ask yourself, what exactly are you afraid of? Is this a realistic fear to have? How many times in the past has your worst fears surrounding an experience actually occurred?

Voicing the exact fear, again reduces the power it has and when you hear it out loud you will often realise that is not so justified. So what are the worst outcomes that you could possibly face when setting up your business? Let's really go to town on what bad outcomes could happen.

Financial ruin? Operating illegally? Failure? Humiliation? Embarrassment? Rejection?

Are these really going to happen?

Learning about effective finance, monitoring your income and expenditure carefully, operating flexibly can all ensure that financial ruin is avoided. Even if outside forces, such as the recent credit crunch, make trading extremely difficult, there are always other options such as finding a second job or dramatically reducing your operations.

Operating illegally - by understanding the country's legal requirements for setting up a business and conforming to them, then this outcome will never occur. There are plenty of resources, courses, websites, specialists that you can access to ensure you have all the systems in place to meet your legal obligations.

Fear of failure, humiliation, embarrassment or rejection are perhaps more relevant when building your business and ones which are extremely powerful and limiting, when expanding your comfort zone. I have therefore dedicated a whole section to dealing with these setbacks – “Failures – you will have them – how to deal with them”.

“whether actual or imagined”

As I have said, I have created a whole section on dealing positively with what might actually happen and be perceived as a 'failure'. However, here I would like to highlight the aspect of imagined 'failure'.

As stated above, we have many fears when taking on new ventures such as setting up a successful business, and you will undoubtedly have to go outside your comfort zone. However, the majority of the fears attached to this will be focusing on imagining negative outcomes. In order to improve your self-confidence you need to increase your awareness of the fact that you are predicting the future and a negative result. How do you really know the outcome of an action if you don't take it? Is this negative outcome a realistic possibility?

It is certainly prudent to assess the risks, put in effective action plans to support your performance and get fully prepared. These steps are within our control and will have a direct positive effect on the quality of the outcome.

Acknowledging and accepting our fears is also within our control and this helps us to gain a healthy perspective of the reality of what outcomes might be achieved. What we must work on avoiding is allowing our fears about 'imagined' failure prevent us from moving forward to achieve our goals. Again we have control over this aspect and can work on enabling it to enhance our behaviour rather than limit it.

As coaches you are aware of the power of creating regular positive behavioural patterns. It is a good idea to build facing anxiety and unease into a habit so that whenever a new challenge arises, you will be used to the feeling, acknowledge it and recall previous evidence/experiences that show you are capable of overcoming this and taking the action required. You have done it before, you can certainly do it again. Therefore, although the fear, anxiety or stress is still there, it has less power over you. The techniques detailed later will certainly help.

How would you feel if I said 'build fear into a habit'? Obviously, not to an extent where you are constantly fearful of all situations, but so that you are used to acknowledging it, understanding precisely what you are fearful about, assessing how to overcome it and then taking the necessary step anyway. By allowing fear and anxiety into your comfort zone you become more at ease with it.

So, you have identified a step that needs taking which is making you feel a bit anxious, nervous or uncomfortable. One part of you is saying 'of course you can do it, you've overcome new skills, experiences before, this is nothing different', whilst another part of you is saying 'yes but'. Acknowledge this and understand that the fear is coming from good intentions – to protect you. Do you need to be protected? Can you handle a less than ideal outcome? – I believe you probably can.

I have also developed a specific section 'Be Your Own Supporter' dedicated to developing behaviours to ensure you are your own champion.

3. Develop a 'Commitment Support' Plan

In order to make consistent progress, I think you will agree you have to be committed to working on your business regularly, even every day. When things are progressing well and you are achieving what you set out to do then your motivation, inspiration and confidence are going to be high.

We know that you are passionate about your work and your commitment for growing your business will generally be high. These factors are crucial in maintaining the necessary perseverance required for building a successful business.

However, when you are the only one responsible for deciding what steps to take, maintaining momentum and accomplishing tasks which you had never tackled before, your level of commitment and enthusiasm will often be challenged. The majority of you will be working on your own to build your business, so will not have other colleagues to champion you when you need it.

If, deep down, you are still wavering and feel unable to take that step, what system have you used before to ensure you did something you didn't relish? (Perhaps it was studying, cleaning the house, or having an awkward conversation that was necessary.) Anything that made you feel uncomfortable but you knew you had to do.

What system do you use to ensure that you do tasks which you would rather avoid. Do you make sure you undertake them first thing in the morning? Do you tell someone else of your intentions so that you are accountable for taking that step? Do you write it down? What works for you? Whatever it is, use this method if you need extra support. Again as you build this into a habit it will become easier.

Another useful tool to develop for these occasions is a 'commitment support plan' which will enable you to keep momentum and motivation.

By developing a 'commitment support plan' for moments of worry, procrastination or doubt you will have another tool to use to boost your confidence to move forward. If this is already created and written down for such situations, it will enable you to retrieve it and restore your motivation and passion when you might be floundering for inspiration. The support will be in place, ready to call upon at a moment's notice.

So what would work for you to boost your motivation and confidence?

Within the plan you must certainly include your vision for the business. This should include what you set out to achieve, who you want to benefit from your services and how the business you create supports your overall life plan.

It is also important to add timescales and deadlines for each stage. By creating deadlines you can break down a task and the time each step takes to ensure progress is made. Working to written deadlines, which you have decided upon and committed to, is also a great motivator and can greatly focus your efforts rather than let the time drift on.

