

The Coach Launch

Workbook



alive + free

Hey there future Life Coach,

Welcome to the Coach Launch program and CONGRATULATIONS on investing in yourself!

And thanks for trusting us! There are people like us ahead of you who have already solved the problems you are looking to solve. Because you've chosen to invest in yourself and this process, you don't need to reinvent the wheel! You can avoid sacrificing your own time and effort because the wheel has already been invented and someone else can pass it along to you. You can expedite your process.

This is an invitation to LEARN and GROW.

Humility, growth, and hunger are the aspects that make us learn the most. Enter into this course with fresh, childlike eyes. The larger the building you want to build, the deeper you have to dig into the earth to set the foundation. We love to pour into people like you who want to serve the world! Of course, we don't have all the answers; but we encourage you to engage God in this process as you take in the course content.

Becoming a Life Coach will create so much freedom for you. These skills will be applicable to any position you step into, no matter the job. It'll be hard, worthwhile, and fun! Trust the process to get what you came for. Those who take the most responsibility for their lives will step into becoming the most powerful version of themselves and create the most successful opportunities. We're going to walk you through this. Don't run from us, run to us!

You're not here to get every single skill that you will ever need to be successful; you're here to get a grouping of skills that will help you to take those next steps in your journey. Enjoy every step of the process! Anything hard that requires work may bring up overwhelm. Overwhelm is a trigger. It is felt when we take over-responsibility and when we enter into toil and striving. Inside of you there's a scared little kid who's afraid they aren't going to do it right or get it all done. Give yourself compassion!

We ask that you be vulnerable by asking your questions on coaching calls - we can only help you if we know you are asking for help.

We are so excited to see you step into the MORE in life!

Stay focused, keep intention, keep plowing through! You'll be stepping into more freedom, more impact, and more income than you've ever made.

Love,
Sammi + Spencer
Alive + Free Consulting

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Coach Launch Course Introduction

Your momentum is directly connected to your WHY for choosing to become a Life Coach and signing up for this course. Honor the commitment that you made to yourself and re-visit this when you need momentum in your process.

What is your WHY?

Time Management

Learning how to manage your time is a road map to success. Time management is actually pain management. Success is more about reducing clutter than adding new things. Look at how you can reduce the things that aren't helping you reach your goal so that you can create the margin you need to give your dreams a chance to actually come into fruition.

Create Margin

Step 1: Complete a Time expense sheet: Take inventory over the next couple of days of exactly how you were spending your time. You can jot this down on the chart given on the next page here or have a note in your phone that you fill out everyday for the next several days.

Write down things like:

- how many hours a day you're sleeping
- how many hours a day you're using towards self-care
- how many hours a day you're devoting to the relationships in your life
- work (current jobs, side gigs, and professional development)
- hobbies/play
- watching Netflix, scrolling on social media, walking around TJ Maxx because it was a retail therapy day

Write down everything relentlessly and honestly. By taking account of your time, you're becoming conscious of where it's spent as a first really powerful step in learning how to manage your time.

Date	Time	Activity	Notes

Step 2: Create the margin you need for your future business (including what you need for this course). Look at your time expense sheet and find ways to trim down on things that aren't serving your WHY in this season. Where can you create space in your week to go through the Coach Launch course and build your new business?

Timeblock

Blocking off chunks of time in your calendar to focus on individual tasks will help you produce higher quality output in your business. It's a way that you can feel powerful and connected to HOW you want to spend your time, how you want to show up, how you want to feel. Think through all the different tasks and events, and differentiate between the fixed things (needed at specific times) and fluid things (can vary at when it gets done). Revisit the thought of creating margin in your calendar after time blocking. What can you say no to in this season to make more room for what you really want?

Check out the example below and adopt it into your planning routine. Don't forget to add your work AND your fun as you are blocking time in your calendar.



Managing your time is a gift

Entrepreneurship requires you to think differently. Instead of wondering *how do I survive the things that are happening to me?*, you are now thinking, *how can I be creative so I can thrive through what looks like a problem?*

Launching a business gives you the ability to cast vision first, and then work backwards to create the roadmap to success. A real visionary knows how to bring the vision into reality. If you're not bringing vision into reality, you may just be a dreamer.

What are some ways that launching a business is going to improve your quality of life?

Don't employ discipline while you're triggered

While managing your time can be a helpful way to get more tasks done in an efficient manner, we need to also remember that we're HUMAN. Emotions, triggers and relationships are still very much a part of your reality even as you step into new territory launching a business. Don't lose sight of your heart in the process of employing discipline. Make room in your day to connect with

yourself and bring comfort to your inner-child's thoughts and triggers as they arise (because they will! And you know what to do when that happens.)

Allowing yourself time to transition from one task to the next is a helpful part of creating margin and successfully time-blocking your schedule. There's a lot of flowing in between fixed and fluid tasks in a coaching business. Our brain only has the capacity to focus on 2 or 3 things in a day and do them well. You can certainly schedule more things in your day, but take a look at how multitasking is impacting the quality of your focus and output.

Our brain subconsciously processes information while we sleep, so don't forget to rest well. One helpful tip is to write down the main 2-3 tasks you have on your plate for tomorrow the night before, right before bed. You'll wake up knowing exactly what to dive into, so write those 2-3 things down for the next day on your nightstand before you go to sleep.

"Your State Creates Your Story"

"Doubt Does Not Mean 'Don't'"

Something that can really derail our ability to stick to time blocks is when we feel overwhelmed. It's important to note that your present state creates your story, so when you're triggered don't go along with all the scary stories your mind is making up about your present or future. Press pause and take time to reset. When we don't step away in those moments to regulate our emotions and we keep going with the stories in our mind, we start to doubt ourselves and convince ourselves we should change course. It's important in those moments to remember that doubt does NOT mean 'don't', so don't derail the path you're on when you feel scared. Always follow the direction of your inspired, hope-filled self, not the direction of your triggered-self.

Prioritize Well

After taking inventory of how you're spending your time, time-blocking your calendar, and trimming the things that aren't helping you reach your goals, then it's time to order your tasks based on priority.

Every week, list out all the tasks you have to do and want to do. Order them by priority:

- Top Priority (mark as 1), Important (mark as 2), Nice to Have (mark as 3)

Schedule and time-block according to your priority list. Put your highest priority tasks in the window of time which you thrive most (morning, afternoon, or evening).

Being intentional with your calendar will empower you to get more done and feel less overwhelmed in a week. Practice these new habits for a few weeks and see how it changes your overall approach to life. And while consistency is important, remember that you are the designer of your week. You get to make changes according to your values and goals, and grow and learn in the process. Let these helpful tools aid you in seasons of transition.

Module 1: Authority

Authority comes from what we've walked through. It's easier to give away something when you've walked through it yourself! We encourage you to keep a pure heart, in going back to God to be filled up in your identity so you can see yourself clearly in this process! Be a student of the healing journey yourself. These sentiments remain true even after you've got years of experience under your belt.

Heart + Ethics

Before you step into coaching others, it's important to understand the authority that you have.

Authority comes from what Jesus purchased for you...
and also what you have overcome and conquered personally.

Bill Johnson quote: "Any time we look to ourselves, we'll buy into the lie of insignificance. Significance for the call is not essential. God's response is always, 'Certainly I will be with you' (Exodus 3:12)."

What are things you have authority in because of what you've walked through? Jot a few notes now, but revisit this in your alone time with the Father.

What is your story? Get in touch with the pain you've walked through, so that clients can build trust with your authority.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

Keep writing and journaling about this as you go through the program and reflect back on these questions even after you launch your business and continue to market and create messaging for what it is you do.

For additional reflection, practice recording videos and voice notes of some of these responses.

Posture Your Heart

We want you to lead with Purity, Integrity, and Humility. This requires you to consistently check in with your heart and your motives. Be honest with yourself. Be mindful of the different influences coming into your heart. In leadership, whatever you are carrying internally will trickle down into everything you do and into the people you lead. Your impact is deeply important, don't take it lightly!

Pay attention to where coaching others may be meeting your own needs. Of course this happens! But we encourage you to be mindful of getting your needs met in God since your clients cannot be a reliable source of your needs being met.

Leading because you want to...

Because you want to see people get free...

Because you want to see healthy families...

Because you know what it was like to feel so trapped and tormented.

We know how to effectively get our clients healing and breakthrough, and in the process, teach them to be reliant on God instead of us as coaches.

How do you view your future clients?

As powerful, capable, human beings who have their own identity; fully able to get breakthrough, fully able to connect with God (even if they're not currently living in alignment with that identity)?

If you allow any other mindset about your clients other than that, you will step into codependency.

Do you view clients as broken?

Do you view them as capable of healing?

Think about one of the people in your life who is not currently choosing to live powerfully. Being totally honest with yourself, what do you think about them?

Ask God, *"how do You see them?"*

What do you think that person is struggling with?

How do you view those struggles?

What do you still struggle with?

How do you feel about your own struggles?

Ask God, *“how do You see me and my struggles?”*

What do you believe your role is as a coach in someone else's life?

What's your story around codependency? What have you believed your role is in other people's lives? How do you believe your needs will get met through how you play your role?

"If you create a codependent relationship between client and coach, you will not be able to get the optimal results. You will leave a client reliant on *you* in order to get results. That's going to be really burdensome for you, and you're going to rob them of intimacy with Jesus, and of feeling powerful and capable on their own." -Sammi Robbins

Pick a few people in your life who you have influenced in the past in any way. Spend time building value for them through the earlier questions - writing out how you see them and what you believe to be true about their life. Ask God questions about them, too!

Identity

Being in alignment with your identity and constantly going back to the Father to be reminded of your identity is setting up a huge protection for you as a person in any role you find yourself in.

Triggers that come up in coaching will invite you to step out of your identity and into codependency and blame.

The goal is to lead from the overflow of who you are, not what you do!

Part of being a coach is providing outcomes, while letting go of the outcomes! It's a tension you'll need to learn to navigate.

**“What I do matters;
But who I am matters more”**
(Laura Duncan)

Ways to get connected to your identity:

-Ask God, “how do You see me?” “How do You feel about me?” “What’s one thing You love about me?”

-“Who did You make me to be?”

-“Heart, what’s one thing you’re really needing or wanting today?” and take that to God.

You can use triggers as opportunities to highlight where things still have a landing pad in you and where you can get more love in!

Laura Duncan talks about the five characteristics unique to her that she contributes when she’s coaching someone. These are the things she brings more focus to than her mistakes, so she can stay rooted in her identity. What are your five unique characteristics?

- 1.
- 2.
- 3.
- 4.
- 5.

Some are called to scale their business and impact thousands of people and beyond; some are called to impact hundreds. As far as you know at this point, where is the grace for your life and impact?

Laura Duncan talks about putting yourself first. What are your initial thoughts and feelings that come up as she explains this?

What are different ways you've noticed are effective for you for getting yourself filled up? Caring for yourself? Loving yourself?

Who would you like to model your life after? What do you think their core values are?

Reflect with God, and journal:

What are you most excited about for your life?

What do you want to give away in your coaching?

How does He want you to do it?

What is your identity?

Who does He say that you are?

What part of His nature are you expressing to the world?

Identity is an exploration and discovery process!

Authority + Embodiment

Learning and sharing from logic is important! But what we want to emphasize here is the authority and breakthrough that comes from *your own story*. Let's do some reflecting to build confidence within you of what you have to give away:

It's not even in what you say; it's in what you carry that is so compelling to others and is what will give clients breakthrough. It's what comes forth naturally.

What are the breakthroughs that you've received in your life?

You're not supposed to be anybody else! The breakthroughs you've cultivated in your life are enough.

It's not in what you say, it's *who you are*. Holy Spirit will be breathing on your words and giving people exactly what they need through you.

Staying in Your Lane

You want to be working with people who have struggles you have already overcome.

You can stay true and authentic to yourself in the moment, while humbly acknowledging you have not experienced a specific circumstance that a client has experienced.

It's not about the circumstance; it's about that person's heart, their pain, and our ability as coaches to get them connected to God and to be a source of parenting. It's about laying out a path for how they can repent themselves.

You never have to coach or lead through something if you don't actually carry it.

Every human has the same basic core needs! Knowing this and being able to facilitate someone's connection to their needs and getting them met will allow you to serve many people from your own authentic story.

Core Values

Laura Duncan suggests creating core values based around the question, "what sounds fun? What brings life to me?"

Sustainable core values are consistent across personal and professional life.

Modeling after others is a great way to learn. If you aren't quite sure what your core values are yet, you can model after people you respect and their core values as a starting place.

Client/Coach Relationship

Every human is codependent! The journey is to become interdependent over time. We'll touch on that more in the next section.

How to Think About Your Clients:

- They are fully in their identity even if they are choosing not to live in it.
- They are fully capable, fully powerful in their own life, and have complete access to God.
- They would get to their destination whether or not you were their coach.

Yes! You *are* a great coach...AND we want to move your belief system away from *you* being the hero that comes in to save them, and towards you seeing *them* as the hero in their own story.

Victimhood:

There are many clients you may work with who are acting like they are a victim in their life. Their life experiences may all point to them being a victim to life. If you are viewing your client as a victim (needing to fix them like a project or be their hero), you will also reinforce that narrative in their life

It's important to distinguish between being victimized in a moment in one's life, and *remaining* a victim. It's also vital for you to know your own identity - if you feel like a victim to life, you will coach from that place as well.

