

Show Number: CCS Episode #52

Show Title: [Coaches Connection #52] **Don't Let Doubt - Take You Out**

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Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 52. 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.

Can you believe we're one month out to the end of the year?

It seems like only yesterday that I was mapping out the plans and goals I had for my business, and now in a blink of an eye, we're nearly at the end.

Tell me, how are you tracking with your goals this year? Are you on track? Have you achieved most of them? Or, are you too embarrassed to even think about your goals because in all honesty, you're a long way off from achieving them.

On today's show I want to speak about something that can keep you from achieving your goals if you let it, and three things you could be doing that is impacting you from not only setting goals, but achieving them. So stick around for today's Words of Wisdom.

However, before we get to Words of Wisdom, let's dive straight into a few thanks you first though.

1. A shout out and thank you to: Ralph Ehlers who did included and shared one of our tweets with his community. Ralph is an Entrepreneur and you can find him on Twitter over at @TheRalphEhlers.

Thanks again Ralph – I really appreciate it.

Now, if you'd like me to do a shout out to you just like I have with Ralph 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.

Tip of the week:

One of the ways to build your credibility in your field is to create great content that you know your ideal client is going to love and share with their community, and will

want to come back to your website again and again because they like what you have to say, so want to hang around you and be part of your community.

Creating content, such as articles, podcasts, videos, images, and of course sharing them with your community.

As content and information creators, I don't know about you, but every now and again you can get stuck with knowing what topic to write about, or more importantly find yourself running out of time with everything else you have going on in your business.

Well, the tip I want to share with you is something I started a few months ago now, and it's been working extremely well to keep me focused and on track with the content I want to create so that it gets created and published on time.

And, the tool, actually it's more of a system that I've been using is a very simple one, but has been very effective.

That tool is taking a one page calendar and then mapping out the days I need to publish content and then planning on the topic I want to share, and then filling then entire month. It's like an editorial content calendar with all of the dates highlight, including the topic and what I'm going to create.

I've tried electronic versions, apps and the like, however I've found that I only tend to follow these a few weeks and then forget about them. So this system is a one page calendar with everything on it and printed out and kept in a folder that I can refer to at any time, write notes on, and it has helped keep me on track.

I love technology, however I realized that my electronic content development schedules just weren't working for me, so I switched back to a printed one and it seems to be working well for me.

I have all of the dates, what each item is, whether it is an Audio Biz Tip, an article, an Ambitious Entrepreneur Show interview, or a Coaches Connection Podcast – I have each of the topics for all of these things planned out and noted on my schedule. So when I sit at my desk ready to create, I don't have to sit there staring at a blank page wondering what I am going to write about. I have that already mapped out – I just start writing! Voila – so much easier.

So, a reminder that sometimes going back to the basics, such as a printed out document in a folder, is perfect. Or, recognizing that what may work for other people doesn't work for you, which is fine too.

Find out what works best for you and then stick with it. Because at the end of the day if how you are supporting yourself with the systems you are using is helping you be more efficient and productive in your coaching practice – then go for I say.

So, that's my tip for the week.

As soon as I finish recording this podcast and uploading it ready for my team to do their magic, I can cross off another item as DONE on my content development schedule. Yay!!

Now, do you have a tool, a resource or a system that is working really well for you in your business that you'd like me to share with my community of listeners?

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

And, if I feature it on an upcoming show, I'll make sure to give you and your business a shout out so make sure you leave all your details too.

Words of Wisdom:

Don't let Doubt – take you Out!

There's just one month to go and we're at the end of another year.

I don't know about you, but it seems each year comes around faster and faster. Perhaps it's because we are so busy and one day just flies past into another and another and before you know it, it's another year.

As we are coming to the end of another year, I wonder, how are you going towards your end of year goals? Are you on track? Have you been able to tick all of the boxes next to the big goals you set for yourself and your business at the beginning of the year, or not.

Can you remember back to the beginning of this year?

You've gotten clear on the vision and goals you want to achieve.

However, as the year progressed, you realised there's no way you're going to achieve the goals – by a long shot.

Can you relate?

Have you ever asked yourself why?

What went wrong?

In my own experience and from what I've seen with many women business owners in their coaching practices, there's one common thing that occurs.

And, that one common thing is – doubt.

Doubt!

And, when it comes to doubt, here are three ways that doubt will take you out of the running to achieve your goals if you're not careful.

The first way doubt can take you out is by: Not Showing Up

Are you hiding your authentic and unique distinguishable characteristics, because you're afraid of judgement of someone not liking or appreciating the 'real' you?

Or are you hiding out and/or playing small when it comes to marketing your message (either face-to-face or online) because you don't want to open yourself up to criticism or nasty comments (i.e. the tall poppy syndrome) by someone who has nothing better to do than to tear other people down?

