

**Show Number: CCS Episode #54**

Show Title: [Coaches Connection #54]

Your Host: [Annemarie Cross](#)

Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 54. 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.

On today's show and next week's show, I'm going to share 12 ways you can get motivated and inspired after you've hit a slump.

Running your own business can be very exciting and challenging, however with the ups to running your business, there can also be downs. And, if you're anything like me and often running on overdrive, there are times you just feel like your batteries are flat and you don't feel like doing much of anything.

I think we can all relate to this. Especially when it comes to this time of year. That's coming up in our Words of Wisdom segment.

Before we get to Words of Wisdom did you know that when you introduce yourself at a networking meeting, what you say in your introduction could open up the opportunity for people to want to speak to you and find out more about what you can do and offer them, or not.

How are you introducing yourself? Are you getting people following up with you after the formal part of the meeting asking you for more information and your business card? Or not.

If you are speaking one to one to someone, or even a few people, after you introduce yourself to people are they commenting "Oh, I think I need to work with you?!"

If not, then I suggest you revisit your introduction, because with the right information you could be attracting a lot more interest and currently you could be leaving a lot of business and money on the table.

If this is something you struggle with, I invite you to come to my one day workshop Network & Communicate with Confidence, where we will spend time on helping your craft your introduction so it works for you.

Also, on the day we'll be covering presentation skills so you can become far more confident in your networking and speaking in public, when you get up to introduce yourself to people.

To find out more go to: [www.NetworkWithConfidence.com.au](http://www.NetworkWithConfidence.com.au)

It's a hands-on day on January 30<sup>th</sup>, 2015 where we'll be identifying your core message that is uniquely you and that will attract the attention of your ideal client; we'll be creating your introduction that will speak directly to your ideal client and wow them so they'll want to learn more; how to deliver your introduction with confidence – even if you are speaking in front of a crowd of people you've never met before; we'll be mapping out your follow up strategies so you can begin to really leverage your new connections. We'll even be reviewing your business card, with our business card makeover to see how your current business card reflects your Signature Brand and message, and much more.

Go to: [www.networkwithconfidence.com.au](http://www.networkwithconfidence.com.au)

**Tip of the week:**

I was with a client during her VIP Day recently and she shared a great tool that she's been using. I loved it so much I went out and bought six of them and use them every single day.

What are they?

They are erasable pens.

So you may be saying, "Why on earth are you getting so excited about an erasable pen, Annemarie?" Well, as you know I do a lot of writing and then editing of those articles and content I create. However, sometimes I rethink the correction I have just made, so rather than have lots of scribbles and crossings out over my entire page, I can just erase the word (or words) and start again.

I love it; my edited page doesn't look like such a mess.

Or what about when you're writing a card and for some silly reason and horror or horrors you make a mistake? Not a problem with this pen, you can erase it and you could never tell that you had made a mistake previously.

The eraser removes the ink from the paper without damaging the paper. It really is quite ingenious.

It removes the ink because of friction. That's what it says on the pen anyway.

They come in great colours, and are made by Pilot. I got them from Officeworks, however I'm sure you can get them from any reliable stationary store.

Erasable pens – that's my tip for the week.

So, that's my tip for the week.

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](http://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:**

#### **How to Get Motivated after You've Hit a Slump – Part One**

Ever get to the stage in your business where you just can't be bothered doing anything?

You start a task (which should take you no longer than an hour), yet you're still fluffing around on it hours later with the completion of that activity – nowhere in sight.

However, you've managed to clean out your desk drawer, with all your paper clips and pens sorted and neatly stacked; you've re-arranged your desk a few times; and you've busied yourself with all sorts of things, however NOT the task you SHOULD be working on?

I know I have. On more occasions than I care to admit.

If you can relate, I'm sure we're not alone.

This is something that even the most passionate entrepreneur can find him- or her-self faced with.

So what can you do?

I've come up with 12 steps that I've used (and continue to use) when I find myself in a slump, which has given me a gentle kick in the 'you-know-where' to reactivate my motivation and enthusiasm.

Each step uses the letters of: G E T M O T I V A T E D

In this week's show I will share the first six steps so you can try them yourself this week, and in next week's show, I'll share the next six.

#### **Step number one starts with the letter G:**

- **Get Specific**

According to Life Hacker - the reason so many of us lose momentum and therefore fail to reach our goal is because the goals we set ourselves are too broad.

- "I want to lose weight"
- "I want to get fit"
- "I want to grow my business", and the list goes on.