“If you believe that someone is powerful, it’s really easy to empower them.
If you believe that someone is capable, it’s really easy to lay things in front of them and trust that they are going to get it....Your belief about them will draw them into who they are.” -Sammi Robbins

PAUSE THE VIDEO, REFLECT & JOURNAL:

How do you want to view your future clients?

What kind of coach do you want to be?

How have you shown up with people you have coached in the past, or friends you have given advice to? Have you shown up as the hero of their story? Or have you shown up believing they are capable?

Your brain is trying to prove your beliefs to be true!
Think of one person in your life and practice asking God:
What do You believe about this person?

What am I believing about this person?

Triggers that come up during coaching are great opportunities to get more healing. Get curious with God!

Codependency

Coaching can trigger codependency. There is a lot of nuance to codependency!

The definition of codependency is:

An excessive emotional or psychological reliance on a partner, typically one who requires support on account of an illness or an addiction. (“Illness” and “addiction” are very nuanced).

This can show up as your unhealthy reliance on another person; or, you needing another person to be unhealthily reliant upon you.

As a coach, it is technically your job to get your client results! The nuance here is that it can turn into unhealthy codependency if you take over-responsibility for those results.

Breakthrough happens for a client when they choose into it, and transformation happens in their partnership with God. You as the coach create an environment of safety for the client to soften into and open up to the truth that God is bringing.

Codependency unchecked can result in feeling drained, and can cause burn out.

Codependency sounds like, *“I can be okay, if you’re okay. But I can’t be okay if you’re not okay.”* It also sounds like, *“Your needs matter, and mine don’t”* or *“My needs matter, and yours don’t.”*

Interdependence is the place we are all growing into, and sounds like, *“Even if I’m not okay, you’re allowed to be okay. And if you’re not okay, I can still be okay.”* We are aiming for getting our sense of being okay from God as the source, and not from other people. Interdependence also sounds like, *“My needs matter, and yours do too.”*

As a coach, you are there to expedite a client’s process. However, we don’t want to do it prematurely and with the motive to simply get them out of their pain fast. Pain can sometimes be an important place in the journey because it’s where someone can really get honest with themselves.

If you remain the enabler, you are preventing the other person (and yourself) from getting freedom and growing in intimacy with Jesus.

Watch out for:

-Needing a certain result or reaction from a client in order to feel like you are coaching well. It's good to ask questions and get feedback from them, but you don't want to source your sense of security from your client's feedback.

-Taking your client's reaction personally. Always ask questions, don't assume! If any pain comes up, tend to your heart with God and a person you trust.

All of this is nuanced! We are learning how to have God be our main source, so that we aren't fully reliant on people. Alongside that, we are also learning to not be afraid to rely on people. The goal is for both of those things to be integrated.

After listening to the various stories of codependency, can you relate to any? Did you receive any insights on how codependency has shown up in your life?

As a child, what was celebrated in life? Where did you get love for certain actions?

Does fear pop up when you think about not being able to get a client breakthrough? Explore that with some journaling.

Client Boundaries

Reminder: Boundaries are there to protect, not to keep out.
Walls push people out; boundaries keep people in.

When clients say yes to working with you, they have said yes to letting you into their inner worlds. They are going to constantly be building trust and vetting safety with you.

Your client is in the driver's seat.

Boundaries are oftentimes expressed through communication:

-Hey, what are you needing right now?

-What can I help you with?

-You just asked me this question, but I don't actually want to just give you advice, I want to ask that question back to you...

A lot of clients won't know what they need at first! You can explore their potential needs together. Asking them what they need is a way of empowering them - most people don't know because they haven't been asked to consider their needs!

What has made you feel safe throughout your heart healing journey?

What qualities help you see certain people as trustworthy?

Keeping Your Client in the Driver's Seat:

-Asking, "If you could paint me a picture of your best case scenario, what would that be?"

-Part of coaching is giving answers and providing good leadership; but more so it's asking good questions and exposing what's already inside of them - a connection to God and His goodness and wisdom.

-Giving them things to implement, but empowering them in it: "what do you feel you should do about this?" or "how would you communicate?"

-Asking yourself, "what am I responsible for in this client's life?"

-Creating a safe enough environment for the client.

-Hearing them

-Seeing them

- Loving them in that time that you have with them
- And also asking yourself, “what am I not responsible for?”
- Their outcomes
 - Making them do their homework
 - Making sure they get breakthrough
 - Coaching them outside of your scheduled coaching hour

You either are going to be a safe enough person for someone, or you’re not. And that’s okay! You can kindly and honestly let someone know that you may not be a good fit as their coach, and refer them elsewhere.

If a client brings multiple things to the table, you can create clarity around the direction you are feeling drawn to or are most curious about - and ask them permission to go there.

As your business expands, and there is more of a demand on your time, you will need more boundaries.

PRACTICALS: It’s hard to enforce a boundary if you never communicated the boundary!

- Choose your mode of communication, and communicate your expectations to clients of when they can reach out and when not.
- Choose & communicate your hours of operation, so that your energy and capacity is protected.
- Honor your session start and end times.

“If you violate your heart, or you violate boundaries early on and consistently, your capacity as a coach will really diminish.” -Sammi

Codependency Daily/Weekly Check-ins: (after every session or at end of workday)

- Did I honor my schedule today?
- Did I overextend myself?
- Did I overcommit or overgive?
- What things made me feel drained today?
- What things energized me today?
- Did I get triggered today?
- If so, what triggered in me?
- Do I still feel clear on what I’m doing as a coach?

We want to honor our hearts, so we can protect our desire to give...rather than over-give and regret it. This is the beauty of living from an overflowing cup!

PAUSE THE VIDEO, REFLECT & JOURNAL:

Towards the end of the video, Sammi asked, “When it comes to my coaching business, what do I want to give? How much do I want to give? When do I want to give it? How do I want to give it?” as a way of creating boundaries that honor your heart. Explore these questions and jot down your initial thoughts.

Have there been times in your life you have over-given and regretted it?

Self Care

Self care is going to be your lifeline as a coach!

REFLECT + JOURNAL:

Sammi shares a story of how she was shamed for prioritizing her self care. What is your current relationship with self-care?

Do you feel like you understand what your needs are around self-care?

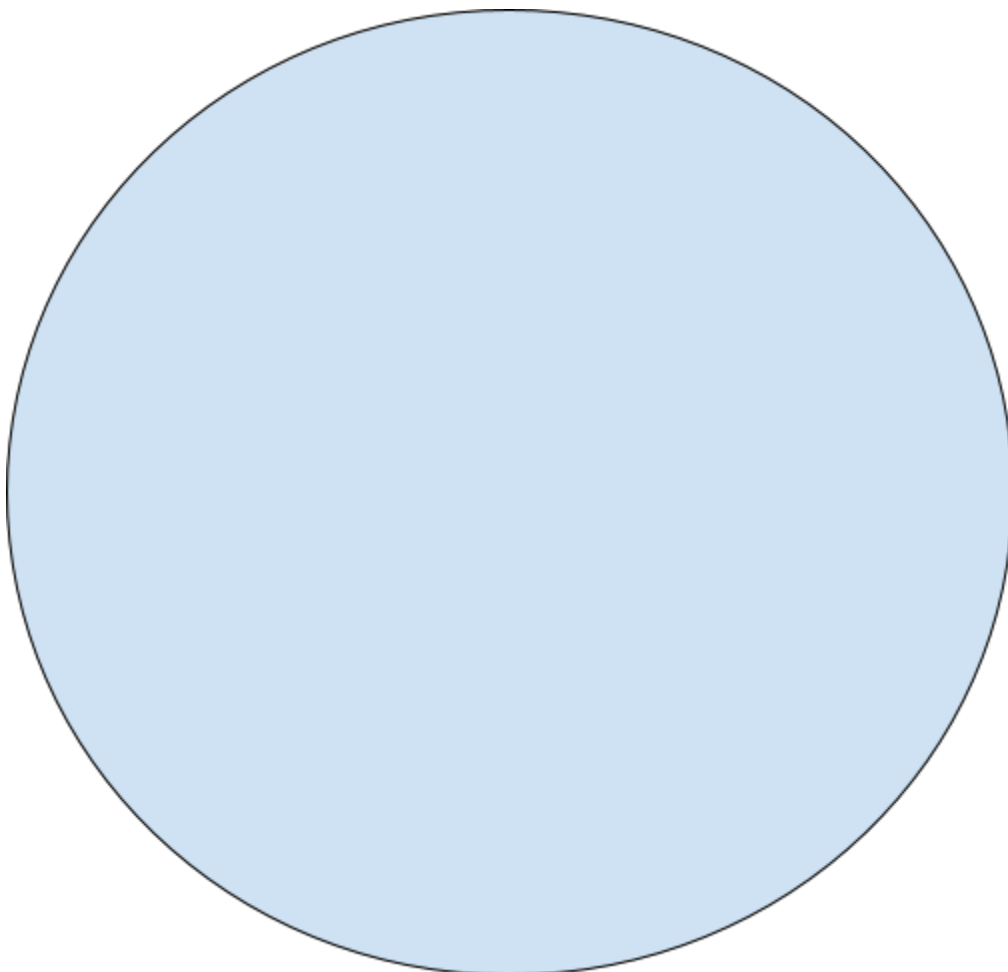
For you, what things indicate when one of your needs is going unmet?

Self care allows you to be filled up so you aren't trying to manipulate people for the rest of the day, trying to get your needs met.

"People who are truly selfless are connected to what they need and they're figuring out how to meet those needs, so that they have the extra energy, love and capacity to focus on other people." -Sammi

Play, Work, Rest Life Balance:

Implement an end-of-week check in with yourself by sketching the lines in the pie chart below. How much time did you spend playing, working, and resting that week?



Which area was the smallest?

How are you going to prioritize that area next week?

Remember, the intention behind doing this assessment is not “so you can be a good coach” but so that you can be *full*.

Life happens! There are times and seasons where you won’t feel full or thriving.

Avoid Burnout

- Resource:

<https://members.aliveandfreeconsulting.com/wp-content/uploads/2022/07/Anti-Codependency-Quotes.pdf>

Optimally taking care of you, working through your triggers, making sure your cup is full - these are all ways to avoid burnout.

DEBRIEFING

Your baseline true self is hopeful, joyful, peaceful (fruits of the Spirit) - if you recognize you were feeling that way before a session, but not after, it’s important to take some time to understand what happened and what shifted inside of you.

PAUSE THE VIDEO, REFLECT & JOURNAL:

Who is someone in your life you could process, unfiltered, with after a session where you feel off?

The beauty of coaching is that you can have honor with client confidentiality, but you are not legally bound like a licensed counselor to have complete client confidentiality.

COVER YOUR CLIENT - don't share personal details or names.

You as a coach need to have a place that's safe for you, to be messy, to say things that aren't true. You don't want those things pent up inside you!

DECOMPRESSING

PAUSE THE VIDEO, REFLECT & JOURNAL:

Of the ideas listed, which decompression activities sound like ones that fit you?

It's about changing your state!

Have a session cap - you want to make sure you are not over-exerting yourself.

PAUSE THE VIDEO, REFLECT & JOURNAL:

At this point, how long of a session do you think would work best for you? How many sessions in a week?

(Codependency checklist mentioned - have an index with worksheets they can copy?)

Give your time intentionally, from a powerful place of choosing.

IDEAL WORKSPACE

Be creative! You want your space to be undistracted, and a place you enjoy hanging out in.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What do you need in a workspace to be focused and enjoy your work?

Does keeping a boundary between your work and bedroom space feel helpful for you?

Make sure you have good wifi! Buy a wifi extender if you need to.
And make sure your client has good wifi so you don't have to repeat yourself.

FIGURE OUT YOUR SCHEDULE

PAUSE THE VIDEO, REFLECT & JOURNAL:

Do you want to coach part time? Full time? Do you intend to keep another job as you coach?

Figuring out your schedule is trial and error! Be willing to test it and adjust it so that you are thriving.

LEARN ABOUT WHAT MAKES YOU COME ALIVE

PAUSE THE VIDEO, REFLECT & JOURNAL:

Ask yourself: How can I set myself up in this business so I feel happy, connected to my vision, and connected to my passion for this long term?

GETTING CONTINUED LEADERSHIP, EDUCATION, & ACCOUNTABILITY

Based on your childhood, you may have to fight to create this core value in yourself - but we want to encourage you to adopt it.

As a coach, you need to be constantly led by somebody.

This is a safety net, a barrier of protection for you - so that you are being poured into constantly and can pour out from a full cup.

Find resources (courses, coaching programs, reading books, listening to youtube videos) that give fresh revelations for you to pull from.

The goal here is not even to “make you a good coach,” but so that you feel *full*.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What do you need accountability for in your business? What kind of accountability?

State Management

In a client-coach relationship, you have control over one of the two internal states - your own. We'll walk you through some things to keep in mind as you get to know yourself as a human - and as a coach - so you can feel confident identifying and meeting your needs, all while you move in and out of coaching times.

