

**Show Number: CCS Episode 41**

**Show Title:** [Coaches Connection #41 ] Grow Your Coaching Practice: 5 ways you may be sabotaging your success

**Your Host:** [Annemarie Cross](#)

Hi there, welcome back to Coaches Connection Podcast - this is episode 41. 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.

Let me ask you – have you been dreaming about taking your coaching practice to the next level for as long as you can remember. However you're still no closer to achieving your dreams. Or unexpected things keep happening that seem to take your attention all the time. You're so busy running around its hard to keep up with everything. Well if this is something you can relate to, or for some reason your dreams of building a successful coaching practice remain unrealized, then you may unconsciously sabotaging yourself. You may be doing things unknowingly that are undermining your efforts. Today I'll be speaking about 5 ways you could be self-sabotaging yourself - undermining yourself and stopping yourself from building the coaching practice of your dreams.

Before we dive into that...

## **Announcements:**

I have a few announcements I'd like to share.

1. Just a reminder that my Biz Success Series Training is now open for enrollments. If you are struggling to stand out from the crowd, if you dislike marketing and if you find it an uphill battle to get new clients - then the information I share in the Biz Success Series will certainly help you. It's my gift to you - so head on over to: [www.BizSuccessSeries.com](http://www.BizSuccessSeries.com) to get immediate access to Week 1, which is all about your meaningful message and a key step you need to take to ensure your message is meaningful for your ideal client.

2. Secondly - thank you so much for all the kind words and sharing you've been doing to help me spread the news about the show. I really appreciate it.

Firstly a huge shout out to Elaine Lindsay - she's over at @TroolSocial a Social Media Training and Coach. Thanks Elaine for retweeting one of our tweets. Thank you too to Stacie Walker - she's over at @StacieWalker - a Best Selling Author who helps her clients become published authors. Thank you Stacie for retweeting and helping us share our message.

If you are enjoying the show, and would like to help us spread the message you can just by heading over to our iTunes channel and leaving a comment, rating the show and subscribing to it, or either one of those things, you help me spread the message.

So if you haven't already done so, and you'd like to help out, all you need to do is subscribe to our iTunes channel, give our star a rating, and leave a comment. That's it. By subscribing, rating and commenting over on itunes that allows other people to find out about our podcast, which I hope you have found informative, inspiring and something you enjoy listening to on a regular basis.

Pop over to [www.ambitiousentrepreneurnetwork.com/ccpitunes](http://www.ambitiousentrepreneurnetwork.com/ccpitunes) and you'll be directed to our itunes channel.

Thank you so much!!

## **Tip of the week:**

Further resources to help you grow your profitable coaching practice that Annemarie spoke about on the show is:

[www.Hootsuite.com](http://www.Hootsuite.com)

Ever get overwhelmed with having to manage your social media accounts and wish you could keep up to date with what's been going on, your scheduled posts, who's been following you and sharing your content so you can thank them and would love a tool that you can do that all in one place? Well, Hootsuite is a great tool that I've been using for years.

I have all of my social media Twitter accounts, my Facebook page, my LinkedIn Account, Instagram, Evernote, my Wordpress website, all being monitored from this social management tool.

There is a free account you can use to get started and a paid version as well. I've been using the free version for years and it has suited my purposes very well, and I highly recommend you give this tool a try if you're looking to simplify things for yourself when it comes to managing your social media accounts.

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

Now, do you have a favourite tool you've been using to help become more efficient and productive in your practice? Send me a Tweet over at @AnnemarieCoach and let me know OR leave a comment in the comment section below and I'll check it out. I may just mention it in an upcoming show as well as give you a shout out for sharing the resource.

I'm always on the look-out for new tools that will help in my business, so let me know.

### **Words of Wisdom:**

Topic: Five ways you're self sabotaging your success

So on today's words of wisdom I want to talk about five ways you could be self sabotaging your success.

Before we cover these five things, let's first look at what self sabotage is, because often, we don't even realize we're doing it.

So what is self sabotage?

Quote: Self sabotage is like a mental tug of war. It's the conscious mind versus the subconscious mind where the subconscious mind always eventually wins – Bo Bennett.

It's about wanting something and saying you want something, but then you go about making sure it doesn't happen.

