



7 Mindset Secrets That Will Make or Break Your Coaching Business

Here are 7 Mindset Secrets that will absolutely make or break your coaching business. Even if you have considered the ideas below before, spend some time reviewing them. Clearly understanding these concepts and how they impact the success of your business is of the utmost importance, and even more if you are beginner coach.



1. Are You Connecting Money and Self-worth? This may not surprise you but most coaches who are not making money in their business still think that how much money they have (or don't have) is a reflection of their value as a human being.

This is a grave misunderstanding.

Let's say you used to have a good amount of money and a steady 9-5-type job, but you've just invested your life savings into your business and now you are broke, did you just become a worthless human being? HECK NO!! But often people believe exactly that. Maybe not on a conscious level, but subconsciously, "no money=no good" and that means the part of you that controls over 90% of your actions (your subconscious) thinks you are worthless.

Going around operating from a subconscious belief that you are worthless will stop your business dead in its tracks. Our minds are always looking for connections and ways to prove our existing beliefs so once you find yourself believing you are worthless, it will be a LOT harder to make money because that doesn't fit with the underlying belief, EVEN IF YOU USED TO HAVE MONEY.



2. Put Your Attention On Them Not You: Regardless of what you think your worth is, put your attention your on your client, not you. Whether you are WORTHY of clients, money, success, really has nothing to do with what the client is coming to you for. They want help with their problem. These questions will put your attention on target:

- First, what is their problem?

- Second, does your product or service help or solve their problem? Is it a solution?
- Third, what is the value to them of having that problem solved?
- What do they need to do in order to get your solution? (Always know exactly how you exchange your solution for money.)



3. Be a leader for your clients already: We create our reality through our beliefs. You must believe in your solution to their problem and lead them to that belief as well, or they won't get the result. Believe in the power of what you have to offer and commit to the client and their results and they will see, through your leadership, that they can get what they want.



4. Someone Has to Trust You Before You Can Reach Them: If they can't trust you they will be guarded against any idea you share. They may not trust that you can deliver on the promise of what you are selling. They may not believe that the solution you offer will work and so they won't invest time or energy into it. Everything hinges on their trust. Here are some keys to developing trust.

- Like it says in The Four Agreements, "Be impeccable with you word." Say what you mean and know why you are saying it.
- Be transparent. This means let your motivations be known so the client can decide if they want to align themselves with you.
- Be consistent. Consistency leads to trust. If you are consistently late and you say you will arrive on time, your consistent behavior is what will be believed, not your word. I can't say it enough, be consistent.



5. Tell Their Story: Learning to tell the client's story is truly a powerful tool for two reasons. First of all, when you understand their problem and can describe it better than they can themselves, they will trust you and believe in your ability to help them. Secondly, a good story follows a specific sequence of events and has specific features that make them ring "true." Joseph Campbell talked about these elements as "the hero's journey." If you can tell the client's story in such a way that it places them within the hero's journey and then help them to see their desired outcome as the culmination of that journey, they will have a sense of meaning and purpose that allows them to move forward even when things get difficult.



6. Know What Makes Money in Your Business and Do That 90 Percent of the Time. Wondering what makes you money in your business?

Here it is: #1 Product Creation/Delivery and #2 Marketing/Selling.

#1 Whether it is your coaching program for one-on-one clients or automated information products, you must have something of value that the client wants. You may want to begin just selling one-on-one coaching but don't spend too much time only doing this, because it limits your assets. When you create other products you build up your assets (or streams of income). Your one-on-one coaching will help you know the common things that people are struggling with and you will begin to systemize the solution. Turning those systems into automated products and then selling them makes more money in your business. This is product creation and it should be one of your primary uses of time in your business.

#2 I consider marketing an element of selling and without selling, no money comes into your business. Marketing and selling form the path by which money travels into your business and together they must be a primary use of your time as well. You may want to outsource your marketing, but consider that in doing that you trust someone else with one of the two primary ways that you make money in your business. I'm comfortable outsourcing pieces of my marketing, but in order to have that comfort I absolutely MUST be working on the vision and strategies, because I know how important this work is to the success or failure of my business.

Everything else, building a website, branding, business cards, decorating your office, interviewing Virtual Assistants does not make you money. That doesn't mean those things aren't important, you should still make sure your business has what it needs to function, but be sure you give these things the smallest portion of your time and let the rest of your time go to the things that actually bring in money.



7. The Deepest Pains Are The Irrational Ones: Here are some examples of common irrational fears, "no one will ever love me", "I am incapable of taking care of myself", "people think I am disgusting", "I will have nothing when I am old, I will be sick, helpless, and alone."

Why is this secret important? Because most people won't come right out and admit that they have an irrational fear they are trying to resolve, but it is absolutely at the core of what they do. If you can find a way to speak to the irrational fear without someone having to come right out and say it for themselves, they will easily become your client. And, once you are dealing with the deepest fear and helping the client to resolve the irrational beliefs that are keeping them stuck, your help becomes priceless.