

How to get more Clients, more Cash and have way more Fun in your business – and still have a LIFE!

If you're a coach or service professional and your business needs a boost I have some tips and strategies that will help you begin to change your assumptions and concepts around business and how **Doing** less and **Being** more is the antidote for an apathetic bottom line.

It would be wonderful if all we had to do was design a great programme, do some marketing and magically watch the masses flock to buy it.

Sadly, that isn't often the case. What is more common is that our programme sits 'on the shelf' waiting to be discovered and we get downhearted and begin to doubt our worth.

I'd like to introduce you to the Inspiration Age often referred to as the ***Inspiration Economy*** – a term I believe that was coined by Dave Buck, CEO of Coachville. (One of the most highly regarded Coaching Schools in the world)

We've all come through the Industrial Age, an age of greed, more, 'what's in it for me' kind of thinking where marketing was all about 'selling' and 'getting' and big prizes were the norm for the top sales person of the week – think old style car salesman. It was a dog eat dog existence and only the fittest survived!

Move forward in time to now and we are stepping into the Inspiration age. An age of sharing, of giving, of serving; an age where we actually help our 'competitors' and willingly offer our services from the heart and even though we do want to make money in our business, it isn't ALL about money.

Money in fact is a by-product of having a great product and offering exceptional service in the same way that weight-loss is a by-product of a healthy lifestyle.

This is still hard for some 'old school' service professionals to swallow. It doesn't make sense, business is business and anything else is too 'airy fairy'. They are being dragged into the Inspiration Age kicking and screaming and they aren't happy!

If we are to succeed in business we must have the mindset that “There is enough for everyone” and that the more we share and collaborate and belong to communities that are willing to be a part of this new paradigm, the better off we will all be.

We will be better off not just financially but also spiritually and emotionally because we are doing something that matters, something that is meaningful and something that serves ourselves, our community and eventually the world.

You might be thinking to yourself that this sounds great, but how do we make it happen, in actuality.

Whatever we need to know we can 'Google' and in a few seconds or so, we can have thousands of answers at our fingertips. Therefore it makes perfect business sense to have something to offer that is more than simple data or information.

We must offer a little of ourselves and our skills, knowledge, expertise and packaging is simply how we do that. The biggest ‘product’ we have is ourselves!

I recently worked with a client who was excellent at her work yet her clients didn’t stay for more than the allotted time of the initial contract and she very rarely got referrals. This made her very frustrated.

When we did some coaching around it, she told me that she was always ‘very professional’ and couldn’t understand what she was doing wrong. On further discussion I found out that her idea of ‘very professional’ was the fact that she appeared very cold and distant from her clients. This is how she had been taught, or how she interpreted how she had been taught.

It was very difficult for her to lighten up a little but when she did, she began to notice a difference in her clients and the fact that they shared more and became more open which led to better results and even some referrals. She actually began to enjoy her work much more too and was still very professional, but now much warmer.

WELCOME TO THE WORLD OF PLAY

If we think of playing games instead of setting goals for instance, we become much lighter in our approach. Yes, we are still serious about

getting results for our clients but together we create the games, practice the actions and win the results.

Whatever the results are, we win, because we played flat out. If what we did didn't work we simply design a different game. There is no losing or guilt or second guessing, it is simply a game and we can always play another game tomorrow.

Let's talk about the Business Game for instance. Imagine if you picked one area to focus on, an area where currently you aren't feeling good about or having much success in. An example might be signing up new clients. Would you like to master that skill?

If you were to play the game of "Signing up new clients" how many different practices could you come up with that would have you become masterful at this in 90 days for instance?

Mastery is the result of playing flat out for 90 days (or whatever time frame you decide upon) and by **focusing on practising** and not the game itself **you become masterful** and **by default – WIN the game** of "signing up new clients" or whatever the game happens to be.

You do what you say you'll do every day, you play well, you win and voila! – You sign up new clients. This is so much more fun than creating never ending to do lists that lead to nowhere!