Another tool I have created, personally, is a scrapbook of motivating stories. They are accounts of individuals who have overcome a whole range of personal challenges to create a successful business, a fulfilling life, better health, etc. The book contains short stories which I have read over time that have touched my heart and boosted my motivation and commitment to keep building my business. When necessary I enjoy dipping into them for some extra support.

For example when I need to boost my commitment, I read the story of Colonel Sanders the creator of the chicken recipe that went on to be the basis for Kentucky Fried Chicken. At aged 65 Colonel Sanders found himself broke and alone. He asked himself what he could do well, to give to people and earn an income. The only thing he could think of was his chicken recipe and after some thought decided that he would travel America, live out of his car and try to sell his recipe and show restaurants how to cook the chicken to this recipe. The first thing I love about this story was that, despite his age and lack of resources, he put his good idea into action. He went out there and started knocking at restaurants and offering his chicken recipe. However, the part of the story that boosts my motivation the most, is the fact that he spent two years travelling America and got refused **1,009** times before he got a 'yes'. We all know how successful he became after that first 'yes'.

When I first read this story I was absolutely amazed at his resilience to keep pursuing his dream despite so many rejections. Now, I re-read this story if I need a boost to my commitment and an illustration of how persistence can pay off.

I have many other stories that I have collected over the time, and add to my scrapbook whenever I come across more. I am sure you all know of stories or individuals that have overcome challenges to achieve their goals. Perhaps creating a scrapbook of these stories will support you during difficult times and illustrate that, regardless of the challenges, people can overcome them and achieve great things. This tool is probably one of the most enjoyable to create.

This support can also be extended to include motivational music, meditations, relaxation resources or films – anything that will make you feel good, more confident and ready to take up the next challenge.

For instance, I often watch the film “The Pursuit of Happyness” starring Will Smith. It is based on the story of Chris Gardner who overcame homelessness while raising his toddler son to rise to become CEO of a top stockbroker in Chicago. He never lost sight of his dream, and if he can achieve such success from such a dismal start, then I can certainly achieve my next goal!

When I am feeling overwhelmed with all the decisions needing to be made or challenges to be faced, I often use my meditation CDs and spend time relaxing, meditating and clearing my mind. I always feel refreshed afterwards and ready to get working again.

The point I am making is that use whatever resources support you, feed your soul, motivate you and leave you with renewed confidence. Each method or combination of methods will be personal to you but I recommend you try all of them in time as you

may discover tools which you hadn't tried before and which are amazingly supportive for you.

Other tools which you could use to support you are listed in greater detail in 'Wealth of Confidence Boosting Resources' section, although I will mention a couple briefly here.

The whole purpose of a support plan is to use whichever tools work for you in boosting your confidence, regaining your commitment and passion to move forward.

- a) Perhaps your support plan would include pictures of things that you are working for. For example, a better house, an expensive car, exotic holidays, once-in-a-lifetime experiences. Choosing pictures of these benefits, which your successful business will provide for you, can give you the necessary boost. You can create a complete Vision Board and hang it in a prominent place as a constant motivator. Details of how to create a Vision Board are to be found in 'Wealth of Confidence Boosting Resources'.
- b) Another extremely strong motivator is to create a Values Statement around developing your business. Many companies create Vision Statements for their organisations which encompass their purpose and values for the business. A Values Statement will work in a similar way although it will be your personal values which you bring to the business. By displaying your Values Statement where you work will again serve as a reminder of why you set out on this journey and increase your passion and commitment again.

4. Reward Your Efforts

Having taken that step, regardless of the result (we will look at this later) it is extremely important to congratulate yourself and, if you feel it appropriate, reward yourself in some way.

You must never, never underestimate the importance of taking an action which you were anxious or fearful at taking. It is a massive achievement to have overcome those worries and taken the step anyway. All too often people only focus on negative results. They overlook the actions they have completed and move straight on to the next challenge. STOP! Think about what you have just achieved and enjoy the moment of success. Would you have been able to attack that situation so successfully six months ago? How do you feel now you have achieved what you set out to achieve?

It is also necessary to acknowledge your great results so that you subconsciously build them into an evidence databank of your abilities which will support your growing confidence. You did GREAT! WELL DONE!

What reward would you choose when you complete your next step? What specific outcome has to happen for you to receive that reward? Choose something that really appeals to you. It can be literally anything but having decided on your reward in advance can also increase your motivation and determination to succeed. You are working really hard at building a successful business, you are constantly learning and

growing. If you do not take time out to celebrate your successes you will end up not even enjoying the journey you have embarked on.

For me, when I accomplish a small goal I usually block some time off for myself to enjoy a range of activities or hobbies. For something larger, I usually arrange a celebration evening with the whole family. By doing this, not only am I acknowledging my success but I am also showing my gratitude for the support given by my closest family and friends.

However, if it is excitement you crave what would you choose as a reward for all your efforts. How does just the thought of that reward feel? I am sure the thought of allowing yourself that indulgence when you have worked hard and achieved your goal is already spurring you on.

I hope the above techniques have given you some ideas on how to expand your comfort zone, succeed in achieving your goals and building your confidence. Remember every step you take in a particular direction expands your comfort zone and next time taking the same or similar action will hold less fear and you will be more confident in your capabilities in taking this step.

When I started to expand my comfort zone to benefit my business, my biggest challenge was telephoning people, or going out and talking to people about the benefits to be gained by employing a life coach. I was quite happy sitting in my office, sending off letters/emails promoting my services, or creating my website, but of course the phone didn't ring and at first nothing progressed.