Not showing up in either of these ways (or in any other way for that matter) because you fear what people will say – will take you out.

Like not attending a networking event that you know is going to be well attended, because one of your competitors also attends that event.

Perhaps following up with a journalist or producer after sending them a press release for fear they may say 'no' this time, to your media pitch.

Or, [you fill in the blank].

So, what's one action step you can take to ensure you doubt doesn't stop you from showing up.

- Don't be afraid to let show up as the real you. In fact, make a commitment to yourself and let your Inner Brilliance shine through EVERYTHING you do.
- Stop worrying about what 'some' people may think.

Your ideal client and the people that really matter – will appreciate you. And, those people who don't – aren't worth worrying about. Period!

And, in the words of Marianne Williamson (which I love):

"Who are you to be brilliant, gorgeous, talented, fabulous? Actually, who are you NOT to be? YOU are a child of God. Playing small does NOT serve the world."

The second way that doubt can take you out is by: Not Stepping Up

Are you stepping up for what you're truly passionate about?

Do you take a stand for what drives you?

Or, do you let doubt and fear of how other people will respond stop you. Stop you from getting your message out, or sharing your opinion when a topic you are truly passionate about is being discussed.

Doubt and being afraid of what others will say and not stepping up will take you out.

As an example, I'm passionate about inspiring possibility and greatness in other people, whether it is with their career, their lives or their business.

It saddens me when I hear about people being denied opportunities by others (or themselves), whether it be to get an education, to follow their dreams, or to be the best they can be.

For instance, women in a job who are underpaid and undervalued despite the vast portfolio of gifts and talents they bring to the workplace.

Or, women in business being undervalued and therefore underpaid despite the incredible results their clients are achieving.

If doubt stopped me from stepping up and sharing my message of inspiration and possibility that it IS possible to change – my clients would never have had received the courage or the opportunity to change their situation.

Neither will your future clients if you let doubt take you out from stepping up and making a stand for them and the situation they struggle with.

So, what action steps can you take to ensure that doubt does not take you out by not stepping up?

Make a commitment to start stepping up from this day forward. Start to step up in a far bolder way so that your ideal client and the people you are here to serve realise there IS hope!

Commit to stepping up for your clients and the community of people you want to serve and support.

The third way that doubt can take you out is by: Not Speaking Up

Ever been in a situation where you're listening to someone (for instance your speaking with your ideal client and they are explaining what's going on for them in their life) and from what they are telling you, you get a real sense that they are struggling with issues and challenges that you can support them with.

However, instead of explaining to this ideal client how you can help them, you say nothing about your products/services because you don't want to come across as being pushy or salesly?

Or, maybe you assume they know who you are and what you offer and will ask for further information if they're interested?

Let me give you one piece of advice that one of my mentors told me – never ever assume anything. Never ever assume that they know who you are and how you can help them.

Guess what else is happening when you don't explain to someone who needs your support, about how you can help them, or you assume they know how you can help them so you don't say anything.

By not saying anything you are robbing them of the opportunity to say 'yes' to change.

By keeping quiet you are robbing them of the opportunity for transformation, for overcoming their struggles.

Puts an entirely new light on this – right?

Do you want this person to keep struggling?

Of course not.

I know you would not want to leave this person to continue in their struggles – so stop letting doubt take you out, by not sharing how you can help them.

So, what action step should you take the next time this happens so that doubt does not take you out?

The next time you see one of your ideal clients struggling with a problem you can support them with – reach out and show them you care about them and their future, and share with them how you can help.

Deal?

So, there you have it – three situations that are fuelled by doubt and fear that can prevent you from achieving your goals.

Not Showing Up
Not Stepping Up
Not Speaking Up

What action step will you take to ensure this doesn't happen to you?

Go ahead and leave a comment in the comment section below. I'm looking forward to hearing about the commitment you are going to make to yourself and your business.

Here's to this year being your BEST YEAR YET!

Today's Inspirational Tip

"You've got 86,400 seconds today. Have you used one to smile?" – Anon

I've heard that there are chemicals in the brain that fire up when you smile. So I thought I'd check this out. This is taken from an article I found on Psychology Today:

"When we smile, fake or real, the contractions of the facial muscles slightly distorts the shape of the thin facial bones. This slight distortion in their shape leads to an increase in blood flow into the frontal lobes of the brain and increases in the release of dopamine (Iwase et al., 2002, Neuroimage 17:758).

As a result, walking around all day with a smile on your face will bias your mood to be happier. Not only will you be happier but your smile might spontaneously induce the release of dopamine in someone else's brain—now that truly demonstrates the power of a smile."

There you go, a great reason to smile as often as you can during your day. And, because a smile is contagious, you'll be encouraging other people to smile too.

[Outro]

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