STATE TRACKING

Start a note on your phone or on a physical notepad, and track your state for several days.

(Check out this Resource:

<https://members.aliveandfreeconsulting.com/wp-content/uploads/2022/07/Inventory-of-Your-State.pdf>)

Here are specific questions you can use to check in with yourself. Do some reflection now in the journaling spaces, and copy these questions onto the State Tracking note you create.

- What do you come home to when you are at rest, connected to God, and living as your True Self? What does that look like, feel like?

- Every 30 minutes, check in with what your thoughts are and what your emotions are. You can do this by setting alarms on your phone as reminders. For getting present with yourself in this moment, what are your thoughts and emotions like right now?

After you've collected the data for several days to a week, make time to reflect on the WHY's of what you were thinking and feeling.

- Where are the patterns?
- What was happening in my external world? Did my thoughts and emotions make sense?
- Who was I around? What was my environment?
- What was I doing when I felt the most rested? What information was I consuming? What activities was I doing? What people were I thinking about or spending time with?

Establish your baseline of what your normal state is - describe what it is.

My baseline looks and feels like...

Others will affect your state - but you remain powerful over what you do with that.

- Are there any adjustments you'd like to make to your life?

Revisit this activity as needed!

MANAGING YOUR STATE

When it comes to coaching, you'll want to get to know your baseline too. Connecting with different people and their stories can sometimes create blending, and you may pick up things that are not yours or project things that are not your clients!

Check in with yourself before, during, and after a coaching session.

The goal is for you to come to your sessions filled up and able to overflow, and for you to be able to decompress as needed after a session. The goal is also for you to be able to manage your state in real time *during* a session.

BEFORE A SESSION - *Come Filled Up*

PAUSE THE VIDEO, REFLECT & JOURNAL:

Based on the state tracking exercise, what morning routine fits your best?

Video Notes:

The following all have a lot of nuance from person-to-person, so take them as a prompt to get to know yourself more deeply! They will help you connect with the basics of caring for yourself as you become a coach. Journal below each item what this looks like for you in your own life:

Eat and drink before a session - what nourishes you?

Get sleep and be rested - how many hours and what times to go to bed/wake up feel the best for your body?

Be mindful of your workspace - what does a non-distracting space for you and your clients look like in your life right now?

Discover the movement and breathwork that supports you - do you already know what kinds are supportive for you? If not, what would you like to explore so you can discover?

Care for your emotions - what does this look like for you?

Are there any mantras that are helpful for you to write or say out loud before a session?

Don't be afraid to make space to tend to the emotions that come up for you while being a coach. Your continued journey is what you pull from for coaching clients!

"Book yourself" as the first session of your day! Reconnect with your vision and ask God to remind you of who you are.

Spiritual Hygiene

Make time to connect with God before you start your work. Ask Him for fresh revelation and pray over your upcoming sessions. Release to Him after your sessions what came up for you during the session.

Feelers

Understanding emotional sensitivity is important while coaching! We are vessels designed to be occupied by a spirit. We are on a journey of inviting partnership and occupation by Holy Spirit. Acknowledge that you want to be occupied by the spirit of Jesus Christ for the Kingdom and that you are showing up to your coaching sessions on behalf of the Kingdom of God.

Spiritual Agreements

Your spiritual agreements impact the atmosphere you set for your coaching sessions. Awareness of this is important. You will become more aware of your spiritual agreements through engaging God, receiving coaching yourself, and coaching others. Let yourself be on an honest, self-reflective journey with this inside a community you trust and can bounce things off of.

Remember...if you know how to manage your state, you will know how to help a client manage theirs. It starts with you!

After Your Coaching...

Book yourself as your last appointment of the day - this gives you a transition. You can ask yourself these questions:

- How did I show up today as a coach?
- What do I need to surrender to God that I picked up that is not mine?
- What was my favorite part of my sessions today? What was I most proud of?
- Did my actions align with my goals as a coach? Why or why not?

Self-Awareness Check

Is a Shame High happening?

If you feel alive and full and like you are a good person/coach after a session, but it's the first time you felt so all day, you may want to check with yourself. This can sometimes be your brain telling you you met a certain standard or performed well. You can ask yourself these questions;

- Is there shame present here in what I'm feeling? Do I believe I'm only good when I show up to my standards?
- Am I giving myself "little trophies" for doing a good job or being a good girl/good boy?

During Your Coaching...

You can do all your best efforts to manage your state ahead of time, and decompress really well after...and there will still be triggers that pop up! Remember, triggers are indicating where your heart can receive more love. Don't be afraid to pause during a session and check in on your own heart. You can also write yourself notes during, so you know where to come back to to care for your own heart after the session.

You are not to do the heavy lifting in a session! It's not your responsibility to understand what the client is needing on your own, to discern on your own, or to read your client's mind.

If you feel stuck and not sure where to go, that's a good thing! Instead of making this mean "you're not good at coaching," see it as the exact curiosity you need to ask a lot of questions! Many, many people today feel lonely because they are not being asked questions about their

heart. You asking questions of your client ministers to them in deep ways and connects them to their desire to be known.

Relating, reflective listening, attuning, and validation can be great ways to pause as well.

Questions to Ask Your Client when you feel stuck:

With the time that we have remaining, what do you want to lean into together?

If you could have one outcome with the time remaining, what would it be?

What do you feel like you are needing in this from me?

What are options or solutions that you have thought of to work through this?

What do you think is the best way to respond to this/go about this?

What have you tried so far?

What didn't work about what you've tried so far?

Sometimes your own inner child will react to the session you are leading. Make a note in your notebook to come back later and attune to that little person, and think about making adjustments to your state management as needed. You don't want a blending with the client to occur - this is how projecting happens. You can explore this by asking yourself, "am I bringing a question about my identity to my client that I think they can answer?" You will want to get that need met through God and trustworthy mentorship, not those you are mentoring/coaching.

Here is an image to keep in mind for compartmentalizing during a session: imagine a wall in a library that's full of books. There is a section of books that tell the story of your life and are in a designated space. They are your favorite. But right now you are reading another book, which is the story of the client - so we will close the book about us and go back to the client's book. Later you close your client's book, and go back to your own to attune to your inner kid.

The Container Method: if anything is still open or lingering for you - visualize a container and put any debris, worries, questions, open thoughts from your session in that container.

Have fun getting to know yourself and how you want to set up your business and self-care!

Module 2: How to Coach

Coaching Framework

We want to encourage you to not have all the right answers or to rush people into a quick fix, but to serve your clients and get them long term breakthroughs. This comes from building trust with them.

[Coaching Framework document](#)

“Then you will know the truth, and the truth will set you free.” John 8:32

Western culture overfocuses on logic and disciplinary behaviors.

Eastern culture focuses on *knowing* happening at a cellular level, where you feel the knowing in your emotions.

Getting to the root goes beyond just identifying the lie.

REFLECT & JOURNAL on Spencer’s questions

How would you set up your coaching frame if you had 5 clients tomorrow? How would you introduce yourself to your clients?

What would your intake process look like and which questions would you ask them? What would you want to know before meeting them face-to-face?

What would your goal be for your clients?

How would you serve them and find out what they’re needing?

Based on your answers to the above questions, where are the gaps where you need more help? (Coaching Practicals videos are next and will help support you in this!)

The more you study and grow, the safer you will be for clients!

SAMMI'S COACHING METHOD

You will create a flow and personal framework of your coaching method over time. Start with these methods, and you can grow from there!

Here is a basic framework:



Heart Connection is the root system that everything is built off of.

Inner Child work is the trunk of the tree.

From there, you can go three different directions (the “branches”) - Re-parenting, Healing Relationship with Self, God Encounter. Sammi will also cover using a Desires Wheel as well as Uncovering Root Beliefs.

The **Heart Connection Method** is about understanding what’s happening inside oneself.

Remember: we can possess belief systems that support our avoidance of pain. As a coach, you are helping the client to find the belief system that is blocking them. Your goal is to help them cultivate internal connection with themselves.

To lead a client into heart connection:

1. Invite them to get present and in their body.
2. Have them close their eyes, to remove distractions.
3. Ask them to take deep slow breaths. (Breath moves energy - "emotion" is actually *energy in motion*.)
4. Invite them to put their hand on their heart, and speak over them:
"It's safe to come home to yourself. Hey, you've been disconnected from yourself for awhile, and I bet that's really painful. I want you to drop back into your body, keep breathing - I want to remind you that you're gonna be okay. Heart you're going to be taken care of. This is going to get easier and easier as you go."

You can also have them ask::

Heart, what are you feeling?

Heart, what are you afraid of?

If your client is new to heart connection, and you find they do not have a lot of words to explain how they are feeling, you can support them by asking, are you feeling sad? Hopeless? Scared? Alone?

Give space for them to be able to listen to themselves and establish that heart connection. The simplicity of letting yourself feel can be such a gift! It's being WITH the pain that brings healing.

The ***Inner Child Method*** helps clients get out of their left, logical, factual brain and into their right brain where they are sensing and feeling and dreaming.

Disconnection from our inner child creates a place where we are constantly trying to get our needs met, whether that is in a healthy or unhealthy way.

Trying to do life at a logical level without understanding our internal world can bring heightened emotions and confusion. When our Wounded Inner Child is running the show, we act out in triggers, and function in life with self-protection.

Hopeless, helpless, powerless feelings point us to the inner child. None of us got exactly the fullness of what we needed from our parents because none of us were 100% parented directly by God.

In addition to our Wounded Child, we also have a Wonder Child. Discovering what the client's Wounded Child is needing, and helping them get that need filled, will help reconnect them to their Wonder Child, and healthily integrate as an adult.

To lead a client in the inner child method:

1. First get them connected to their heart as previously described - then flow right into Inner Child.
2. *"Ask your heart, when is the first time you remember feeling that pain of _____?"*
3. Getting to as young a memory as possible can be helpful to allow foundational love in; however oftentimes there is a lot of self-protection, and memories are not accessible. This is not a bad thing, do not force a client. You don't want to rush this process.
4. *"When was a time you felt this same pain as a child?"* Give them space to respond. (Alternatively, you can ask *how old do you feel in this?*)
5. A lot of clients will share that the memory that comes up seems random or irrelevant - many times, it *does* correlate to their current pain. It's your job as a coach to help the client understand why that correlation is there.
6. *"As soon as you start feeling something, let me know."*
7. Pay attention to the pain and unmet needs that arise. It may be especially helpful in this part to take notes of what your client is saying.
 - a. You're listening for who the person involved in the client's memory was, and what they represent (this is not an exhaustive list of course, but a starting place for you as you learn to coach):
 - i. Dad: can represent pursuit, protection, provision
 - ii. Mom: can represent comfort, nurture, compassion, love, touch, connection
 - iii. Sibling/friend: can represent acceptance
 - iv. Teacher/leader: can represent parent figure
8. It's empowering to recognize that what you're feeling in your adult self is directly tied to emotions you experienced in childhood. As a coach, you get to help your client learn how to recognize and fill those needs that went unmet.
9. Wait to teach and explain the connections between the present and past pain until after the encounter has concluded. When doing an encounter, if you bring too much logic or teaching into the moment it will typically pull your client back into their left brain. Be aware of saving explanations of your methods and insights for after the encounter.
10. Using the exact articulation of how the client describes their pain is a way to reflect back to them and help them feel heard and understood.
11. *"What did you start believing about you/God/men/women?"* (This will help you identify the belief that was created.)
12. *"What were you needing?"* or *"What did you wish you could have gotten in that?"* or *"If you could have anything in this moment, what would that be?"*
13. What the unmet need is will help you determine whether to use Reparenting, Healing Self, or God Encounter next.

The **Re-Parenting Method** allows us to go back and get the identified heart needs met in early childhood development through visualization.

From ages 0-12 we are created to be fully reliant on other people meeting our needs. This is where we are building security and stability.

[Complex PTSD](#) and the [Tao of Fully Feeling](#) (both by Pete Walker) will be great resources to support your understanding of the reparenting method!

Parents represent God to us in those 0-12 years. Because early caregivers impact our grid for who God is and how He takes care of us, the Re-Parenting method can also heal your perception of and connection with God.

To lead your client in the Re-parenting Method:

1. Once you determine that the client would benefit from this method, help your client think of a person in their life who's been a representation of a safe mom or safe dad.
 1. This does not need to be about perfection - it can be a person that showed them love in a moment, and was "safe enough."
 2. You can also have your client pay attention to movies and TV characters that stand out to them as people they'd want to come re-parent them.
 3. God connects with us through our imagination - it takes trust and it takes faith. As a coach you want to help someone feel both the simplicity of just using their imagination, and also understand how profound it is that God wants to talk to us through it.
 4. When we imagine, our brain experiences it as though it actually happened.
 5. If your client feels resistant to visualization, you can suggest how willing they have been to play out all these worst case scenarios in their imagination, and invite them into, *"why not take time to cultivate imagining good things in your life and just see what happens?"*
 6. If they can't think of someone to bring into the encounter, ask them if you feel like a safe enough person to imagine with them.
2. *"What would it be like for that person to come into that room and sit next to you? Let me know when you can see them."*
 1. In Re-parenting, the mom and dad figures are only representations of the masculine and feminine side of God. Our brain can't actually process abstract concepts like God, love, etc. Having a visual gives your brain something to grab on to.
3. *"What do you feel from that parent figure?"* Helping the client focus on the good can help rewire their experience.
4. Now is a great time to address the original belief system where this pain began. Have them ask that parent figure if that belief is true.
5. *"Is there anything else you need in this space?"*
 1. Alternatively, invite their grown up self to walk up to their inner child and remind that kid they can come back to this scene at any time!
6. *"Take your time, whenever you're ready you can open your eyes."*
7. Let them share how the experience was for them.