So I had to give myself a strong lecture. Why did I train to become a Life Coach? I love helping people, I knew the powerful benefits individuals gain from the services of a coach and I knew passionately that I wanted to do this as a career. So I had to get out there!!! I had to stop putting off what I dreaded most and take the first steps. So, to make it easy and increase my chance of success I committed to using the next day to telephone all the people I had written to following up my letter to see if they would be interested in my services. I knew from past experience that if I had to do something I did not relish, I had to do it first thing otherwise I would find excuses to avoid it.

So as soon as I was up and ready, I sat at my desk and made telephone call after telephone call. Some people were not available so knew I would have to call them a second time, some people just said thank you but they were not interested at this moment in time. However, each call I made was easier than the previous one and as I repeated the process over and over again during the morning, I got used to saying my purpose and answering the questions they asked, and whilst I wouldn't say I enjoyed it, I certainly felt more confident and I am sure that I came across more professional as a result. Something must have worked because on my 29th telephone call the lady from a local health club said "Oh yes, I read your letter and am interested in talking to you further about it, but I just hadn't got round to calling you". If I had not called her, would anything have developed? Who knows, but I'm glad I didn't leave it to chance. So consequently we set up a meeting and created some mutually beneficial business ventures.

Now, I still occasionally get anxious making cold calls following up letters but I remember that first day and have evidence that I could overcome challenges and with perseverance it paid off.

Having got telephone calls within my comfort zone, my next step was to go out and promote myself. I investigated various networking groups and decided to visit a local women-only group which I felt more comfortable attending. I can't tell you how sick I felt as I drove to that first meeting. When I got there the ladies were lovely and extremely welcoming, but as I sat down and started to watch the proceedings it became horribly apparent that I was expected to stand up and speak about my profession for ONE WHOLE MINUTE! As I watched the ladies go round the table, one-by-one eloquently explaining their business I grew more nervous. I hadn't expected this and certainly didn't have anything prepared but when it was my turn I had no option but to stand up and do my best to explain what I did. I can't say that it was an oscar-winning performance and I gabbled a fair bit, but for me I had done it and the actual deed of standing up and speaking to other professionals gave my confidence massive boost. One lady actually came over to me afterwards and said that I explained myself very well!!

Now, I have no trouble in talking to groups for any length of time about coaching. Looking back on that first time, I can see how far I have come and I congratulate myself for that first step. If I hadn't taken it where would I be now?

Chapter 4

Failures – you will have them and how to deal with them



4. Failures – you will have them – how to deal with them

"Success is the ability to go from one failure to another with no loss of enthusiasm."

– Sir Winston Churchill

Before I start this section, I would like to refer to the familiar Neuro-Linguistic Programming principle that: “there is no such thing as failure, only feedback”.

I really don't like the word 'failure' because I believe no outcome is a failure. Whether the outcome is the desired one or not, it must be viewed as an opportunity for learning, improving performance and moving forward. The idea of failure is extremely subjective and relative to each individual's perception of events. What you often view as a less successful outcome is not viewed in the same proportion by others.

However, purely for clarity of understanding, I will be using the 'F' (failure) word.

Unfortunately, when setting up a new business you will have a fair amount of set backs. You may even have a period of time when nothing seems to be working in your favour. Remember, whenever you set yourself any goal, create an action plan and set out on the journey, you will automatically have to overcome obstacles and challenges in order to achieve that goal. The same applies to the task you have embarked on in building a successful business. These obstacles will, at times, cause you to experience setbacks and can have a negative effect on your confidence and motivation.

Remember that in growing a successful business, you will constantly be learning – learning new skills, responding to new situations, creating new experiences, and I think you will agree that when you are learning something it is unlikely that you will get it right first time, or even second, third or fourth time. As a child, how long did it take you to learn to swim well, or ride a bike properly?

However, if we just turn the perspective on this slightly to say that - every 'failure' shows us that whatever actions we took did not have the desired effect, the obvious next question should be – What can we do to ensure we don't get that result next time? There are always things we will have learnt, no matter how small, from the outcome received. If we view each negative result as a necessary lesson to ensure we don't get that result again – what can we learn and improve on for next time? If we hadn't had that set back, would we have missed some vital learning?

What if we went as far as to say that it was necessary to fail in order to achieve the high level of performance we desire? If we can build a behavioural response, whereby any 'failure' shows us learning opportunities, if we improve the action the result will be different and the negative impact of failures can be reduced. That ensures the effect on our confidence and motivation can be reduced also.

When the outcome is not what we desired it is imperative that we review the outcome using balanced, factual and rational analysis. Purely focusing on the facts, rather than the emotions experienced, will enable us to break down the process of steps that were taken in order to identify what went wrong and where things could be improved.

So what do you do when something didn't go well?

Firstly, we need to have prepared our work, carefully planned its execution and performed to the best of our ability within the level of knowledge and experience we currently possess. This is certainly within our control. What is also guaranteed is that this level of our knowledge and experience will improve regardless of the outcome.

There will certainly have been aspects of the job in question that did go well. As stated, your work was fully prepared. Maybe the preparation went smoothly, or the timing was accurate. Perhaps the people you met were interesting and pleasant or the resources you used were exactly what were required etc etc.

Secondly, there are also aspects that were outside your control – maybe the company you were contacting was not financially in a position to accept your proposal, maybe a client is late paying, maybe a speech you delivered was not promoted well enough and not well attended, maybe the meeting was cancelled because the other person had an emergency..... the list is endless. These factors would have had an impact on your result but they were not within your control and therefore the result is not a direct reflection on your performance.

Considering these external effects on your result will also help to prevent you from taking any negative outcomes personally. You did your absolute best given your current level of knowledge, experience and understanding of the situation – you could have done no more.