Do you ever feel like you are in a mental tug of war? Do you say how you'd love to build a successful coaching practice? You get fired up – enthusiastic and excited at the thought of getting lots of new clients, getting paid what you're worth. But, then before you know it, you're back where you started, still struggling with the same issues in your practice?

That very well could be self sabotage. You've gone out of your way to make sure you don't achieve your goals and dreams. Even if you don't recognize that you've done that, because as Bo Bennett said, it's your subconscious mind versus your conscious mind AND the subconscious mind always eventually wins. Your subconscious mind will continue to work against you keeping you stuck.

So why do we self sabotage?

That's the million dollar question isn't it AND the reason will be very different for each person. However, what is the same for everyone, is that there is something in your subconscious that is causing you to self sabotage and that needs to be dealt with. You have a belief that is stopping you from achieving your goals.

I'm not sure whether I've mentioned my Self-Fulfilling Cycle here on the show before, however each one of us has Core Values – these are the things that are very important to us; we also have beliefs, things we believe to be true.

However, unfortunately the beliefs we believe to be true aren't always helpful or good beliefs to have.

A good belief for example could be "I can achieve anything I set my heart on and work towards."

An unhelpful belief could be "I struggle in everything I do and never quite reach my goals."

Our beliefs impact our Thoughts and Feelings. Our Thoughts and Feelings impact our actions – our behaviour and what we do; and our actions impact the results and outcome we achieve.

Let's look at the two examples of the beliefs: the positive belief and the unhelpful belief.

If you believe "I can achieve anything I set my heart on and work towards."

Your thoughts and feelings will be positive. You'll feel inspired to set goals; you feel empowered to identify what you need to do. If you come up against a problem – that's ok. You deal with it. You go and seek help. You may even go and do some professional development or look for support, to help you broaden your skills. All of your actions will also be the right ones getting you closer to your goals; and eventually you will achieve them.

However, if we look at the belief "I struggle in everything I do and never quite reach my goals." How positive do you think your thoughts and feelings will be? Not very positive at all. So you don't really spend time planning on what you have to do? You don't seek support, or undertake any personal or professional development. You don't set yourself action steps, and you certainly don't feel empowered or motivated to take action. And, when you face any obstacles, rather than looking at ways to overcome them, you stop, because you've just proven to yourself that "you struggle in everything you do and never quite reach your goals."

You've just proven your belief to be true. We seek out the evidence we need that proves our beliefs are true.

This is such a HUGE insight for all of us, and I know as coaches you probably deal with these things with your clients. However, even though we know this, we can still struggle with it ourselves.

So, let's look at five different ways, these are actions and behaviours that you may be doing in your business that is stopping you from achieving your goals. They are quite common and something I see as being reasons why coaches struggle to achieve their dreams of building a successful thriving coaching practice.

Here are five ways you may be self sabotaging:

1. Hiding out

Have you been avoiding networking events because you dread the thought of putting yourself out there, meeting new people and building new relationships.

Or what about hiding out behind your computer, thinking that all of the things you've been doing on social media is enough.

I can so relate to this one as if I could do everything from my computer, including networking and building relationships – I would.

However, there's nothing more powerful than getting out from behind your computer and meeting people face-to-face. These people may not be your ideal clients, however they could be referral partner, joint venture partner where you work together, or affiliate partners. People who could support you in building your coaching practice. However by hiding out and not having these conversations, you could be sabotaging yourself from taking your coaching practice to the next level.

Make a commitment to attend a networking event within the next two weeks, and make sure you have a networking plan in place so you can get the best opportunities from each event you attend.

## 2. Undervaluing and undercharging

The second way you could be self sabotaging yourself is by undervaluing and undercharging for your services.

When is the last time you had a price increase? Does the thought of increasing your prices make you shudder? Does the thought of increasing your prices get your inner critic going, saying "There's no way people will pay if I increase my prices..." or "I don't want to loose clients and I know they'll leave if I do..." or "The only way I'm able to get new clients is by offering discounts, or charging prices that are lower than what other coaches are charging." If you are saying these things, or something similar or you are working more hours than you care to admit and feel exhausted just trying to keep up and make the level of income you're currently at – then this is an area you can have an incredible breakthrough in, because at the moment you're sabotaging yourself from because you're undermining and undervaluing yourself.