8. Encourage your client to practice encountering in this way in the times between sessions with you. This builds trust within themselves, that they can access healing and love.
9. Suggested homework could be rewatching the recorded encounter and letting it impact them again; or to take 5 minutes every day to ask their heart what it's feeling and what it needs from them.
10. Be sure to follow up and ask how the encounters on their own have been during the next session.

The **Healing Self Method** is great for people who have a lot of self-judgment, self-hatred, accusation, and self-blame.

There's a healthy level of narcissism that every child needs in order to grow and become an integrated, selfless, caring adult that also cares for themselves. Children believe that everything is about them, which means that when they go through something hard (like their parents divorce), they can easily form beliefs that it is their fault, or that they are the problem/reason why the bad thing happened.

While getting connected to their heart, If your client has made a statement about the negative belief being about themselves, this is a beautiful tool to heal that broken internal connection.

To lead your client in the Healing Self Method:

1. Invite your client to imagine their present-day self walking into see the child version of themselves in the memory that came up. Ask them to let you know what they are seeing, feeling, or sensing.
2. Invite them to share what's happening, or provide more guidance if needed. For example, suggesting how their grown up self would sit with their younger self.
3. The main goal with this type of encounter method is to have their grown up self take ownership for the blame, accusation, and judgments they've made about their younger self, and ask for forgiveness.
4. Sometimes it can be supportive as the coach to offer statements the client can repeat, such as:
 1. OWN "I have been so cruel to you, for so many years. I told you there was something wrong with you, that nobody loved you; that you were fat/ugly/stupid. I told you you were unlovable."
 2. FORGIVE "None of that was actually your fault though. I just needed a mom or a dad...but I told you that you were the problem. I blamed you. Really, I was trying to protect myself, but I disconnected from you a really long time ago. Will you forgive me?"
 3. Check in with the client and ask what they are seeing and sensing.
 4. WHAT DO THEY NEED IN ORDER TO TRUST? It's very okay if the inner child is not ready to forgive yet. "This may take some time, but I am going to be here, and I am going to build trust with you as best I can. Is there anything you need to trust me?"

The **God Encounter Method**

When clients step into your space, they actually ride on your intimacy and faith in God. You are inviting your client into what you yourself have cultivated. Be prompted and encouraged by this to invest in being alive, full, and connected to God!

The way God shows up is specific to each person and the way each person needs to receive him in that moment.

To lead your client in the God Encounter Method:

1. *“God is about to walk in the room, I want you to tell me what you see, feel and sense as soon as He comes in.”* (You don’t have to explain what He looks like to them).
 - a. Watching *The Shack* is great homework to give your client.
2. As the coach, you can facilitate exchanging the lie for truth. *“God, I have believed _____, but what do You say?”*
3. Based on the deficits your client experienced in childhood, you can create a map of what they are needing as you facilitate the encounter (if they felt unwanted - they need love, if they felt abandoned - they need someone to desire being with them, etc.).
4. You can give them homework of creating their own wheel of needs, so it can prompt them to ask God *“God how do you want to fill this need for me today?”* Or *“God, how have you filled this need for me today?”*

The **Desire Wheel Method** will invite your client to get more deeply in touch with themselves by exploring their needs and desires.

“When we learn how to fulfill our desires WITH God, that’s actually how we thrive in life.”
-Sammi

You can have them explore the wheel of needs provided, or one you find online, and see which ones stand out the most to them. Have them pay attention to these things specifically between sessions and have them notice patterns.

PAUSE THE VIDEO, REFLECT & JOURNAL:

Based on the methods you just learned about, which do you feel the most comfort with? Which do you feel will be more challenging?

The Human Brain

Neural Pathways are routes in the brain that get carved out over time with repeated thoughts, beliefs, and behaviors. These are mostly formed in childhood.

As a coach, you are helping your client form new neural pathways.

However, mindset is not the *only* focus of healing, because it often just leads to just more behavior modification.

We want to encourage you to continue getting leadership as you grow! First receive so that you have something to give away to others.

Sammi encourages you to adopt this core value: Never be giving away if you aren't receiving. Have sources of love and leadership in your life, so that you're never focused on pouring out, but on overflowing.

The journey with a client is helping them get integrated and balanced. This includes the left *and* right sides of the brain.

LEFT:

Logical

Reason

Skills

Language

In the extreme, left-brain dominance can look like living in logic, and disconnected from emotions.

RIGHT:

Creativity

Emotions

Intuition

Imagination

In the extreme, right-brain dominance can look like living in emotion, and disconnected from practicals or the ability to get things done.

"Emotions are like children - you don't want them driving the car...but you don't want them in the trunk either." -Unknown

Neither part of the brain is a good or bad part. This discussion is about integrating both.

PAUSE THE VIDEO, REFLECT & JOURNAL:

In your own journey, have you experienced one side of the brain dominating your life?

If you can bridge the neural pathways between the two sides of the brain, the client can access their emotions and articulate what's happening inside them. This can heal trauma.

The Operating System

Here's how it works:

An experience occurs.

Your brain scans the environment trying to understand - a belief is formed.

Your brain scans for more evidence in the environment to prove that belief, because it wants to feel safe. This reinforces the neural pathways that are forming.

Strong belief systems help us feel safe - regardless of if they are true or not!

Your thoughts come from your belief systems.

Thoughts directly influence the emotions we feel.

Then there is a manifestation of your beliefs through your body in words, actions, and behaviors.

The *experience* of a situation is the strongest part of everything else, like tree roots.

We want to validate what a client is experiencing in their thoughts and feelings, but ultimately we're aiming to get to the origin of where that experience occurred and get Love in that place - God, Truth, and comfort.

Matthew 7:16-20 (NIV) - "By their fruit you will recognize them. Do people pick grapes from thorn bushes, or figs from thistles? Likewise, every good tree bears good fruit, but a bad tree bears bad fruit. A good tree cannot bear bad fruit, and a bad tree cannot bear good fruit. Every tree that does not bear good fruit is cut down and thrown into the fire. Thus, by their fruit you will recognize them."

The words we speak reinforce our belief systems:

Proverbs 8:21 - "The power of life and death is in the tongue..."

Words are important while accessing the root system. They help lead us to where the belief is living inside a particular memory experience.

Getting to the Root

Essentially, a belief system that is not serving us is protecting us from a painful experience. Deep down we often believe we won't be able to get comfort if we access those emotions or remember that painful experience.

Beliefs originate from moments in our childhood, and help protect us from the pain we experienced. If we don't get to the original pain, we are likely just coaching their adult brain in logic, rather than bringing comfort to that original wound.

Accessing the deep pain from childhood allows us to grieve it out so it can heal.

Connecting with pain helps us connect to our inner child.

Living in our logic is typically a protector that keeps us from feeling the pain happening underneath.

Accessing and releasing that pain through grieving makes space for the new belief system to come in.

When we are protecting ourselves from pain, we are protecting ourselves from love. We don't get to choose which one we block and which one we allow.

In the brain, the basal ganglia releases dopamine when we experience any kind of emotion.

We need dopamine to survive! The beliefs we form in early childhood often shut down the basal ganglia altogether, because it feels like we are protecting ourselves from pain.

You get to the root of a client's pain by asking a ton of questions!

[The Coaching Habit](#) by Michael Bungay Stanier is a helpful resource for learning how to ask questions.

How does that make you feel?

When's the first time you remember feeling this way?

Is there a memory that came up for you whenever you were thinking of that?

Let's ask your heart the first time you remember feeling this same thing...

Beliefs come in during extreme experiences in our lives - just addressing beliefs conceptually doesn't bring change. You need to get to the root of where, when, and why that belief system was formed, so that you can understand what that belief system came in to protect initially.

As your client states belief systems in the course of conversation, get curious:

Who taught you that?

What experiences in your life taught you that?

Emotions lead us back to the original pain where the belief system first was formed.

A parasitic belief system needs a host - the wound is a host.

If you can help your client feel the pain of the wound, encounter the loss of it, walk through real forgiveness & redemption, get love and nurturing and unmet needs met inside of it...then that belief system has room to let go. The goal is to fill that space!

Inner Child Work

As a coach, it's important to be able to explain Inner Child Work to your clients in a way that creates safety for them. However, you don't have to convince your clients about their inner child - you can simply let them have a low stakes experience of it.

When the client says they feel a wall, know that this is just as helpful as hearing something from their heart, because that wall lets you know something is disconnected. You are gathering information!

The Inner Child is the kid who experienced pain, and also the kid who was connected to their imagination and hope for their future. The Inner Child typically corresponds to ages 0-12 years old.

Laura Duncan:

From ages 0-12, you are designed to get all your needs met from your parents...and for them to teach you how to start getting your needs met from other people and from God

PAUSE THE VIDEO, REFLECT & JOURNAL:

What are your thoughts on Sammi & Laura's conversation?

Doing Inner Child Work is about connecting with "what is all the beauty I experienced in my childhood?" and "what is all of the pain?"

Where were those moments when my beauty was robbed, when my light was shut down?

As adults we've learned how to cope and be okay *not* getting those needs met, which is why many are stuck in cycles and addictions that don't feel good.

Any areas where we didn't get needs met as a kid, we are arrested in development and not able to grow past that age.

In addition to the healing work presented in this course, other ways to connect with your inner child include:

Talking to your inner child

Asking your inner child questions

Doing childlike things and activities that feel fun to you

Spending time with yourself intentionally connecting

An unacknowledged and unhealed inner child will run the show in areas of your life that are asking for love!

PAUSE THE VIDEO, REFLECT & JOURNAL:

What areas of your life do you notice your inner child reacting to their needs going unmet?

John Bradshaw & Alice Miller have done very extensive work with Inner Child research. Their assumption is that we are composed of a Wounded Child, a Wonder Child, a Loving Adult, and an Abusive Adult.

To reclaim your Wonder Child, you need to go back and feel the pain of your Wounded Child.

As you walk with clients, you want to be considering:

How has this person's childhood (loss of childhood, unmet needs, abuse and neglect) affected how they show up as an adult?

In what ways is their Wounded Child controlling their life now?

This will shift the lens through which you see your client's problems.

In your coaching, you are modeling for your clients what it looks like to advocate for their Inner Child.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What was your experience with inner child work before this video? What is this video bringing up in you so far?

Many of us have learned disciplines around our behaviors: but what is needed here is to have discipline connecting with emotions and unmet needs and desires. Make it a discipline to spend time with your inner child!

The more you are connected to your inner child, the easier it will be to identify these things in someone else. Make YOU your priority in doing inner child work, and it will naturally overflow into your clients.

The goal is not to throw a bunch of knowledge at a client; the goal is to facilitate a breakthrough.

One way of connecting with your inner child/becoming like a child is to put yourself under the leadership of a coach or counselor who can walk you through processing your pain.

Consistently allowing someone you trust to be bigger than you through coaching is very important when you are coaching others!

Inner Child Work meets the person in their pain.

It can be helpful for you as a coach to see your client as a scared little kid when they are triggered. You seeing them through that compassionate lens will invite them to see themselves similarly.

PAUSE THE VIDEO, REFLECT & JOURNAL:

From what was shared in the video, what aspects of connecting with your Inner Child are you inspired to implement in your own life?

If a client is newer to connecting to themselves, their heart, and their emotions, you may want to start basic as they learn to articulate what's happening inside of them! Part of your influence as a coach can be to help them develop a wider vocabulary for expressing their feelings. One way this can be done is assigning them homework with an Emotion Wheel and having them look at it a few times a day to see which word corresponds to the sensation of emotion they are experiencing.

A few questions you may want to keep at hand when utilizing Inner Child Work:

Does that remind you of anything?

Does this feeling feel familiar to you?

Where do you feel this in your body?

Have you felt that before?

When's the first time you felt this way?

Unconditional Love

Unconditional Love is what actually liberates us - it breaks the shame of self hatred and self judgment.

Conditional love has often been the norm in our lives, and we tend to build internal reward systems within ourselves for when we think we "should" get love and when we think we shouldn't.

A lot of our pain comes from unconditional love in our lives. We need to start building equity with Unconditional Love.

All of the relationships in our lives have told us the story of love - what it is, what it should look like, how you get it, when you don't get it...

PAUSE THE VIDEO, REFLECT & JOURNAL:

When you hear the term *Unconditional Love*, what comes up for you?

You can work with a client on Unconditional Love by looking at the conditions they have placed around their life in order to get love or keep love.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What are the conditions that you have surrounding love in your own life?

What do you believe love looks like?

Where did you learn this kind of love?

Explore conditions you have for your client to receive love - do you notice any?

A simple frame for exploring this with your clients is:

What beliefs around Love are present?

Is it time for an upgrade?