Each of the above goals is too broad.

You need to get specific on what it is you DO want.

- "I want to lose 10 kilos by [deadline]"
- "I want to be able to run 5 kilometers by [date]"
- "I want to grow my income by \$XXK by [date]"

As I said in my article: [Your Best Year Yet: Is It Time to Recommit To Your New Year's Resolutions?](#) – SPECIFICITY RULES!

And, while you're at it, remember to get specific on each of the action steps you need to take to achieve your goals, AND get it into your schedule and commit to completing these tasks.

### **The second step starts with the letter E:**

- **Examine Your 'Why'**

What's the reason behind this goal?

Is it to please someone else?

If you're doing this only to please some else and you're not really committed to it – chances are you'll give up at the very first obstacle.

Identifying your big WHY and tapping into the emotion behind this goal will help keep you motivated and focused – even when you’re faced with challenges.

The following questions will help you:

- What’s the payoff of you achieving this goal?
- What’s the cost to you if you DON’T achieve this goal?
- How will you feel once you achieve this goal?
- How will you feel if you DON’T achieve this goal?

### **The third step starts with the letter T:**

- **Tell Someone**

There’s nothing more motivating than sharing your goal with someone who has your best interest at heart and is there to support you no matter what.

A coach; mentor; or accountability partner.

I have an accountability partner and every week send her a list of goals (intentions) that I’m going to work on. Then, at the end of the week, I send an email to let her know how I’ve gone.

There’s nothing more than knowing she is aware of what I’m working on, and sending her an email at the end of the week with Not Complete; Not Complete against items on the list – is NOT going to happen.

I’ve found that there’s nothing more rewarding (and hence, motivating) than being able to send an email with Done; Done; Done next to each item.

In fact, it has been so successful for both of us that we’ve started doing this on a daily basis.

Motivation on steroids! I stay focused and get real satisfaction when I can cross things off my list.

Try it, and let me know how you go.

### **The fourth step starts with the letter M:**

- **Minimise Distractions**

Prior to getting stuck into action turn off your email, Twitter, Facebook, and set your landline and smart phone to message bank, and address anything else that has the potential to become a distraction.

I'll even have some calming music playing in the background to create an atmosphere which kick-starts my creative juices. Very helpful, particularly if I'm writing an article or working on a project that requires my full attention.

I have to admit - I'm shocking when it comes to being easily distracted, so anything that will help me minimise distractions so I can remain focused, is important.

What distractions do you need to eliminate?

### **The fifth step starts with the letter O:**

- **Outsource Tasks**

STOP trying to do everything yourself. It'll only lead to frustration and overwhelm. If the tasks you are working on are tasks that:

- You struggle with
- You dislike
- Are administrative in nature
- Don't require your expertise, and
- Are keeping you from working on where you excel; that only you can perform; get's you closer to generating income in your business – guess what? OUTSOURCE the task!

## **The sixth step starts with the letter T:**

- **Take A Break**

Taking a break from the activity at hand, especially if you have been focusing and working on that task for some time, can do you the world of good.

I'll often have a cup of tea out by the pool, go for a short stroll, or read a magazine with that 10 minute or so break being just what I need to refresh and reinvigorate my mind.

It's incredible how taking even a short back can boost your enthusiasm and get you back on track so that you can complete whatever you're working on efficiently when you get back to that activity.

So, there you have it – the first six steps you can take to get yourself motivated after you've fallen into a slump.

Let's recap them:

- Get Specific
- Examine Your Why
- Tell Someone
- Minimize Distractions
- Outsource Tasks
- Take a Break

I can't wait to share the next six steps next week.

In the meantime, which steps are you going to do this week? Let me know if the comments section below.



## Today's Inspirational Tip

"You can never cross the ocean unless you have the courage to lose sight of the shore." – Anon

Have you been holding yourself back from taking a step forward in your business because you haven't had the courage you needed to lose sight of something that could be compared to the shore?

Perhaps it's getting out and speaking to a group of your ideal clients because you don't feel comfortable or that you are not ready yet.

What do you need to tell yourself in order to have the courage to take action and get out there and speak?

Perhaps you are struggling with ringing an event coordinator and introducing yourself as a potential guest speaker, because you're afraid they'll say no. What do you need to tell yourself that will help develop your courage to pick up the phone and ring? What are you hanging onto, which could be considered your shore that you should let go of, so that you can step out with more courage?

Here's to getting the courage you need in order to let go of the need to lose sight of your shore so you can take action this week.

[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](http://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](http://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