## 3. Constant comparison

Now you need to be really honest with yourself with this next one. Do you often find yourself reading through some of the other coaches in your industry, but rather than feeling excited for them that they're doing great things in the industry – you end up

feeling insignificant or inferior to what they are doing? Do you end up feeling like no matter how hard you try or what you do – they always seem to be that one step ahead of you? Constantly comparing yourself to what other people are doing and feeling inferior or not good enough is going to cripple your personal development and your business's development because it diminishes everything you do. This is a common way that coaches can sabotage their success and may also be something you can relate to.

If it is, I would encourage you to do this. The next time you find yourself looking at what another coach is doing, ask yourself this question: "What is it that I admire about what he/she is doing, and how can I use to empower and drive me forward in my own coaching practice?"

I'm not talking about copying them. I'm talking about letting their success and fame give you the inspiration and passion and empowerment you need that will fuel you to continue doing what you're doing so you can achieve your goals.

#### 4. Thinking you can do everything yourself

I've spoken about this many times on previous episodes and is one of the most common ways that people self sabotage. Thinking they CAN do everything themselves or even need to do everything themselves for any number of reasons. Such as:

- they can't afford team
- no-one else can do it to the level they expect
- finding reliable staff is too hard, and the reasons continue.

It all boils down to this – when you're trying to do everything in your business yourself it means you'll often not be able to focus on the tasks that will catapult your business's growth. Doing general admin, or tasks you dislike, or tasks that you just aren't good at, means that your time is not being spent on the tasks that will get you closer to your goals. Which means you are sabotaging yourself. You're too busy being busy and if you're honest with yourself, working on tasks that you should be outsourcing.

My advice to you would be NOT to look at hiring a support person as an expense but as an investment. An investment in your business because it's going to allow you to work on tasks that tap into your strengths and that get you closer to getting out in front of prospective clients. When you're sitting there uploading blog posts to blogs, or filing or any other admin task which you could outsource, that is time where you

could be networking, or having a one-to-one conversation with a prospective client, or stepping out on stage giving your Signature Talk to hundreds of your prospective clients. That is what you can focus on once you get support and look at hiring someone as an investment in you and your business.

#### 5. Thinking you learn and stretch your skills on your own

The last way that I see coaches self sabotaging is not investing in themselves whether it be to expand their knowledge OR investing in a coach/mentor to help them learn and stretch their skills, their awareness and belief in themselves. They sabotage themselves thinking they can learn and stretch their skills on their own.

I struggled with this for years in my career coaching practice and when I finally made a decision to stop investing in homestudy programs but rather hire a coach who I could get one-to-one coaching with and who could work with me closely – I made significant leaps and bounds in my business.

We are often so close to our business that despite how hard we try, we just can't breakthrough those unhelpful self-sabotaging cycles. There's nothing more powerful than someone bringing something to your attention, working through it with you so that you see it in a different perspective, supports you and becomes your accountability partner to keep you accountable and working towards your goal.

I still have a coach even today who I meet with regularly, in fact on a weekly basis and I know I wouldn't be where I am today were it not for her support, her expertise and her accountability .

So, are you sabotaging your success because you think you can do it on your own? You only have to look at other professionals in their fields, sports people, other successful coaches and professionals who are thriving in their field of expertise – they all have a mentor, a coach, an accountability to keep them on focused, on track and accountable. If you want to take your coaching practice to the next level, I encourage you to find a coach/mentor and accountability partner. You will not look back once you do.

There you go, the five ways you could be self sabotaging yourself.

1. Hiding out
2. Undervaluing and undercharging
3. Constant comparison
4. Thinking you can do everything yourself



## 5. Thinking you learn and stretch your skills on your own

By the way, if you'd like to speak to me about the possibility of working together, why not register for one of my complementary business breakthrough strategy sessions. During our chat I'll review your current business results, I'll pinpoint where the gaps are, as well as determine the best steps forward for you too. Absolutely no pressure. Go to: [www.yourbreakthroughsession.com](http://www.yourbreakthroughsession.com)

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

"Never doubt yourself; You are capable of MUCH more than you think." -- Anon

### **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](http://www.ambitiousentrepreneurnetwork.com/ccpitunes) and leave a comment and a rating. I'd so appreciate 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