Compassion, Validation + Attunement

These things are EVERYTHING in coaching.

Validation

Validation is a way you can communicate to someone, “hey, you’re not alone in this. There’s not something that’s uniquely wrong with just you.”

If our emotions have not been attuned to and validated, it’s really hard to see the whole picture of a situation, with logic *and* emotion.

Validating Statements

That makes so much sense.

I totally see how you can feel like that.

Yeah, that would be really painful.

Hey, I’ve totally gone through that too...I know how that feels, it does not feel good.

I can see that you’re in so much pain right now...that makes so much sense.

This is really painful.

That would be really hard!

Compassion is about being with and feeling with.

Hey, I am feeling this pain with you.

I feel for you.

My heart goes out to you.

I see you.

You’re not alone in this.

I can tell that this is really hard for you.

You don’t have to navigate through this on your own, I’m gonna be right here.

I think you’re really brave.

I don’t see you any differently - I don’t see you as weak.

I see you as so strong.

You’ve been trying so hard.

Compassion literally means *to suffer together*.

There is a fine line between codependency and compassion! The distinction is your heart knowing your client’s burden is not yours to carry - it’s Jesus’.

For a moment you get to partner with Jesus and be an extension of His love to your client.

As a coach, you want to demonstrate what it looks like to give that burden to Jesus. You are helping your client practice feeling the pain, receiving validation in it, that they don’t have to be

alone in their pain, and walking through to a point where they can connect with truth and Jesus again.

“Compassion is the antidote to self hatred and shame.” -Laura Duncan

Compassion is the bridge to Unconditional Love!

Attunement

Attunement is allowing our emotions and physical state to match what a client is experiencing. Body language and tone are important in building safety with your client. Leaning in, making eye contact, nodding your head, and sending verbal messages that you are tracking with what your client is saying are all part of attunement.

You don't want to be just thinking about what you're going to say next when a client is talking to you. If you need a moment to gather your thoughts before responding, that's okay!

Much of what you are providing clients in a session is your *presence* - you bearing witness to their personal human experience.

REFLECT & JOURNAL:

Ponder the presence that you carry - what is it like? Do you see value in simply your presence with someone?

Another definition of compassion is “to be with, passionately.”

High feelers/high discerners can sometimes take on other people's emotions. It's a good idea to check in with yourself often, and know what helps you feel full. You can also take a “temperature check” before and after a session to see if anything is present that wasn't there earlier: how is my body? Soul? Spirit?

Practice coaching yourself during or after a session when a client is sharing their trauma. Reminding yourself that “hey, this isn't happening to us right now, we're safe” can be really supportive.

You can also use somatic techniques during a session, like rubbing your hands gently on your thighs to stay grounded and reminding yourself that comfort is available to you.

If you find you have picked up some “debris” during a session, get in the habit of visually and verbally offloading that to Jesus. Visualizing prayer can be really helpful with this!

Validation definition: the action of checking or proving the accuracy of something; the action of declaring something officially acceptable; the recognition or affirmation that a person, or their feelings or opinions, are valid or worthwhile.

You can validate a person without enabling or condoning all the details of what they share. There's a way to do this in love and led by Holy Spirit!

Reframing Beliefs

As the coach, you get to help your clients understand that their beliefs are the frame they are viewing their life through.

Sometimes the frames are too small, or focused on the wrong thing.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What is one belief you have currently? What does practicing reframing it look like?

Relating + Reflective Listening

Reflective listening is a way to make someone feel heard, seen, and known - especially before going into coaching or leading them.

When you're leading someone in any capacity, you are representing a mom or a dad to them. We view everything through our childhood lenses when we are triggered! Reflective listening is about building trust by letting them know you are paying attention and wanting to understand them.

1. Listen for, and repeat back to them, what it is they are saying.
 - a. Listen for the theme of the pain.
 - b. Communicate that you are taking notes when you are looking down.
 - c. *"So, I hear you say that..."*
2. Share what you were hearing *underneath* the words they were saying.
 - a. Check in -
 - i. Does that resonate with you?
 - ii. What sticks for you and what doesn't?
 - iii. Which aspect of this do you want to focus on next?

You don't need to "figure out" what the root is right away - let your natural curiosity about what the client is sharing produce your questions and where you go next. You don't have to have all the answers or even the full picture!

Reflective Listening Ideas:

Repeating quotes of what the client said

"What I'm hearing you say is...is that accurate?"

"So I hear that what you're feeling (or experiencing) is ..."

Writing down the exact descriptive words they are using - these are words you can come back to later to check back in and see if they would still describe their internal state like those original words.

Relating is very important in coaching, as it humanizes both people to each other!

However, pay attention if the session focus comes off the client and on to you. There are certainly times when it is appropriate for you to share examples from your life, but use ways to communicate that you relate to your client without bringing the focus on to your own story.

If you can't actually relate to what your client is sharing, saying *"I can only imagine what you experienced in that"* is a way to communicate that you are putting yourself in their shoes and are with them as they process.

It's not up to you to cater your coaching style to each particular client. However, every client is unique and will want different things. It's up to you on how much you want to share. You can also ask your clients, *"Hey, I can relate with that. Would it be helpful for you to hear about my experience with that? Or more helpful for us to just focus on this pain you're feeling?"*

Client Safety

PAUSE THE VIDEO, REFLECT & JOURNAL:

What feels like safety to you? What are some experiences of safety you've experienced that come to mind?

Ask a few people in your life these same questions and see what you discover.

Attunement, Compassion, and Validation help create safety in any relationship.

At the same time, your client has hired you to help them where they are stuck! So the goal is not to keep them in *only* their safety zone, but to help create a *safe enough* environment for them to identify, and take, their next step.

Oftentimes, clients are coming to you with pain stories that revolve around broken trust or not feeling safe.

You'll want to pay attention to: what is making your client open up more towards you, and what is making them wall off? You will definitely engage your intuition and discernment with this, but don't try to guess and figure it out! Empower your client to teach you about themselves by asking lots of questions.

Remember, the goal is for you to be a *safe enough* person.

It's not up to you to know everything your client needs to feel safe. However, people typically learn what they need to feel safe as they grow healthier. A lot of clients won't know what they need to feel safe right away. This is okay; continue to give them opportunities to tell you what feels safe as they learn what it means for them.

You won't be able to be fully, 100% safe for your client! You're not God...and you don't need to be.

Safety comes down to being seen, heard, known, loved, validated, receiving compassion...

Hey, no matter what you share, I'm not gonna see you any differently.

You can feel as long as you need to.

If you're emotionally shut down, that's okay. You can be right where you're at. I can help you get connected, if that would feel helpful for you...or, I can meet you where you are at.

I can get you breakthrough, or I can just be a friend to you right now. You let me know!

Sammi suggests that the degree of safety you can create with them is correlated to the degree of breakthrough they're gonna get. When a client feels safe, they will allow you to access deeper places in their heart, process, and story. When they are seen, known, and loved in those places, that's where Love can get in and transform!

God Spot

We all have needs!

REFLECT & JOURNAL:

How comfortable are you recognizing that you have needs?

We were meant to be exposed to getting those needs met through our parents. From ages 0-12 our parents are in our God spot - fully dependent and reliant on them.
A lot of parents are functioning out of their own neglect and abuses they've suffered. Yet...this reveals our need for God.

Desires are not meant to be disciplined; they are meant to be fulfilled!
Proverbs 13:12 - "Hope deferred makes the heart sick, but a desire fulfilled is a tree of life."

God was meant to be the Source of all our needs being met. All other things were meant to be a source of needs being met.

It's codependency to need anything outside of yourself to be happy or ok.
That thing you think you need has power over you, because you're dependent on it for getting your needs met.

Anything in your God spot besides God will fail you. You can identify what's in your God spot by how you respond when circumstances change or things go wrong.

From Abi & Justin Stumvoll:

Clean pain - there's a natural grieving process when we lose something that matters to us.
Dirty pain - when it has the ability to take you out; identity statements about what this loss means *about you*.

When you're working with clients, you want to pay attention for:
Does this thing have control over their life? (the desire, or the loss)
You're wanting to help a client identify where God doesn't feel close in their life.

The goal isn't to never have anything in your God spot or never be "not okay"; the goal is to let people know they can actually get their needs met and connect to God.

When you receive the love of the Father, it enables you to give love away.
Your ability to love God, yourself, and others, IS your ability to receive love in the places where your heart has shut it out.

We want clients to connect with the highest Source of getting their needs met. This happens through experiences with Him in the root of their pain! Our experiences originally shape our belief systems, so it's important to have a new experience to rewire our belief systems.

Sammi suggests we were created with a God spot in order that we might try to fill it - and to seek Him out in that process. It's a gracious way to allow us to choose Him from our own free will!

In the client-coach relationship, it's a common occurrence for a client to put you in their God spot...and this will get exposed when at some point you disappoint them or don't give them what they were looking for. No matter where a client has placed you in their heart, your place is to continually empower them.

Practical questions:

What would you like your next step to be?

What would you like your homework to be this week?

Sometimes empowering a client means you're going to watch your client wrestle for a while.

The tendency to want someone in your God spot - and the tendency for your client to want to put you in their God spot - is not simply a "bad thing" that needs to be eradicated. It's knowing how to steward it well when it does come up. This looks like empowering your client and helping them have an experience of God.

The concept that we are all connected to God, because we are seated next to Him in heavenly places (Ephesians 2:6) may not feel accessible or real to your clients! They might be more used to feeling the input they sense through their body or through their soul. Stay curious and explore this with your client.

Your client may relay their pain and experiences to you through the realm of their soul, their body, or their spirit. Explore what aspect of them is telling the story of their pain with these types of questions:

Where do you feel this in your body?

Are you having a physical response as you recall that story?

When you tell me about your past, are you having any tension in your body?

Have them do a body scan to see what's going on.

Does the client seem to be speaking from their logic?

Are they operating out of a persona they wish they were, as a mask?

God being in the God spot is vital for anyone's journey! So that the body, soul, and spirit can become integrated.

At times, your clients will borrow your faith, your connection with God, your nervous system, and the equity you've built with yourself. It's okay to lead by example here, and model what health and integration can look like!

Processing Triggers

You'll want to empower your clients (and yourself!) with steps to processing triggers so that they do not feel reliant on having to wait till their next session with you.

According to betterhelp.com, a trigger is *a person, place, thing or situation that elicits an intense and unexpected emotional response. Any sensory stimulus can potentially be a trigger. A non-threatening stimulus that evokes a threatened autonomic response (the four F's - fight, flight, freeze, or fawn). When people are triggered, it can feel like they are reliving a traumatic event. While triggers are different for everyone, the symptoms are often the same: feeling scared, panicked, and anxious or unsafe; an elevated heartbeat, sweating, difficulty breathing; feeling like you have no control over your emotions, the urge to run away or escape or the displays of avoidant behavior; rumination (the looping of negative thoughts), unexplainable or unpredictable changes in mood, anxiety or panic attacks; physical tension, flashbacks of stressful or traumatic events, delayed outbursts of anger, and sadness.*

As a coach, you get to help your client realize their triggers and what prompts them, so that they can bring in compassion for themselves.

We tend to bring logical, adult responses to our triggered reactions, and then wonder why it's not working... Unresolved, inner child pain is at the root of a trigger, which means that triggers are actually a huge opportunity for us to access the real unfilled need that is asking for love, comfort, and compassion. Behavior modification and symptom management is not the answer for triggers! Getting to the root and applying love is the answer.

Steps for Processing a Trigger:

- 1) Ask: what am I feeling?
- 2) Ask: when did I start feeling this way? What does this remind you of? How old do I feel in this moment?
- 3) Tend to the wound - get love and compassion into that place.
- 4) Clean up any mess you made with another person (or yourself, if you disconnected!).

Teaching clients how to process their triggers will allow them to get love into so many places in their heart. Encourage them to practice these steps outside of sessions with you, too.

If you want to go deeper in Triggers, check out Sammi & Spencer's *Trigger Training!*

Holding Space

Trauma triggers can look like Fight, Flight, Fawn, and Freeze.

Holding space is a lot like Compassion:

Hey, you can feel as long as you need to.

It's okay that you're upset right now.

It's okay that you don't know how to navigate through these emotions right now.

I'm going to be with you, I'm not going anywhere. We're going to do this as long as we need to.

Holding space meets a childhood need of someone being *with* you.

If quietly holding space while a client is feeling their emotions starts to trigger you, that's okay!
Check in with yourself:

Does the silence trigger me?

Do the client's emotions trigger me?

Holding space is also a beautiful thing to do when you are a new coach or don't feel discernment or clarity on where to go next. You can attune, validate and listen to a client and that in and of itself is valuable!

The sweet spot of coaching is asking a lot of questions AND giving leadership - many of us were missing the good leadership/parenting part in childhood. It's a core childhood need to feel like your parents are big and powerful and capable - a sense that they can take care of you *and* they can take care of themselves.

Use Holding Space as you're starting out, and know that you ultimately don't want to solely rely on that - you want to provide leadership and direction for your clients.

Extraction

Learning to Ask Good Questions

It's very common to ask someone how they feel and to hear them share a thought. You can ask:
I hear you describing this situation to me - would you tell me how it makes you feel, and please use an emotion word.