So based on the feedback received, we can work on improving the areas that are in our control. So if the result of a step was not what you were hoping for, what aspects within your area of control could be improved on? How can you make it better so that it is more likely to be a more positive outcome next time?

If we go on to say that failures are necessary for improving performance, then it follows that this process is necessary to continually improve your performance to a level where you will be successful, which is the dream goal you are working towards. I suggest, therefore, that experiencing failures is the only way you will be able to achieve your dream business.

However, viewing the results rationally, breaking the steps down and reviewing the feedback are not the only qualities that you must possess to make the most of failure.

You must be flexible in your approach to changing your working patterns as a result of the feedback. You must accept that changes need to be made and that your original way of working was not the most effective – now that you have more information to work with. It is no good ignoring some of the results because you believe your preparation was adequate or your abilities were appropriate. Basically, you didn't get the result you wanted so what do you have to do to ensure you do next time?

Having dealt with the issue of analysing feedback rationally and making logical changes to improve performance, I would like to look at the effect your perception of events has on how you view the particular outcome.

What, exactly, is your perception of the outcome? What are you measuring your idea of failure against? Are there any limiting beliefs which are affecting your perception?

Limiting beliefs are an extremely strong filter when viewing outcomes. They are deeply embedded and often we are unaware just how they affect our experiences. If they are strong enough to affect our perception we are in danger of creating further experiences to validate those negative beliefs, and therefore a limiting cycle continues. Becoming aware of your 'self-talk' and whether it is positive or negative, will give you a good indication of whether you hold any limiting beliefs about your abilities which may have affected your perception. Please see the section "Be your own supporter"

Looking at feedback rationally and from a positive, empowering mindset will enable you to improve the quality of choices that you make about your next steps. Using the learning perspective will dramatically increase the quality and range of options that will open up to you for improvement.

Going back to my first networking meeting, I felt completely embarrassed and tongue-tied when I got up and spoke. However one member commented on how well I put over my profession. So was my performance really a failure? I certainly felt I could have done better but I was talking to a group of businesswomen who were interested to hear what I had to say about my business. Of course, if I knew I was going to have to speak I would have been better prepared, but I performed to my highest level possible considering the experience and knowledge I had.

However, I came away with a massive amount of information on how to improve. I now knew how those networking meetings were run. I experienced listening to others talk and learnt what I felt were good points and bad, so that I could change my delivery accordingly. I learnt that, at least one person's perception of my performance was not as negative as I thought. I increased my understanding of networking and learnt more about actively participating in meetings.

When viewing set backs from this perspective, it is less likely to have a serious effect on your confidence and motivation. Of course, you are going to feel disappointed when it occurs but it will undoubtedly have taught you a great deal.

When setbacks occur, as well as gleaning every lesson possible from the event, it is important to ensure it has not affected your motivation. Remember, the goal you set yourself when you finished training. Your dream is to run your own business. You have already come so far. You will now be able to go further armed with all the things you have just learnt.

I do understand how being responsible for all aspects of growing your business can be stressful at times. It can often be isolating and there may not be anyone who fully understands the effort you have put in and the impact of any knock-backs received.

It is OK to be disappointed, demotivated and upset – BRIEFLY, but don't allow yourself to spend a disproportionate amount of time focusing on these negative mindsets. Pick yourself up, choose a motivation tool or technique to give you added support and boost your enthusiasm again. Coaches in Business understand all aspects of setting up your professional practice and, as well as giving practical advice, are dedicated to creating excellent support for their members to call upon, particularly in situations where confidence and motivation are challenged.

Chapter 5

Be Your Own Supporter



5. Be your own supporter

Another crucial aspect of increasing your confidence, and one that is very much in your control, is how you talk to yourself - the many conversations you have with yourself inside your head – your self-talk.

Particularly when we are learning new skills and stretching our comfort zone into new areas, our self-talk can be increasingly negative and unhelpful. Can you hear yourself saying ‘you can’t do that you’re not experienced enough yet’, ‘they will see that you are newly qualified and say they are not interested’, ‘what if they ask you questions you don’t know the answers to’, ‘they will say no’, ‘how will I ever understand all the aspects of running a business’? Perhaps these create the feeling that you have a large neon sign flashing above your head saying ‘NEWLY QUALIFIED, JUST SETTING UP, NOT MUCH EXPERIENCE’!

These conversations are clearly not going to maintain your confidence and help you develop a successful business. However this is one area that you can work on and it will have a massive impact on how you develop as a person and consequently the success of the business.

Take time out each day to listen to what you tell yourself, especially if you are contemplating doing something which you feel anxious about. Are your conversations supporting you, or do you talk yourself out of action before you start? You may be surprised how often you jeopardise your own efforts by the way you are thinking.

Once you have identified any negative statements you tell yourself, it is extremely important to eliminate them and create a habit of replacing them with a positive statement. Your subconscious will accept what you tell it without judgement so if you continue to have negative thoughts around stretching yourself in a particular area, then it is unlikely that you will expand that area into a positive aspect of your business. Therefore, with the same principle, if you tell your subconscious positive statements, in time it will accept them as true and support the expanding steps you are taking to create your goal of a successful business.

Some common negative thoughts newly qualified coaches/therapists have are:

“Why should anyone employ me when I have little experience?”

“Am I really good enough for people to pay for?”

“I’ve never run a business, how am I ever going to understand everything involved?”

“What if I get things wrong?”

“How can I get people to understand what I’m about?”

Creating positive affirmations is an enormously effective technique that you can use to eliminate such negative thoughts and turn them into empowering ones.

