

Show Number: CCS Episode #50

Show Title: [Coaches Connection #50] 3 barriers that'll stop you from defining your personal value and self-worth

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Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 50. My name is Annemarie Cross, Small Business Marketing & Mindset Coach.

Do you ask the question - How can I grow my coaching practice? What are the secrets that will help me fill my practice? And, what marketing should I be doing to attract new clients. Well, you're in the right place.

Whether you are just starting up your coaching practice or you've been in business a while this podcast is devoted to helping you take your results to the next level.

I'll teach you the right business and marketing strategies you should have in place to communicate your meaningful message in a powerful way so you can stand out and finally grow a successful, profitable coaching practice.

Let's get started...

Welcome:

Hi there and welcome to another show.

Are you struggling with your pricing especially when it comes to justifying your fee with a potential client? Or perhaps you're a little fearful with getting your message out in a more powerful way, because if you're truly honest with yourself, you're not sure how on earth you're going to compete with all of the other coaches working in the same industry as you.

If may be because you're unable to truly define your personal value and self-worth, which could be an indication that there are 3 things you need to look at.

These 3 things can often be what's blocking you from defining your personal value and self-worth, and if that is something you're struggling to do, then it will be very difficult to attract clients who value your services and who will pay you what you are worth.

That's what I'm going to be speaking about in today's Words of Wisdom.

Let's dive straight into a few announcements first though.

Announcements:

Before we dive into that - I have a few announcements I'd like to share.

1. A huge shoutout to B3 Podcast. You'll find them over at @BBandBPodcast. Bluebonnets Bagpipes & Books – Publishing and Writing Podcast with @EEbookBuilders. They retweeted and shared one of our tweets with their community, which I really appreciate. Thank you B3 Podcast.

Now, if you'd like me to do a shout out to you just like I have with B3 Podcast there's a couple of ways you can do that.

Firstly, you can shout out online – but make sure you tag me to let me know otherwise I don't know and cannot say thank you to you. My personal Twitter handle is @AnnemarieCoach and @TheAmbitiousPod is the Twitter handle of the Ambitious Entrepreneur Network.

You can pop on over to www.ambitiousentrepreneurnetwork.com/ccpconnect Our direct phone number there so you can leave a message and I'll play them on an upcoming show. So leave your name; your company name and a brief message about why you like the show. Alternatively, we have Speakpipe there where you can record a message directly from your computer.

And of course, last but by no means least, subscribe to our itunes channel by going over to www.ambitiousentrepreneurnetwork.com/ccpitunes While you're there rate the show and leave a comment. And share the show with your friends and colleagues. I would so appreciate this as you will help me get this podcast into the hands of as many other coaches and helping them grow their business so they can in turn help as many people as possible. Thank you so much for helping me spread this podcast.

The second announcement is that I have locked in my next live Network & Communicate with Confidence Workshop.

The date for the next workshop is 30 January 2015; there are only 24 seats, and 4 of them have already been pre-booked. So I'd say this will sell out quickly.

Go to www.networkwithconfidence.com.au to find out more and to secure your seat. That's www.networkwithconfidence.com.au

Tip of the week:

Do you like to share images and photos on Instagram, yet some of the images are too big? A great app I have been using, which automatically resizes your image so that it fits perfectly is Instafit.

Instafit also allows you to change the exposure of your image so you can have some nice effects if you want to add a little zing to the image, and once you're done, you add your caption on Instagram and voila, you're set to share with your community.

So that app is Instafit. An app that allows you to take an image and resize it automatically so that it fits nicely into Instagram and the edges of the image don't get cut off because the image is too big.

Instafit; that's I-N-S-T-A F-I-T.

Do you have a resource you're using in your coaching practice that you wouldn't be without? Let me know what it is and I may just feature it on an upcoming show.

Go to: www.ambitiousentrepreneurnetwork.com/ccpconnect for the details on how to get in contact with me.

Words of Wisdom:

3 barriers that'll stop you from defining your personal value and self-worth?

Robert Tew was right when he said: *"If you don't value yourself, you're not going to draw valuable things in your life."*

As coaches, how can we expect to attract opportunities, high level clients and get paid what we're worth – if we don't recognise our personal value and self-worth?

It's almost impossible and the reason why I often say:

"The first sale you make is to yourself. If you don't value your services, how can you expect someone else to?" @AnnemarieCoach [Tweet This](#)

So why do we continue to undermine and undervalue ourselves and our personal value and self-worth?

I believe it's because of the following three barriers - recognise any?