Find an emotion wheel you like online that you can refer clients to to help them grow their emotional vocabulary.

Curiosity is a huge part of this! Allow your natural curiosity about what a client is sharing with you to guide the questions you ask. Posture yourself in being interested in people, rather than having to figure them out or have the answers, and you will conduct an exploration that is helpful and supportive for them!

Oh that's really interesting, tell me more about that.

Hey when you said that a moment ago, that really stood out to me from the other statements you made...can we go back to that?

Would you rephrase that for me?

Would you tell me more about that?

Would you describe that to me?

You're looking to understand where the client is coming from, what beliefs they are operating from, and what their inner child is looking for. You're also fostering for them an experience where they are hearing from their own mouth what is happening inside of them.

Your question asking is modeling a curiosity for them that they likely have not yet cultivated toward themselves due to shame and self-hatred.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What is one question I would like someone in my life to be asking me?

A question is an invitation to open up.

Your own experiences with being coached and counseled will expose you to lots of good questions. Each person has their own style in what they are listening out for.

Sammi shares some examples from her Emotion Focused Therapist:

It sounds like you're experiencing some anxiety in that situation. Would you share with me what that anxiety feels like, in your own words?

Am I off on that at all? Maybe you could let me know in your own words.

Focusing on attachment, pain points, and insecurities and putting definition to them, but phrasing it in a question, can be very helpful.

The goal is not to avoid talking about the present situation that the client brings, and only talk about past pain; however it's very empowering for someone to understand where that pain point originated in their life.

PAUSE THE VIDEO, REFLECT & JOURNAL:

Think about the various coaches and counselors, mentors, etc. that you've had in your life. List a few below and see if you can describe their style, and what you think they may be focused on listening for when they interact with you.

Keeping notes during the session on what you hear from the client can help you form questions that will be helpful for them.

Extraction and asking questions really comes down to, *where are you trying to go in the session?* Sometimes you as the coach have to ask lots of questions in order to know where you want to lead a client. Such as:

What's the theme of this? Do you remember feeling this in other areas of your life?

Ask your heart, “when is the first time you remember feeling this?”

It sounds like the pain you’re talking about probably didn’t start in this moment. It sounds like it’s probably happened in some other areas of your life. Can you tell me some of those areas that come to mind?

Did you feel this emotion in situations with mom or dad? What was that like?

We never want to approach a client assuming that we know the answers, or that we have discerned or intuited correctly. Your “not-knowing” and your question asking will actually help you authentically connect with the client, and give them space to explore and express parts of their heart they maybe hadn’t previously.

Ask as many questions as you need! This builds connection with your client so you can go to greater depths and get them breakthrough!

Developing Homework

Homework is the way to prevent your clients from becoming reliant on you and to help them to not need you.

Leadership, coaching, counseling - these are great and help you keep growing! But the goal is to get to a place where you do not need a coach in order to feel powerful, get your needs met, feel safe, get healing and freedom...

The goal of coaching is always to empower the client, and to help them see what they have inside them - and how brilliant and beautiful and capable they are. The goal is that they would feel free inside of their emotions and their body and in their relationship with God so that they always have access to what they need.

You want to be providing your client with lots of practical steps, examples and demonstrations of what you’re talking about, so that you can empower them to apply these to their lives. This happens through the homework you give them.

Homework helps clients build new neural pathways and displays to them that their freedom is in their hands.

As a coach, you can initiate breakthrough, but you can’t carry it out for them.

You want to equip your clients to be able to get to the root of things, navigate their emotions, process their triggers, and understand how to navigate through confrontation.

Homework is helpful accountability for your client’s growth! It’s about practicing consistency and stewarding momentum.

Your client doesn’t need the next five steps of the process, they just need the next one.

Give them homework based on where they are at in their journey.

The stages of healing can look like:

- 1) Getting aware
- 2) Feeling the pain/grieving
- 3) Comforting the pain
- 4) Getting Unconditional Love and Truth into that place
- 5) Walking that out in daily life

Give them what they need to be empowered where they are at.

Keep the homework short (don't overwhelm them)

Keep them accountable to the homework by checking in, asking them questions about it, if they don't do it asking them why, etc.

Empower them to change their life, instead of you changing their life!

Sometimes it may be appropriate to ask the client what they think their homework should be.

Many people have triggers around homework from childhood and early school years, related to how mistakes and failures were dealt with.

Examples of Self Awareness homework (remember 5 minutes a day is great!):

- Have them write down things that light them up
- Brain Dump or listing out beliefs (physically writing it out)
- Practice heart check ins

It's great to have a structure set up for how your session will flow. However, if a client is repeatedly not doing their homework, you will want to check in about this and see what's coming up for them. As Jenny described, you may want to bring the homework down a couple of notches to where it feels accessible, or you may want to focus on what's going on underneath the homework avoidance for a whole session. You may also try doing the homework with the client so they are very clear on what you are assigning.

No tool works if it's not used! Make sure your client knows how to use the tool you are giving.

AFTER THE VIDEO, PAUSE & REFLECT:

What homework have you received from coaches that has been helpful in your process?

What homework ideas from the video stood out to you, that you may want to incorporate in the future?

Empowerment

Creating interdependent relationships in your life and with clients looks like you being aligned with your identity in God, and empowering your client to be in alignment with their identity in God.

You want your client to take credit for their breakthrough! They are the hero in their own story.

It's nice to receive their honor, but you want to be reminding them that the power for their life is in their hands.

REFLECT & JOURNAL:

Who have been the people who have empowered you in your life?

What does empowerment feel like in your body?

Identifying Powerlessness

When you start making content, remember that getting it done is better than waiting until everything is perfect!

Teaching things will teach you all that you know about something.

A nuance to be aware of:

When you are coaching someone who is currently in a victim mindset, you will hear them tell stories as if they are the victim over and over again, without them having ownership language in other areas of their life.

It's important to acknowledge that some people *have* been victimized in crazy scenarios. But if someone stays in a victim mindset and stays powerless to their pain, they'll never be able to make powerful decisions to change their situation. As a coach you can meet them in their pain *and* help them remember where they are powerful and where they can make decisions.

When having initial conversations with a prospective client, ask yourself:

Do I want to take this person on or not?

Do I feel equipped as a coach to help this client navigate through their blame, powerlessness, victim mindset?

As you begin to recognize what victim mindset can sound like, you can cultivate a compassionate way of calling your clients out. If they are willing to address and own those belief systems and deal with them like a trigger, you can help them sort out what childhood experiences shaped this current mindset.

As adults, we are fully capable of changing our lives.

As children, we were powerless and reliant on our parents.

Validation here is key! Blame, victim mindset, and powerlessness are all flashbacks to those early days of life where we didn't have power over our circumstances as much as we do now.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What are your thoughts so far on clients who are in a victim mindset? What do you feel like you have the grace for coaching people in?

Blame will always leave us bleeding.

Blame sells us the lie that if we can pinpoint the person who caused us pain, then we won't have to go through that pain again. We think that if we can understand why it happened, we won't have to feel it...but it's not true. You are going to have to grieve that pain anyways, and in order to heal, you're going to have to take some level of ownership for healing that pain. It's the mindset of, regardless of who caused this pain, how am I going to heal it and bring love to it?

As a coach, you can identify victim mindset by listening for phrases your client says such as:

"I can't..."

"I'm not able to..."

"I have to..."

"It's always going to be this way..."

"Nothing good ever happens to me..."

“There are never good things that come into my life...”

It's important to be able to identify powerlessness so that you can learn to call your clients out in a way that reminds them they are actually capable of changing their life. You want to be safe and compassionate enough that when you bring truth it is something the client can accept.

Powerlessness is based on a narrative that says *“there's nothing you can do.”*

Listen for belief statements, and get curious about the root of where that originated in your client's life. This will help you to not just suggest behavior modification for them, but go deeper and comfort the need that went unmet when they were little.

Sometimes a client's powerlessness can trigger you - and you'll want to explore if there are any past versions of yourself that felt powerless, that you are still rejecting. Where can you get love and compassion into those places in your past?

Recognizing that you didn't know any better in your past will be what helps you access compassion for you and those you coach!

If you find yourself in a scenario where a client is blaming you,

- 1) Tend to any of your own triggers that come up.
- 2) Find what's in your heart to do about the situation - if you need to take ownership of, set boundaries, or part ways.
- 3) Move on and learn from it.

Disqualification

Disqualification may come up in your clients, and it may also come up inside of you - especially as you step into this new business you are creating!

Disqualification can present as feeling not good enough, feeling life is not fair, feeling as if God is not good to you. This comes from internalizing a childhood experience and making it mean something about your identity.

When we are growing and changing and leveling up, those seasons often come with opposition, and an invitation to revert back to old patterns we used to walk in.

Triangulation Roles: Savior, Victim, Persecutor

Triangulation is a learned communication style, and people are often bouncing between the roles to try and get connection with others.

Triangulation can be a way for a person to dance around the real issue that's going on.

PAUSE THE VIDEO, REFLECT & JOURNAL:

Have you experienced being in any of the triangulation roles?

Jenny talks about priming your heart before your coaching sessions - what could this look like for you?

Anytime you have an invitation to believe that you are a fraud, an imposter, not qualified, are less than, don't have enough _____, take the invitation as another healing opportunity!

You are going to be coaching people who want to get breakthrough and see them have an impact on the world! It can be challenging to know if you are doing a good job coaching if you are not fully tethered to your identity, your vision, and your calling.

How to Re-tether

Disqualification will highlight where you aren't fully tethered to your identity.

If it comes up, let it invite you into connection with God and what He has given you.

You can preemptively go after disqualification. Business success is either qualitative or quantitative. The coaching industry does not have a lot of quantitative data or metrics.

Humans need to have clarity on their role, and they need to clearly know what their track of growth is in order to remain content in their work.

If you are only bound to qualitative data (how a client perceives your coaching through their own lens), there are a lot of loose ends. This can be a breeding ground for disqualification and codependency.

You are qualified to love people!

AFTER THE VIDEO, REFLECT & JOURNAL:

As of now, do you have any ideas on metrics you would like to keep track of in your coaching business that let you know how you are doing?

Identifying the Inner Critic

Shame, self hatred, self judgment is the dirty pain that comes in after someone experiences real loss, abuse, neglect, or pain.

We typically model after mom and dad or other authority figures - the way they treated themselves and/or us is usually what our inner critic voice sounds like.

We create bonds with shame, self hatred, and self judgment because we think those “protectors” will save us from even worse pain or consequences.

Self hatred can be covertly hidden underneath performance. It can be challenging to identify when someone is running away from certain parts of themselves in order to get love. It's the thought that, “If I can hate those parts of me enough, then I will be lovable.”

Things to keep in mind when working with clients:

What type of language is this person using?

Are they very sensitive to other people's judgment?

Are they very sensitive to conversations that make them seem like they are the problem?

Are they very sensitive to other people's rejection or abandonment?

Do they feel like they need to do all the “right” external behaviors?

Do they feel like they need to accomplish something in order to get love?

Shame, self hatred, and self judgment are what cause people to dissociate and disconnect from themselves, to wear masks, and to not fully connect to life.

What is the language they use about themselves? What statements are they making that seem to say, “I am a problem”?

Shame says:

I am a problem. I have been a problem.

There's something uniquely wrong with me.

I am disgusting.

Shame is an identity statement - a belief that the badness they've experienced is because they are innately unlovable.

Self hatred feeds off of shame, in that it says it will love certain parts of the self but reject other parts.

Shame “protects” us from being the authentic versions of ourselves that we think are unlovable.

Self judgment is a rule system we've built from mom and dad or religious institutions, where you put yourself in the judgment seat of life and cast conclusions about yourself based on things that you've done in the past.

Self judgment removes all curiosity about yourself and your being on a journey with a future, and makes a call on your identity as being unlovable.

Shame, self hatred and self judgment are all best friends that feed off of each other. As a coach, your job is to help your clients see the partnerships they've made with these liars.

When you can identify these enemies in your own life, it's easier to discern where a client is partnering with them in theirs.

PAUSE THE VIDEO, REFLECT & JOURNAL:

Where have you partnered with shame, self hatred, or self judgment in your life?

Shame, self hatred, and self judgment are subconscious belief systems that we think will help us get love.

Reminder:

Belief systems are our brains scanning our environment for information at a really young age (0-12 years old), trying to understand what things mean and how the world works. It's our brain trying to feel secure! The brain is creating stories in order to feel safe.

Typically we give love away in the way that we love ourselves. If a client has a lot of judgments about other people, that may be an indicator that they are judging themselves.

Some other things to keep in mind:

Christians typically have a lot of judgment about who they were before they met Christ.

Does your client identify themselves as the villain in a lot of their stories? Do you hear understanding and compassion in how they describe younger versions of themselves?

Listen for emphasis on the Law/following rules/doing things right - they may be partnering with self hatred.

Does this person have a healthy relationship with Unconditional Love?

"Conditional love" is another word for self hatred.

A lot of church culture has self awareness on what accusation sounds like, but they combat it with truth and Bible verses, and keep it relegated to a battle of the mind. Truth and Bible verse

are important! However, the lies don't start at a psychological level, they begin in wounds that happened in childhood that your mind created narratives out of. You have to get into the wounds and get love in at the source of the pain for transformation to occur!