Tips for creating positive affirmations

1. Affirmations MUST be positive

As already mentioned, you are feeding your subconscious positive beliefs to create a positive and empowering mind set. Therefore you must tell it that this is what you are,

now, at this very moment. It is vital to use positive vocabulary such as “I am” or “I will”. DO NOT use words such as “try” or “want”. This sort of vocabulary is giving your subconscious permission to fail.

2. Affirmations must be written in the present tense

Make sure your goals are in the present tense. Your subconscious mind cannot distinguish between truth and fantasy, right and wrong. Therefore, tell your mind that you are performing at this level now, or that this goal already exists.

3. You must be passionate to achieve it

You must use words that are personal to you, and that inspire you. They must relate to goals that you are passionate about, for example a successful business! Play around with different affirmations until you find one that has real meaning for you. I suggest you work on keeping them short to one sentence, make them punchy, sexy, powerful so that you will easily remember them and be able to repeat it regularly.

4. Repeat, Repeat, Repeat

Once you have created your affirmation, repeat it often and get into the habit of repeating it regularly on a daily basis. I found this easier to do if I linked my affirmations to a particular action that I carried out every day, such as walking. As I walked, I would repeat “I am a professional and successful Life Coach” over and over again. If you link an affirmation to walking, start to notice the changes in your body language. Perhaps you become more upright, your steps may become more determined and confident, or you may find you feel a growing calmness within you.

5. Write your affirmation statements down

When you are first developing the habit of saying positive affirmations, it may also be useful to have your affirmations written down and put places where you see them regularly so that you are reminded to keep saying them. Perhaps enter them into a journal or stick them up where you will see them regularly to continue to embed them, such as the bathroom mirror, on the fridge, by your computer or at your desk.

When I first started out, I found saying “I am a Life Coach” extremely awkward. Inside I knew that I had only just qualified and had little experience and therefore it was difficult for me to promote myself as a professional Life Coach from Day 1. However, as I said it more and more, along with the activities of building my business, I found my mindset changed and I began to believe what I was saying.

This would be a good exercise to start with. Regularly say each day something along the lines of “I am a professional and successful Life Coach/Therapist”. By saying this affirmation and working on the activities to build your business, you are acting as if you are a success already. Your subconscious will accept that as fact and your behaviour and mindset will gradually change enabling you to have the confidence to overcome challenges as they arise.

Once you have got that affirmation embedded and are in the habit of saying it, you can pick others that will serve you when negative thoughts and doubts creep in. These will be extremely helpful when you are facing a challenge which will stretch your comfort zone. Let me give you some examples:

“Why should anyone employ me when I have little experience?”

You could change this to:

“I am a highly skilled and professional coach”

“I offer a professional and valuable service”

“My skills benefit everyone I deal with”

“I’ve never run a business, how am I ever going to understand everything involved?”

You could change this to:

“I am capable of learning a variety of new skills”

“I am excellent at prioritising jobs I need to undertake”

“I welcome the exciting challenges this journey creates”

“What if I get things wrong?”

You could change this to:

“I love learning how to improve my performance”

“I am happy to accept feedback and learn from it”

“I perform to the best of my ability”

I have found that Louise Hay’s book “I can do it” (How to use affirmations to change your life) is a valuable tool in practising to develop positive affirmations for all areas of my life, but particularly for supporting me when I was developing my business. It comes with a CD recording which I often pop in the car and listen to when I am travelling to a business meeting or coaching project.

Act as if:

As mentioned, your subconscious mind accepts what your conscious mind tells it, whether it is true or false. Using positive affirmations are extremely effective for developing the appropriate positive mindset to support you as you grow your business.

To further develop the mindset of a successful professional coach or therapist, start to build behaviours into your daily routine that are consistent with actions you would be taking when you have achieved your goal of running a successful business. Just as feeding your subconscious positive, empowering affirmations to build your confidence, acting as if you are already running the business you desire will embed the mindset changes even more.

For example, decide where in your house you will dedicate as your work space. Do your best to ensure this work area is purely for your business, position your computer and equipment there and start to develop the space with resources that you would expect to have around you when you are running the business successfully. Resources could include relevant books or manuals for reference, business card holders and stationery, perhaps your Values Statement or a Vision Board you have created and other motivational aids. Creating such a space will then mean that whenever you sit down to work you will be able to act as if you are already a professional coach running a successful business.

This principle can extend also to the places you visit and the people you mix with. It is extremely supportive to start building a network of like-minded people. Perhaps they may be people who always make you feel confident, dynamic and valuable. Perhaps they may be other coaches or therapists with which you can exchange business ideas, develop joint

ventures or ask advice. Maybe others are excellent networkers and will start introducing you to a whole host of new and interesting people. However, as you build your business network one of the main aspects to focus on is to ensure that these people have the same professional attitudes as you do and give you positive, empowering support. It will be personally damaging if you mix with negative, draining individuals and this could have serious consequences on your confidence levels. I am sure that you all know people with whom you feel happy, positive and confident at all levels. Wherever possible mix with these people and avoid people that make you feel low, inadequate and negative.

Effective networking and the benefits it offers is covered in depth in the Coaches in Business Marketing lesson.

By using the language and behaviours you will be using when you are successful, the necessary positive, empowering, confident mindset will develop much more rapidly and you will be able to overcome any setbacks that occur.

Be Your Best Friend

Another method I find useful, is to imagine that you are advising your best friend who is setting up a new business. What would you say to your friend to encourage them and raise their motivation? Develop the practice of being your own best friend. Be empathic with your setbacks, congratulate yourself on your achievements, encourage yourself in challenging times and champion your cause. Most of you will be solely responsible for all aspects of developing your business and therefore will not have colleagues to support you in this way. Therefore, it is very important that you take on this role yourself.