You can turn just about anything into a game. We have all kinds of business games, relationship games, parent games and any of these can be mastered, with practice. In fact just about anything can be designed and played as a game worth playing, and winning.

This is a fairly new concept in the coaching industry and is taking off in leaps and bounds because everyone likes to play and everyone needs more play in their day.

When we play big, we get paid big and that brings up another old paradigm, especially where women are concerned.

"I'm not worth it – I don't deserve it" are two 'affirmations' that many women have tattooed onto their brain and need a complete upgrade to help them see that it's a myth perpetrated by people who knew no better, even though they probably had your best interests at heart.

WELCOME TO THE WORLD OF ABUNDANCE IN ALL THINGS

It's a common belief in women that they don't deserve or are worthy of riches. It makes them feel uncomfortable and ill at ease. The less said about money the better.

In the new paradigm money is just another form of abundance. It would make no sense to have an abundance of love, health, family unity, social interaction and then – when it comes to money, get all introverted and quiet and feel that it's somehow 'bad'.

Money, like everything else in life is a source of energy. How we use the energy is our choice. When we are financially abundant we can choose what we do with that.

We can do great deeds or we can be decadent in the same way we can be healthful or make ourselves sick, or that we can be giving and sharing in business or we can just take as much as we can get.

When we offer our services to others and they pay us handsomely for that service, it is proof that we are coming from abundance and that we are passing that on. Our clients then do the same thing if we have modelled that for them.

If we offer a service and then stand back and wait for something to happen, hoping and praying that the clients will 'buy' then we will feel out of integrity and we will be incongruent. This won't be a great experience for the prospective client and they will likely go elsewhere.

Confidence is the key to any kind of service. If you are not confident about what you offer then why would anyone spend their hard earned cash investing in you or themselves?

Clients actually invest in themselves through you and it's imperative that you're ready to take on that investment wholeheartedly with confidence and competence.

Take a moment and answer these questions.

- 1) Are you ready for the Inspiration Age?***
- 2) Are you ready to add more Play to your Day?***
- 3) Are you ready to become Masterful at your Game?***
- 4) Are you ready to accept Abundance in all things (including money?)***
- 5) Are you ready to step into Confidence and Competence?***

When you can truly say YES to all of those questions, I can almost guarantee that you will be successful in your business and your life.

If you weren't able to get 5 out of 5 then I invite and encourage you to do what needs to be done, practice every day and create mastery in the areas that need improvement.

It isn't rocket science; it's a matter of planning and implementation, whatever game you are playing. Knowing this is often a game-changer for clients because they haven't looked at it like that before.

Most things can be learned, and often, mastered. OR they can be outsourced. So that leaves very little that we actually cannot accomplish if we have a desire to succeed.

The Law of Reciprocity states that if we have a desire for something then the way to attain that desire is also present and I also believe that it is already out there simply waiting to be accessed.

I have a theory that when we make a firm decision, I mean really firm, (not a "wouldn't it be nice if" kind of decision.) the Universal Help Desk opens up its doors and begins to provide **exactly** what we need when we need it – whether that is people, information, money, resources or anything else.

This isn't just a theory by the way, I have proved this over and over again in my own life and I have a load of stories I could share with you on that exact subject, and if we ever play together you will hear some of them.

So I invite you to get very clear on what it is you want **specifically**, make a firm decision that this will happen, then get on with the steps to lead you there without worrying too much about the how.

The moment you doubt yourself or the 'process' is the moment the Universal Help Desk slams the doors shut and moves on to the next customer. Really, it's that simple. Get out there and prove me right!

Now wouldn't that be a beautiful thing?

Joan Bell is a Biz Coach and NLP Practitioner and plays with Coaches and Service Professionals who want to have more clients, more cash and more fun in their business and their life. Her new signature programme THE COACH-BIZ GAME© gives clients the clarity, confidence and competence they need to showcase their skills and talents in practical, doable, daily actions that work. To learn more go to www.bizcoach101.com.