"Compassion is the antidote to self hatred and shame." - Laura Duncan

Compassion phrases from Laura Duncan:

I see you trying so hard.

I am proud of you.

You are so brave.

I will sit with you until you feel safe.

You're worth being with, even when you're hurting.

I want to help you feel better.

I see your kind heart.

You don't have to be the adult here.

You're allowed to just be a kid.

You're accepted.

I value you.

You are so wanted.

You are delightful!

I like being with you.

I am right here with you.

Everything's gonna be okay.

Learning to partner with compassion will dismantle self hatred, accusation and shame, because it's giving your heart the love and nurture it's needed all along.

You won't be able to help clients navigate relationships until they've learned how to address these things in themselves. Until then they are seeing it all through their shame filter! You'll want to bring it back to the relationship they have with themselves, because that is what they are powerful to change.

When we don't feel, experience, or know love, it's us that's in our own way.

Keep in mind:

Where have they decided that they aren't allowed to have love? Or don't deserve love? Or are punishing themselves by withholding love?

Reconciling with ourselves means taking ownership for the ways we've partnered with shame, self hatred, and self judgment against our inner child, and beginning to rebuild that connection.

Your heart has an influence on how you experience life! It's important to have a healthy relationship with your heart, so you can know what's going on inside of you.

Disconnection from the self can look like feeling very overwhelmed, chaotic, depressed, shut down, dissociated, numbing with tv/pronography/food/alcohol/social media, inability to be alone with themselves, busyness...

PAUSE THE VIDEO, REFLECT & JOURNAL:

What does being disconnected from yourself look like in your life?

Jesus describes judgment as a plank in your eye - it affects how you see.

The Self-Love movement doesn't have much substance to it because it doesn't actually address the root of the wound.

If someone doesn't take time for any self care, is unaware of their needs or desires, will help everyone else but not themselves, can also be indicators of self hatred.

You want to help people understand how they have been treating themselves.

What are you believing about you in this circumstance?

Where do you remember first feeling that way?

Is there a memory that comes up?

Then you want to look for the origin of the wound where you can help your client get reparented in that young place.

Disarming accusation opens the heart to receive love where you have formerly blocked it.

You are now going to listen to stories from Brie and Jenny and how they have experienced shame, self hatred, and self judgment in their own lives. Hearing from multiple people's experiences will give you a more well-rounded understanding of how these things can manifest in different ways. Part of your role as the coach is to help a client identify what the fruit of their shame, self hatred, and self judgment has been. As you listen to the rest of this video, pay attention to what clicks and resonates with you, and jot down those things in the spaces below:

PAUSE THE VIDEO, REFLECT & JOURNAL:

Do you relate to any parts of Brie's story?

PAUSE THE VIDEO, REFLECT & JOURNAL:

Do you relate to any parts of Jenny's story?

Head vs. Heart Knowledge

Head vs. Heart, also known as Logic vs. Emotion

Ultimately we want to become integrated in our logic and emotions, and as coaches, we want to help our clients get integrated in their logic and emotions. It will be important for you to flow between the two and know when and how to apply each.

Pay attention to moments as you're coaching when you find yourself going into head knowledge, logic, and solutions - this is a good time to check if you feel triggered.

Your clients are not paying you so they can learn more information *about* their emotions; they are coming to you because there is a disconnect between their head and heart.

1 John 5:20-21 The Passion Translation

And we know that the Son of God has made our understanding come alive so that we can know by experience the One who is true. And we are in him who is true, God's Son, Jesus Christ—the true God and eternal life! So, little children, guard yourselves from worshipping anything but him.

Knowledge hasn't been dropping down into the heart because we aren't having encounters, experiences, and revelations of what we have learned is true: that we are loved, seen, known...

As a coach, you are helping your client have experiences that allow all of their knowledge to drop into their heart.

In the Greek, *to know* means to have an *experience* of someone.

There is typically a pendulum swing as people move from the head back into their heart, getting re-connected to memories and pain and feelings, losses and needs that didn't get met.

You have to create enough safety in your body for your nervous system to allow you to feel and heal. What you don't feel, you don't heal.

As a coach, you are helping your clients create safety within themselves in order to feel again. This makes space for them to encounter, feel, and be transformed by God, rather than just meeting with God in our mind.

When a person is feeling, they are vulnerable and open, and love and truth is able to sink in. Encountering God's love then has an impact because it's not hitting their mind only.

Integration takes time - the goal is not for you to coach it perfectly right, or for your clients to do it perfectly right. The goal is to be on a journey, and be exploring and learning along the way.

While many people are logic-dominant, some people have been stuck in emotional triggers, reliant on their feelings, and haven't known how to incorporate logic in order to get integrated. The goal for this type of client would be to be able to bring structure to their process - pinpoint the source of grief, give them grounding, help them understand what is real versus what is triggered brain, and to connect with what is true in the present moment.

PAUSE THE VIDEO, REFLECT & JOURNAL:

In what areas of your life have you been overly logic-dominant?

In what areas of your life have you been stuck in emotions?

Without judgment and assumptions, who are people in your life who don't feel very much, and feel logic-dominant to you?

Without judgment and assumptions, who are people in your life who seem more emotion-dominant?

If you have current coaching clients, think about what they are needing and how you can get them more integrated in the logic-emotion pendulum. What are some takeaways from this video that you think would be helpful for them?

The 4 F's

Flight, Flight, Fawn, Freeze

Being able to communicate about these four trauma responses will help your clients understand what is happening inside of them.

Pete Walker's books are great resources for you as you coach.

We will share more of the Alive & Free Methods later in the course, which include self-mothering, self-fathering, self-compassion, and inner child work.

Every human has basic defense mechanisms - part of the self-awareness you will be assisting clients with is helping them understand their own trauma responses.

If you can help a client identify and shrink their inner critic, and then experience *good enough* reparenting, this will be the key to them getting breakthrough.

Children who have had good enough parenting are able to move through all the different defense mechanisms in a healthy manner.

The goal is not to never have a trauma response! It's to be able to move into and *through* any of the trauma responses, without getting stuck, and back into a regulated state.

You never want to assign a label or diagnose a client - but you can talk generally about symptoms of complex PTSD and how you want to help the client learn to get regulated.

FIGHT looks like responding to a threat with aggression.

FLIGHT looks like responding to a threat with a need to flee, or launching into hyper-activity.

FREEZE looks like responding with shut down and dissociation, fantasy, and numbing. It occurs when the person realizes their resistance to a threat is fuel for the person who is threatening them. It can feel like a collapse into "this is the way that it is, I'm just accepting that I'm stuck in it."

FAWN: looks like a personal feeling they need to be pleasing or helpful in order to tend to the present danger to make it go away.

Traumatized children gravitate toward one of the above responses, and we tend to get stuck in a pattern that reinforces them. These stuck states can turn into:

FLIGHT - Narcissistic tendency

FLIGHT - Compulsive tendency

FREEZE - Dissociative tendency

FAWN - Codependent tendency

Your goal as a coach is to:

- Help a client identify what response they are overly reliant on
- When they are in that response, help them identify the inner critic
- Assist them in getting love into those places and reparent themselves

Pete Walker suggests that a healthy human moving into recovery and health is able to embody the following:

Self acceptance

A clear sense of identity

Self compassion

Self protection
Capacity to draw comfort from relationship
Ability to relax
Capacity for full self expression
Willpower and motivation
Peace of mind
Self care
Belief that life is a gift
Self esteem
Confidence

Pete Walker suggests that there are four contributing factors when it comes to growing into the list above of healthy embodied functions:

- Your trauma response (one of the Four F's)
- Your childhood abuse or neglect pattern
- Your innate nature
- The amount of recovery work you've already done

It is easy to go on this journey and identify your pain and all the things in the list above you feel like you haven't embodied yet, and feel resentment for your life and childhood and the things you need to take ownership of to heal. However, if you give in to that resentment it will inhibit you from being able to thrive in life. It's important to interact with yourself in this process as though you are an innocent child who needed love and deserved self care.

Sometimes all of this learning about trauma can make things feel really complicated - it's okay to keep it simple, to keep leaning in and caring for yourself and your inner child as things come up.

Recommended Resources By Pete Walker:

[Complex PTSD: From Surviving to Thriving](#)

[Complex PTSD Workbook](#)

[The Tao of Fully Feeling](#)

Spirit Led Coaching

There's a combination of emotional intelligence *and* being spirit-led that creates a really great coach!

If we are solely reliant on only prophetic giftings or a move of the Spirit, it creates a culture where we are always waiting to hear God speak through someone to us or waiting for the miracle to happen.

PAUSE THE VIDEO, REFLECT & JOURNAL:

What came up for you during Sammi's story of how she asked God why He didn't heal people's emotional trauma in an instant?

We want to posture ourselves in a position that is partnering with what God is already doing in the client's life, not needing to know all the answers.

If you are wanting to rely on the Spirit, it's something you are cultivating in your own life beyond just coaching moments.

You don't want the way God showed up in your coaching session to be proof that you've cultivated intimacy with God outside of that. This puts you into an earning mentality instead of being known by your Creator. Our hearts need to be full for our sake, not even for the sake of the people we are leading.

Jenny says, "your trust in something begins in your *belief about* your trust in something....My trust for the voice of God changed when my beliefs about my accessibility to the voice of God changed."

PAUSE THE VIDEO, REFLECT & JOURNAL:

What am I believing about God?

What am I believing about why He created me?

What did He create me for?

Does He want to use me like a robot or does He want a relationship with me?

Being led by the Spirit also looks like testing and trying things and remaining curious!
It's important to ask God, *what are You showing me? Why are You showing me this? Is this for them or for me?*

It is also important to humbly ask the client questions about what you are seeing or sensing, without assuming you are correct.

There's a dance to spirit-led coaching, where sometimes what you receive from God is just for your understanding, and sometimes it is to be shared with the client.

Your unresolved pain towards mom and dad and leaders in your life will filter how you relate to God. You will coach those beliefs into clients if you aren't aware that the source of your beliefs is pain and not truth.

Therefore, as a coach:

- It is important to remain on a journey of investigating where you are believing lies, owning and navigating your pain, and making *you* your top priority so you can overflow onto clients. Your view of God impacts how you influence those you coach.

- Keep good resources in front of you to continue growing in receiving God's voice, like those from Graham Cooke, Bill Johnson, and Shawn Bolz.

Recommended resources

[Favor of the Lord: A Prophetic Soaking Experience by Graham Cooke](#) (video)

[God is Good by Bill Johnson](#)

[Hosting the Presence by Bill Johnson](#)

[Face to Face with God by Bill Johnson](#)

[Translating God by Shawn Bolz](#)

Curiosity vs. Judgment

Curiosity is the super power of coaching! It's more potent than any knowledge that you have.

Curiosity is important because it is totally different from judgment. Judgment is mostly what humans use to navigate their life until they begin a heart-led healing journey.

Following your natural curiosity while a client shares the story can lead to amazing places that may help facilitate breakthrough for your client! This also sometimes is a flop. Practicing taking these small risks in coaching will lead you to develop trust with yourself and your skills.

Curiosity takes the pressure off you needing to have all the answers for a client. When we feel like we need to have all the answers, this can easily be experienced by the client as us coming with an agenda to fix them.

Curiosity is also a tool you can give away to your clients, by modeling it to them in how you coach. At the end of a session you can review with them how much you were able to unpack together just based on a simple question or two that you felt led to.

Successful coaching looks like equipping your clients to be able to stand on their own.

Our brains are really wanting to form judgments about the world around us, so that we can understand how to keep ourselves safe. Remember, our belief systems were formed around our earliest experiences, where we were discovering what life was about, how safe we could be, how happy we could be, etc. Your job as a coach is to help your client discover if the judgments they have made about themselves, God, other people, and life in general are accurate.

Introspection is digging inside of yourself for everything that's wrong, to find a problem to fix. Self-Awareness is dealing with whatever feeling or issue is coming up presently, and processing it with love and compassion.

Either-or questions tend to pin people into choosing one of two answers. As a coach, you'll want to cultivate a practice of asking open-ended questions, so that clients can discover what is happening inside of them. It is more impactful for a client to verbalize what's happening inside of them for themselves!

Extra Resources

Here are a few extra things for you to research and incorporate in your coaching! You don't have to be an expert in order to recommend other resources to your clients that you think would be helpful.

Attachment Theory

- [*The Attachment Theory Workbook* by Annie Chen LMFT](#)
- [*Self-Love Workbook for Women* by Megan Logan, MSW LCSW](#)
- [*The Mindful Self-Compassion Workbook* by Kristin Neff and Christopher Germer](#)

The Enneagram

- [*The Road Back to You* by Ian Morgan Cron & Suzanne Stabile](#)

BONUS CONTENT: Case Studies (optional)

The following case studies are a way for you to see, in real time, the Alive & Free coaching methods as applied by Sammi & Spencer and their team. As you watch, use the journaling space to jot your thoughts on each session that you watch. Each is an example of a unique application of the methods. Here are some question prompts to assist you as you watch:

- What's coming up inside you as you watch this session?
- Are you able to discern what the client might be needing?
- What would you have done as the coach in this session?
- What stood out to you that you may want to try incorporating into your own coaching?