1. You're taking your gifts and talents forgranted

Tama Kieves said: *"There is nothing divine about deprecating your gifts and talents or diminishing their worth in any way. Shining is sharing an abundance with us all."*

Over the last 15 years in my work with professionals, executives and entrepreneurs, whether they be men or women, from different cultures, or from various walks of life – there is one thing I've found they all continue to struggle with.

What is it?

Their inability to recognise their strengths, gifts and talents as being truly valuable, which impacts their level of self-worth and makes it difficult to position these gifts and talents in a powerful, marketable way.

It's so easy to take our strengths for granted as they are often so easy for us to do.

And because of this we tend to shrug them off by saying: "Oh, that's nothing. Anyone can do that."

You know what – it IS something, and NO, not everyone can do that.

- Do you have the gift of organisation? To the person who is disorganised and always running late she wishes she could also be more organised;
- Do you have the gift of writing? To the person who struggles with putting a few sentences together - this is invaluable. She's tired of staring at a blank page for hours on end and wishes the words would easily flow out onto the page;
- Do you have the gift of the gab and able to communicate eloquently in front of a group of people? To the person who physically goes numb at the thought of having to stand up and speak in public, she wishes she also had the level of confidence and ability to do this too.

Never take any of your gifts and talents for granted.

Because all of your strengths, gifts and talents combined – are what make you special, unique, distinguishable and AMAZING!

2. You've been hurt by someone or something

Richelle E Goodrich said it so well in the words: *"Are you what others say and think you are? Or are you who you are regardless of what others say and think?"*

Has someone said something demeaning about you that you've been harboring, so-much-so that it's prevented you from developing into the amazing person you were destined to become?

Or perhaps something has occurred that didn't quite work out as expected and has therefore shaken your confidence, so-much-so that you're unwilling to try again?

Rather than let any of these situations continue to keep you stuck - why not use this situation as a learning opportunity?

Remember, when people say nasty, unhelpful comments it's NOT a reflection on you but often a reflection on where they are in their own life. Don't let their insecurities hold you back from reaching your goal. Ok?!

And, as for a situation that didn't work out as you had hoped? Well, now you know better. And people who know better can DO better the next time round. So can you! OK?

3. You're in the grips of Competitor Comparison Syndrome

When we don't recognise and leverage the incredible value in our own gifts and talents, we can often find ourselves looking at our competitors and what they're doing, with envy.

- "If only... I could do what she's doing!"
- "If only ... I was able to land the same opportunities?"
- "If only...[you fill in the gap]."

As I've written in my article: [Is Competitor Comparison Syndrome Crippling Your Business](#) unhealthy competition and constant comparison will only leave you feeling inferior, envious and frustrated.

It'll also rob you of being able to recognise your [Inner Brilliance](#), your personal value and self-worth so you can live your full potential and become the awesome, incredible business owner that you were meant to be!

Don't let any of your competitors and what they're doing rob you of discovering your gifts, talents, Inner Brilliance and hence your personal value

and self-worth so you can build the business of your dreams, doing what you love.

YOUR SAY:

So, what do you think? Do you recognise any of these three barriers? What action step will you be taking to ensure they don't stop you from recognising your Inner Brilliance and your personal value and self-worth?

Today's Inspirational Tip

I love this quote, which is by Mary Anne Radmacher: "Courage doesn't always roar. Sometimes courage is the quiet voice at the end of the day saying –"I will try again tomorrow."

Have you been working hard on something in your coaching practice, yet you haven't achieved the outcome you hoped for? Do you feel like you're on a treadmill – working hard but never getting anywhere? Remember, to show courage - to be courageous is in you NOT giving up, but rather just setting the intention that you will try again tomorrow. That you will continue taking the necessary action steps to get you closer towards the coaching business you dream about.

[Outro]

Go ahead and give us a shout out - we'll make sure we shout back!

If this was an episode you really enjoyed and got value from, I want to encourage you to head over to iTunes over at:

www.ambitiousentrepreneurnetwork.com/ccpitunes and leave a comment and a rating.

I'd so appreciate this as this as this really makes a huge difference and helps me get the message out to as many coaches as possible. And you can play an incredibly important role in helping me by rating, commenting and sharing the show with your friends and colleagues.

If you have a question you would like me to answer in an upcoming show, head on over to:



www.AmbitiousEntrepreneurNetwork.com/CCPConnect

Leave your name, your business name, and your question, and I look forward to answering that for you in an upcoming show.

Till next week, bye for now, this is Annemarie