When you initially started training you were passionate to achieve this goal. Use any and all methods available to maintain that passion and drive. You are in control of what you say to yourself, so make your thoughts and beliefs support and empower you. Not only are they extremely effective – they don't cost anything which is great news when you are trying to keep your set-up costs to a minimum.

You are now already talking and acting as if you are running the business you desire and therefore your mindset is in place to empower the steps you are taking. However, there are other ways you can support yourself and be your own best friend.

Throughout this book we have talked about action plans, steps and goals, and ensuring progress is made regularly. When you are keen to grow your business, there can be a tendency to spend every waking moment doing some activity for the business. This is quite natural when you are passionate about the work you are doing and focused on achieving your dream.

However, in order to remain efficient and effective you must also develop the confidence to take regular breaks and retain quality time in all the other aspects of your life such as relationships, family and health.

You must be confident to stop working, knowing that the momentum will keep building at a steady pace and that positive results will occur. This will be particularly relevant when you are facing challenges. The urge to keep working to solve the problem or find an alternative may be overpowering and when you are working for yourself there will be no-one there to

encourage you to take a break. In these situations a sense of overwhelm can develop, which can lead to stress and anxiety and affect the quality of the work you are doing.

This is, again, when you need to be your own best friend. If you saw a friend of yours in a similar situation you would certainly suggest that they take a break away from the work, relax and come back refreshed, but it is difficult to see the clarity of that decision when you are the one struggling to overcome an obstacle.

I have experienced times like this, especially when I was first setting up. I was so passionate about becoming a successful Life Coach I found it extremely difficult to step away from the business – particularly as my office was in my home. The sense of overwhelm crept up on me slowly and I gradually found myself losing focus on prioritising which steps to take first, I would flit from one job to another without giving any of them quality time. Eventually, I decided to have some coaching sessions to help me understand my behaviour and improve it. During one of these coaching sessions, I came out with a statement that instantly changed my perspective and allowed me to regain the balance between my work and other areas of my life. I said:

“Looking after the business, is looking after me”

I was the business, people brought the services I provided and chose me to help them because my character, personality, professionalism matched the persona of the coach they were looking for. If I compromised the quality of coaching that I was offering by not taking regular breaks, I would be jeopardising the success of my business – the very dream I was working to achieve. By using the perspective that all breaks away from work were supporting the quality of my business, I was able to justify them and give myself time to relax without feeling guilty. All other areas of my life have also benefited greatly from this change. Having adjusted my work schedule, I found that the work I produced in the time I allowed myself was of a much higher quality and therefore my work time is much more effective and efficient. I have this statement displayed on my desk to serve as a reminder to not let that happen again.

It is vital that you become aware and mindful of situations such as this creeping up on you. They can be hard to spot at first when you are so focused on moving forward, but increasing the awareness of your effectiveness and mental state will allow you to make changes before it is too late. This is perhaps the most important part of supporting yourself, particularly if you have been employed before and used to working set, regular hours.

I would like to emphasise here that, whilst Coaches in Business are passionate about supporting newly qualified coaches and therapists achieve their dream business by offering them a range of resources and help, we cannot emphasise enough the importance of actually enjoying the journey and sustaining a balanced life also. There is absolutely no point in working extremely hard to create a successful business if you lose the enjoyment of the learning and new experiences it brings, or if other areas of your life suffer as a result. If building a business becomes a chore, or burden, or makes you just plain miserable – then maybe this is not for you.

There have been many books and articles written on the subject of Mindfulness. I recommend you make yourself familiar with the concept at least at a basic level. Mindfulness is about creating the ability to pay deliberate attention to what you are

experiencing now, this very moment. Develop a non-judgemental, awareness of what is going on in your mind, body and your daily routines, and acknowledge it without criticism. Meditation is recognised as the best method of enhance an individual's mindfulness. This will undoubtedly support you in all aspects of your life, but particularly when building your business, learning new skills and travelling this new journey. People who have developed a high level of mindfulness have reported finding a wealth of inner strengths and resources that they were unaware of, and this can only benefit the decisions you make in your life and your career.

What I have talked about in this section, about being your own best friend, is a great start to developing this practice. If you wish to understand this subject further, there are many books and CDs on mindfulness and meditation available.

Chapter 6

Wealth of Confidence Boosting Resources



6. Wealth of Confidence Boosting Resources

The techniques and tools detailed in this section are recognised, professional and proven to enhance self-awareness and build confidence.

Values Elicitation Exercise

This can be used to identify your core values so that you are able to ensure that the goals you set yourself for building the business are congruent with your values. We talked about company Vision Statements and following on from that principle this exercise will help you develop a Values Statement which will encapsulate your values for the business and serve as a powerful motivator.

Therefore, with the specific area of setting up a successful business in mind, please work through the exercise below:

STAGE 1 – Identifying your Values

Keep answering this question until you have a list of values.

You may not necessarily use all the lines on this form or you may use more.

What is important to you when building your business?

What is important to you when building your business?

What is important to you when building your business?

What is important to you when building your business?

What is important to you when building your business?

What is important to you when building your business?

What is important to you when building your business?

What is important to you when building your business?

STAGE 2 – Compare your Values

Now you need to compare the values listed in the right hand column above. Write your values in the left hand column below then proceed to ask the following question:

- Is '1' more important than '2'?
- Is '1' more important than '3'?
- Circle the number that is more important
- Then do the same for the second value:
- Is '2' more important than '3'?
- Is '2' more important than '4'?
- Continue the process for each value until completion.

