

**Show Number: CCS Episode #55**

Show Title: [Coaches Connection #55]

Your Host: [Annemarie Cross](#)

Show blurb:

Hi there, welcome back to Coaches Connection Podcast - this is episode 55. 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 I'm going to share the next 6 ways you can get motivated and inspired after you've hit a slump. In last week's show I spoke about the first 6 steps and this week, I'm speaking about the next 6.

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.

### **Tip of the week:**

Do you need to outsource a few tasks however you need specialist support?  
However, you don't know anyone in that line of field?

I have been using a fantastic outsourcing site and can highly recommend it. That site is [www.Odesk.com](http://www.Odesk.com)

You can find a diverse number of specialists on that site from Web programmers, graphic designers, right through to support staff from all over the world. You will of course need to have a solid Recruitment and Selection process in place to ensure you hire the right person for your team and of course a good training system in place so you can get your new team member up to speed and able to support you as best you can.

However, Odesk is a resource I can highly recommend if you want to start outsourcing. I've used contractors from Odesk for years now and have been very happy with the people I've worked with.

Go to: [www.Odesk.com](http://www.Odesk.com) to check them out.

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 Two**

Even the most passionate of entrepreneur's has days where he/she just can't get motivated.

I know I've certainly had days where everything just seems to hard, leaving me feeling uninspired and unmotivated to do anything.

So, in last week's podcast - show 54 How to Get Motivate after You've Hit a Slump - Part One I spoke about first six steps (of twelve) that I've personally used when I've found myself in a slump.

Each of these steps has given me that gentle kick in the 'you-know-where' that has gotten me back on track and into action.

Here are the next six steps, using the last six letters of G E T M O T I V A T E D:

**Step number 7 starts with the letter I:**

- **Inspiration**

Does the space you are working in inspire you?

Perhaps your office is so cluttered, or is situated in a noisy area - that you just can't remain focused?

Last year (with the help of my husband) I completely gutted my office and created a far more inspiring atmosphere - turning it into a space, which I LOVE to work in.

This has made a HUGE difference to how I show up and maintain my energy throughout the day.

While you might not be in a position to renovate your office, there are certainly things you can do to create a space that inspires and motivates you.

For instance:

- Clear away the clutter;
- Add ornaments (or elements) to your space that you enjoy looking at. [I have a beautiful salt lamp on my desk, which creates a soft calming glow. I just love looking at it]

- Create a feature wall (whether it be painted a different colour, or just adding some fresh, fun paintings to brighten up your day)

What can you do to create an inspiring office space?

### **Step number 8 starts with the letter V:**

- **Visualise Completion**

Every one of us can experience challenges and situations, so much so, that we feel like giving up.

That's when it's time to remind yourself 'why' you are working towards your goal - specifically by tapping into the emotion you will experience when you have completed your goal.

Visualise yourself having completed the goal and ask yourself:

- How are you feeling?
- What will achievement of this goal enable you to do?
- How will it impact other areas of your life/business?

Getting really clear and reminding yourself of these things is a great way to boost your levels of motivation to get you back into action.

### **Step number 9 starts with the letter A:**

- **Accountability Partner**

I believe this is a must, and for me, a reason why I've been able to remain focused and working towards my goals – despite arising challenges.

As mentioned in last week's podcast – Tell Someone; I have an accountability partner.

We share our intentions and how we are going with the completion of these intentions on a daily basis via email, and connect via Skype every few months for a buddy coaching session.

Going it alone can be very hard especially when fear and doubt raise their ugly head.

As I mentioned in my article [Don't Let Doubt Take You Out - fear and doubt can take you out if you're not careful.](#)

However, having an accountability partner who has your best intentions at heart, can support you in those challenges times so you quickly and powerfully breakthrough those any arising difficulties and situations.

Get yourself an accountability partner, coach or mentor to help keep you focused and on track.

### **Step number 10 starts with the letter T:**

- **Think Success – NOT Struggles**

Keep telling yourself it's too hard? Does your inner critic tell you that it's impossible and you'll never achieve your goal?

Guess what?

You're right!

Henry Ford summed it up perfectly when he said: "Think you can? Think you can't? You're right!"

Think success!

And, you'll get there.

One. Step. At. A. Time.

### **Step number 11 starts with the letter E:**

- **Energise Yourself**

Exercise and eating healthy food is so important.

It's hard to remain motivated when you're feeling – blah!

Your mind and body are connected, so if you're feeling fit and healthy, this will impact your demeanour and enable you to remain focused on your goals than if you're not feeling the best, physically.

I know this from personal experience.

When I maintain a healthy regime that involves exercise and eating healthy and nutritious food – I have far more energy and enthusiasm when it comes to working towards my goals.

When I don't – I struggle.

### **Step number 12 starts with the letter D:**

- **Don't Give Up**

Feel like it's too hard?

Work your way through this list again.

And remember:

How do you eat an elephant? One bite at a time.

How do you achieve your goals? One action at a time.

Let's recap all 12 steps:

1. Get Specific
2. Examine Your Why
3. Tell Someone
4. Minimize Distractions

5. Outsource Tasks
6. Take a Break
7. Inspiration
8. Visualize Success
9. Accountability Partner
10. Think Success NOT Struggles
11. Energize Yourself
12. Don't Give Up

Now go and take action!!

Which action step are you going to take today? Let me know what that action step is, in the comments section below.

### **Today's Inspirational Tip**

"The happiest people don't have the best of everything, they just make the best of everything." – Anon

I remember when I first started my business – well over 18 years ago. It was a home-based secretarial service and while I had a computer, I didn't have a swish desk or all the modern equipment that many other people who had been running a business a lot longer than I had.

As I look back, at that time I recall wanting so badly to upgrade my office, however because at the time, I wasn't earning a lot of money in my business and because I had a very young family so had to juggle my work and my children, that I couldn't take on as many clients as I wanted.

So, I just made the best of what I had. And, as my children got older, and I could spend a little more time on clients projects and take on more clients, and I started

to attract more clients I could save up for new office equipment. And slowly but surely, as my business grew, so did the level of technology and equipment that I could afford.

I'm sure if I spoke to my younger self, she would have liked to achieve things a lot quicker. Hindsight is a wonderful thing isn't it.

However, I can certainly learn from this situation now in my business today as I continue to grow my business, start up a new partnership, and a new and exciting business venture. And that lesson is to appreciate and be happy with how things are now, how they are progressing, and making the best of the resources I have now, no matter what.

I think that's a great lesson we can all have today. What can you be happy about and thankful for today?

[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