Value

1.	1	1	1	1	1	1	1
	2	3	4	5	6	7	8
2.	2	2	2	2	2	2	
	3	4	5	6	7	8	
3.	3	3	3	3	3		
	4	5	6	7	8		
4.	4	4	4	4			
	5	6	7	8			
5.	5	5	5				
	6	7	8				
6.	6	6	6				
	7	8					
7.	7	7					
	8						
8.	8						

STAGE 3 – Final Values List

Once you have compared your values, count the number of ‘1’s circled, add the number of ‘2’s circled, etc. to identify the hierarchy of importance you have decided for your values.

Now write out your core values in value hierarchy, starting with the value that has the highest number in the table above.

1.
2.
3.
4.
5.
6.
7.
8.

In order to create a Values Statement, ask yourself the following questions for each Value listed above:

When you are honouring this value, what are you doing?
How does this value serve you?
What does this value mean to you?
How does this value support your goals?

When you are answering these questions, make a note of any particular words that have significance for you, or create a reaction within you. These are words which you may use in developing your Values Statement. Have a play around with these particular words to create the statement. You will undoubtedly know when you have achieved your personal Values Statement as you will mostly likely experience some kind of inner reaction.

I will share with you my own Values Statement:

“Passionate Commitment To Giving Nourishes My Soul”

Once you have composed your Values Statement, display it in prominent places, such as on your dressing table, at your desk, on the fridge or in your diary to keep your motivation and confidence high. This will serve as a little boost every time you see it and reinforce the true reasons why you are building your business.

Vision Board/Treasure Map

As I mentioned earlier when I was talking about developing a ‘commitment support plan’, another fantastic confidence boosting tool is to create a Vision Board or Treasure Map. There are many many books on the Law of Attraction and how you can focus and allow what you desire to come into your life. I am not going to go into this any further here, but creating a Vision Board enhances your vision of all the good things you want to attract into your life. These are certainly going to be benefits you will receive when you have a successful business. Not only will this serves as a regular reminder of what you are working so hard to achieve but will also keep the rewards you are striving for fresh in your mind.

Creating this tool is a pleasurable experience and something that might also enable you to take a break from all your other responsibilities involved in growing your business. Giving yourself time and space to really think about what you would like in your life gives you greater awareness and ensures that all your action plans are leading in the same direction.

Steps to creating a Vision Board:

1. Get a board strong enough to pin or stick pictures/photos on.
2. Have fun cutting out pictures from magazines of what you would like to attract into your life. Eg. new house, new car, ideal partner, more money. This may take a few weeks as you discover pictures that have a particular draw to you. If you see headlines, or statements that jump out at you and have some meaning for you, cut those out also so they can be added on the board.

3. Ensure the pictures are specific ie. the exact make and model of car, the precise design of a new house/lounge/kitchen, your dream garden, a holiday destination you have always wanted to visit, a special lifetime experience you would like to enjoy.
4. If you would like more money, make a fake cheque and fill in the amount – made payable to you!
5. Let your dreams run wild and have fun collecting the picture.
6. When you feel you have enough pictures and statements, arrange them and stick them on the board.
7. If you wish to make your Vision Board more personal and attractive you could add a decorative boarder.

When you have finished place the board where you can focus on it every day. Again, this is regularly telling your subconscious what you desire from your life and will be a massive motivator for you when your commitment levels drop. I have mine on the wall in my office.

Anchoring

One of the most common, and amazingly effective, tools for regaining a state of confidence is the NLP technique of Anchoring.

Anchoring is a method whereby you are able to induce a particular state of mind at a moment's notice, so that you are in an effective mental position to deal with whatever situation has occurred. Anchors can be set to a wide range of mental states but it would be particularly useful to you to have one set up for confidence. This would mean that you would then be able to retrieve a confident state of mind whenever you wished, particularly when you were facing steps which take you outside of your comfort zone.

I have re-created the exercise below for the resourceful state of confidence, so that you can access this technique.

1. Take a few moments to remember a time in the past when you were supremely confident. You knew you were performing at your peak and you were achieving what you set out to achieve. Make sure that you choose a really strong example. If you don't have a situation that fits for confidence from your past, imagine what it would be like to feel this way.
2. When you have decided on the example, close your eyes and remember that feeling in vivid detail.
3. Put yourself back there now and relive the whole experience in all its intensity. In order to enhance the experience you may like to experiment with the following:
 - make the mental image you have sharper
 - rather than watching the situation you are remembering, be yourself again, totally in the experience
 - make the colours brighter and sharper so they are exactly as if you were in the reality of the experience

- bring the image closer, notice absolutely everything that is going on around you. What can you hear and see? What are people saying to you in this experience? Can you smell or taste anything particular?
 - Let the feeling of the whole experience flood over you.
 - If a word comes to mind which enhances that experience, such as "Yes!" or, "Brilliant!", then use that word.
4. As your feeling reaches its peak and is most intense, create a physical association to that feeling by making a unique gesture or 'anchor'. For example, you may choose to squeeze your thumb, make a fist, press your middle finger and thumb together or pull your earlobe. It must be a gesture that you would not normally do in other circumstances.
 5. As the feeling fades, release your 'anchor' and relax.
 6. To break that mental state, think about something completely different for a few minutes.
 7. Repeat the process from step 1), using the same memory and the same anchor spot twice more.
 8. When you have set you anchor 3 times, test it by pressing your chosen anchor spot. Notice the result. Do you feel more confident? Has your body language changed as you access that mental state? You will know you have got it right when you experience the feeling without having to re-access the memory to which it was associated.

If the feeling is not intense enough, repeat the procedure.

Mirror Talking

This is something that a lot of people find difficult to do as they start off feeling very self-conscious, but again it can be extremely effective.

When you have had a successful day, or performed well, or achieved the goal you set out to achieve, stand in front of a full-length mirror and tell yourself how well you did. I have mentioned that it is so important to acknowledge your achievements and reward your successes, and this is one way in which you can do this without any costs being incurred. It also enables you to notice more clearly, the good things you are achieving and this can only give you more confidence.

Examples of what you could say might be:

“You really performed well today – well done”

“I particularly liked when you xxxxx today”

“Well done for taking that step, I know how hard it was for you and you took it anyway – that’s great!”

“You dealt with that situation excellently”

“You really coped with that stressful challenge well”

The list is endless, but I suggest that you focus on a particular aspect of what went well, and congratulate yourself.

People often find it easier to comment on actions, rather than complimenting themselves directly, when they first start mirror talking. Imagine you are saying these things to a friend, as if it is your friend in the mirror who had performed so well. Your tone of voice must be positive, complimentary and sincere.

Coaching Sessions

I regularly used the services of a coach, when setting up my business, to enable me to gain better clarity of the next steps I felt ready to take and allow me some space to reduce the feeling of overwhelm that occurred from time to time. Again, calling on a coach gives you massive support and boosts your confidence to help you work on an aspect of growing your business. Although you may have an excellent support network of family and friends, you are the one with the vision of how you want your business to operate and are responsible for all the activities involved, and sometimes having a non-judgemental support in a coach is extremely beneficial.

Having a coach also makes you accountable for taking the actions you decide and analysing the results. This can give you that extra push to take a step which is outside your comfort zone, and which you may have been putting off. Knowing that you will have to 'report back' to your coach is an excellent motivator and will help you stop delaying progress.

You may decide that you would benefit from some coaching sessions yourself. Again, in order to keep costs down, perhaps you could contact another newly qualified coach and offer reciprocal free sessions to support each other.

Many students are required to log a certain amount of hours for practice during their training so you could contact the training organisations informing them that you are looking for some coaching and whether they could put you in contact with a student.

The Coaches in Business network may also be a good place to source a coach. You may wish to choose a coach which is travelling the same journey as you and feel comfortable exchanging sessions with one of these.

If you would like to access the services of a more experienced coach, Coaches in Business members have access to discounted 'pay-as-you-go' coaching sessions, specifically available to focus on any aspect of building your business which crops up. Details of these sessions are found on the website.

Gold Star Day

A little trick you may like to try is to occasionally award yourself a 'Gold Star' day. This can be either when you are feeling in need of an extra confidence boost or renewed motivation, or just because you feel you deserve one! A Gold Star day is a day when you absolutely know that you will have the abilities to deal positively with everything that occurs during that day. All events that occur will be in your best interests and you have the capabilities to experience the good in everything. This has a fantastic effect on your mood and mindset.

There are two ways you can set this up. You can buy some gold star stickers and, when you choose, place one on a certain day in your diary. As you look at that day and see the gold star, your mind will know that that day is going to be great. Setting out with that frame of

mind dramatically changes your perspective of all events and creates a much more positive experience.

Alternatively, you can just imagine that on the occasional days you choose, there is a shining gold star above your head radiating positive energy for you. This may sound strange, but do you remember when you received a gold star, or merit, at school for some piece of good work? How much better did you feel for that recognition and reward? I'm sure it motivated you to keep working to that standard in future.

Also, consider the popular saying of someone walking around with a dark cloud over them, meaning that they are negative and miserable. Imagine instead that you have this gold star shining above you, how different does that make you feel? Why not take a walk when you know you have a gold star, notice how much more open your body language is and how you radiate a positive manner is. With such a positive mindset, only positive results can manifest themselves for you during that day.

Sometimes, I choose a Gold Star Day when I have a challenge to deal with, to give me some extra support, or sometimes I just pick a day at random and enjoy all the good things that come my way during that time. Try it for yourself, and see what happens!

Final Thought

Requesting this confidence book is a fantastic step to creating the positive, empowering mindset necessary. Having the confidence to focus on your goals, create effective action plans and take those steps is a crucial part of ensuring you build a successful business. All the tools and techniques in this book can be implemented at any time, they don't cost you anything and they can have an amazing effect on your ability to keep motivated.

One of the most important parts of becoming successful, is to repeatedly pick yourself up after a disappointment, learn from the feedback you received, be flexible in your approach after analysing that feedback, and having the confidence to go forward once more. I am certainly confident that you have all the abilities to grow and achieve your dream.

I will leave you with a quote from Eleanor Roosevelt, Former First Lady:

"You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I have lived through this horror. I can take the next thing that comes along." . . . You must do the thing you think you cannot do."

By enrolling on the Coaches in Business programme you will receive further benefits and access to a wealth of other books and resources to support your journey on building the business. Complete the enrolment form at the bottom to instantly register.

Other books in the series **WRITTEN BY HELEN JONES:**

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ADD WORDING HERE TO MAKE IT EASY FOR THE READER TO ORDER.....

Biography



Helen Jones is a highly skilled Life Coach and founder of Vital Spark Life Coaching. She is listed on the International Coaching Register and is the Press Officer for the European Coaching Institute. She coaches individuals on areas such as self-confidence, work/life balance, career change and weight loss.

She is passionate about helping other newly qualified coaches create a successful and fulfilling business and is a Partner in the [Coaches in Business](#) programme.

“It is crucial that newly qualified coaches receive extensive support as they start to build their business. I am delighted to be a Partner in this programme which is produced by coaches who understand the challenges involved in starting and building a successful coaching business. I know this programme will be of immense help to them”

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