1. Sammi + Rachel <https://vimeo.com/727882550>
2. Brie + Kelly <https://vimeo.com/725365269>
3. Jenny + Miranda <https://vimeo.com/739079401>
4. Melanie + Kimberly <https://vimeo.com/737939417>
5. Spencer + Sarah <https://vimeo.com/729207496/619e1dfcf1>
6. Sammi + Marlene <https://vimeo.com/727885622>
7. Brie + Asha <https://vimeo.com/729217603>
8. Jenny + Melissa <https://vimeo.com/749338616>

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

This image shows a full page of blank handwriting practice paper. It features approximately 30 evenly spaced horizontal black lines across the entire page, providing a guide for letter height and placement. The lines are uniform in thickness and extend from the left margin to the right edge of the paper. There are no vertical lines, margins, or other markings present.

Module 3: Business Launch

INTRO: This module is about practicals and implementation.

Have appropriate expectations.

Business is not just learning a skill, and being amazing at it right off the bat. You will need to practice these skills in order to see growth. Repetition, or as Spencer calls them, “at bats” are what will get you success.

Growth occurs in this pattern:

1. Unconscious incompetence (unaware that you are unskilled at something)
2. Conscious incompetence (aware that you are unskilled at something)
3. Conscious competence (needing to consciously focus (time and attention) on a skill in order to be good at it)
4. Unconscious competence (you no longer need to focus a lot of time and attention in order to be successful at the skill)

You are not setting out to build a multi-million dollar business.

Your goal is to get your first 5-15 clients.

Just focus on the next thing, not the 5- or 10-year plan.

Business is always broken - there is always something you will be tinkering with!

Your goal should be to do things as simply as possible.

Forward motion is better than analysis paralysis. Your goal is forward motion and flow - it's easier to steer a moving ship.

Things you will need to overcome in the process of building your business:

- Getting your first client
- Setting up your first client meeting
- Believing you're worth the price you are going to charge
- Not charging too much while you're building authority in coaching
- Explaining what you do to a prospective client
- Deciding what your offer is
- Building a network of potential clients
- Marketing your services with humility

The goal is for you to be meeting with clients who are happy to pay you money and are experiencing great breakthroughs from your coaching.

You will need to overcome limiting beliefs - and in this process, you will need to face yourself and take full ownership for your life and your business.

If you think it is any one coach's job to make you successful, you would be wrong. You have to do the work.

It is important to not see your mistakes as ultimate failures - they are opportunities for learning. This requires you to take full responsibility for your life and business. Just focus on the next thing - don't overshoot and try to be somewhere you aren't yet!

Part 1 - Getting Started

This section will cover how to set up the business and how to service clients. Don't just consume the information - apply it!

3 Steps to Launch a Business

To start a business, you need:

1. *An entity*
2. *A business bank account*
3. *Merchant processing*

ENTITY: [LegalZoom](#) will help prompt you through the process, and the price is pretty low. Taylor recommends starting as an LLC for your business.

Create your name (this doesn't matter too much, don't overthink it).

BUSINESS BANK ACCOUNT

An EIN is an Employer Identification Number - essentially the SSN for your business.

Take the EIN document to your bank, they will form a checking and savings account for your business bank account.

MERCHANT PROCESSING

Taylor recommends [Stripe](#), it's totally free and easy to use. It connects with other technology which keeps things organized.

NEXT STEPS:

- ☐ Start your LLC using LegalZoom
- ☐ Take your EIN to your bank to create your business checking and savings accounts
- ☐ Set up your Stripe account to take payments.

Set Up Zoom

www.zoom.us

If you want your sessions to be longer than 40 minutes, you'll need to upgrade your account. Please refer to the website for current pricing. If you remain with the free account, your session will end at the 40-minute mark whether you are finished or not.

Zoom can also be integrated with your Acuity scheduling calendar. This means that when a client books, it will automatically input the Zoom link that you will be meeting on with them. You can access your direct invite link under Personal Room.

NEXT STEPS:

- ☐ Set up your Zoom account. We recommend upgrading to the Pro version, so you don't have a time limit on your client sessions.

Client Relations

How to set up clients so you can serve them!

You'll need a simple CRM (Client/Customer Relationship Management) to keep track of client data. You *can* purchase software for this, such as [Active Campaign](#), however to start we recommend simply creating a spreadsheet.

Underneath the video for this section in your Member Portal, you'll see a button that says "CRM PDF." Make a copy and save it to your computer.

When you have more than 50 clients and are ready to invest in more technology, you can look into software like OnceHub, which will support your calendar scheduling and availability needs.

- ☐ Download the PDF provided.
- ☐ Fill in any current client data you have (even if they are unpaid sessions you are doing practice with).

Pay Yourself + Taxes

Just a reminder: at Alive & Free, we are not CPA's or tax attorneys, and this is not formal tax or legal advice. We recommend you seek out a professional who can assist you with this.

LLC (taxed as an S-corp) = becomes a pass through entity

Option 1 - dividends straight from business account to personal

Option 2 - payroll + dividends

Typical tax exposure (to be safe) is 20% of all revenue

Tax Write-Offs to consider:

Section 179: vehicle (gas, insurance, payment, maintenance)

Cell phone

Eating out

Internet

Office space (20% of rent/mortgage)

Travel

Augusta Rule

Kids on payroll

QuickBooks Online

Recommended Reading: [Tax-Free Wealth by Tom Wheelwright](#)

INTERVIEW WITH RYAN PURDIE:

When you start a business for yourself, it's important to know where you are starting *from* and what your goals are, how you'd like your business to grow, and the timeline you think it's going to take to get there - you can always transition to something bigger along the way.

Don't get bogged down in the details - remember, your goal is simple: you want to make a profitable business, with income for you and your family.

AS YOU WATCH THE VIDEO:

Jot down what you want to remember from this video.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

AFTER THE VIDEO, REFLECT & JOURNAL:

Answer these questions as best you can (knowing it will likely grow and change over time):
Where are you starting *from*, and what are your goals for your business?

How would you like your business to grow, and what is the timeline you are considering for that growth?

What are *one or two* action steps from this video that you want to take? When will you take it?

What is an outlying question you still have after watching this video? (Bring that to a live Q&A call soon!)

Create Your Coaching Offer

FREE SESSIONS

You'll want to do lots of free practice sessions for free in order to build your skills, build your self-belief, and bring clarity to the offer you want to create.

It's easier to begin with 1-1 clients rather than to start with group coaching.

Begin putting your offer together by deciding how you want to communicate the problem you want to solve for people. Get specific. The coaching you offer needs to be tangible to your prospective clients.

The order of steps you'll want to take is as follows:

1. Start with giving free sessions.
2. Solve the specific problem you set out to solve.
3. Get testimonials and social proof that you have helped people solve that problem.
4. Begin charging for 1-1 sessions.

PRICING STRATEGY by Taylor

Price = Perceived Quality

Higher price = higher the quality

Example: Gucci being a \$3000 bag is assumed as higher quality than another leather bag priced at \$500.

Pricing Pyramid:

Higher the price, less of the market can afford

\$100/session is a sweet spot (\$75 up to \$150)

Pricing Strategy (more to come on this in the Sales lesson)

- "I am looking to help 5 people GET OUTCOME for free, just donate \$100 to charity of choice, and need testimonial"
- Then after you provide value, say you have people reaching out, and to keep working with them you charge \$100/session or 10 sessions for \$800 (20% savings)
- You want to incentivize people to prepay for a longer commitment

PRICING STRATEGY by Spencer

\$40-60/hour is what Spencer suggests as a great place to start, after you've done a free session with someone.

Free sessions are important when starting out - you'll be able to charge more and skip free sessions later on where you have more demand.

You want to create easy wins for yourself at this stage - it's a lot easier to raise your prices later on!

In the long run, it's more valuable to increase the lifetime value of a current client, than to acquire a new client.

Example of package pricing

One session price: \$60

Three session package: \$150

Five session package: \$225

You can think about increasing your prices when you have 5 clients - when you've had practice under your belt, clients are getting results, and you are building self confidence.

It's best to do this incrementally, and with several weeks notice, so that your clients feel communicated with.

- ☐ Decide your price, decide your packages, and keep moving forward in the course! This is about starting somewhere. You can make changes later!

Single session price: \$ _____

Three session package: \$ _____

Six session package: \$ _____

Client Agreement

Client Agreements are not necessary, because life coaching is not a regulated industry.

However, it's nice to have an agreement so your client knows what they are agreeing to and for you to communicate what it is that you do.

[DocuSign](#) is an app that can be used to help you send and sign documents electronically.

- ☐ Take some time now to download the provided agreement, going through piece by piece and making edits as needed.

Entrepreneurial Mindsets

Entrepreneurship will surface needs and hurts within your heart that are asking you to upgrade your mindsets. This is a great opportunity!

Listed below are common questions we hear all the time from those going through our Coach Launch program. In the space listed below each, jot down what stands out to you from what Spencer shares on each one.

How do I combat disqualification? What qualifies me to coach? Will people understand me, reject me? Will I sound sales-y?

How do you not strive in business, and actually build it with God?

How do I show up in business when life gets hard?

I feel guilty charging for my services. How do I work on this mindset?

(*[Poverty, Riches, and Wealth](#) is a great book by Kris Vallotton, as is [Rich Dad, Poor Dad](#) by Robert Kiyosaki.)

Disqualification + Imposter Syndrome

“In the land of the blind, the one-eyed man is king” (author unknown). In coaching, you don’t have to have all the answers, you just need to have one or two answers that a small group of people need.

Part 2 - Branding + Promotion

The purpose of your Avatar document (which is “living” and will grow as you grow), is to give you a focus for your business.

In the beginning you want to keep your business as lean as possible, not spending a lot of money on things you don’t actually need yet. At the end of the day, YOU are your business! So we want to focus on your messaging and how you articulate what it is you do.

Avatar

- ☐ After watching Spencer’s video, go to the document, copy and paste it to create your own. Fill in each section, remembering to allow yourself to make mistakes and changes.
- ☐ For the next week, work on memorizing it! You want it to feel natural to share with people what it is you do.

Choose Platform + Create Content

Creating content is how you communicate with your audience.

Decide Your Platform - choose ONE, let it be simple, and be consistent!

Instagram and Facebook are great for video and writing.

YouTube is great for video.

Twitter is good for writing one-liners and quick insights.

Podcasts are good for longer form communication with audio or video.

Reels are short videos on Instagram and Facebook.

Keep in mind, you’re not going to be good at anything when you just begin it! Be consistent and expect your platform to grow over time.

“Business is always broken” - there will always be something to tweak and work on and improve. This is the experience of business! And this is what makes it a fantastic vehicle for growth.

Video & Audio Options

1. iPhone and iPhone Mic (most recommended due to its simplicity). You can use the Teleprompter app with this set up, however it’s a skill to learn to use this - you don’t want to sound like a robot!

2. Sony A5100 with 16-50mm lens. This is a simple camera, and more of an investment.
3. DJI remote mic system

Production quality is way less important than Content quality. Focus on communicating what is meaningful, relevant, and impactful for your audience. You will be more relatable if it is not fancy, perfect production!

With social media accounts - use your personal account, don't create a separate business account. Your business is YOU, let them see *you*. You don't have to sound salesy, just offer value.

Tips for Being on Video

When creating content, make sure that you are a big personality - own your words, present yourself as a teacher.

You want to be funny and educational - remember that many people use social media to dissociate, so you want to present yourself in an engaging, entertaining way.

Think about - *what is the one thing I really want my audience to get from this video?*

Share stories! No one can argue with you when you share your experiences. All you're doing is talking about what happened; this creates empathy with your avatar.

Basic Framework for Creating Video Content

Hook: something to spark your viewer's attention, by asking a question or posing a thought that builds curiosity, shock, or connects two opposing things.

Intro with a story or revelation: set up the topic with your personal experience

Teach/relate to the audience: the "meat" of the answer one of the questions your avatar has

Call to Action (CTA): comment, like, engage, take this free resource, hop on a call, etc.

- ☐ Decide the platform you'll begin with: _____
- ☐ What is another platform you are interested in, and would like to try later down the road?

- ☐ Decide your audio/video setup and jot down here: _____
 - ☐ If you need to make any purchases, do so.

Social Media Scripts

In this video, a framework for Instagram posts, Facebook posts, shorts, and reels is discussed.

[Find the Teleprompter App here.](#)

- ☐ After viewing the video, practice creating a social media script below.
 - Hook:
 - Story or revelation:
 - Teach about the topic/relate to the audience:
 - Call to Action (CTA):

Remember to lean on YouTube for learning how to do things - for example, type in “how do I edit an instagram reel?”

You’ll break trust with your audience if you share your marketing offer too often in your social media posts. Spencer recommends posting about your sessions about every 10 sessions. In the meantime, be vulnerable and give away your best stuff.

Your goal is to be the servant-hearted leader - your client is the hero in their own story.

Consider frontloading content - sitting down at one time to create multiple posts, which you can then post throughout the week/month.

Offline Strategy

Business is often about doing things we don’t believe are “us” or things we want to do...usually what’s happening is that “thing” is so outside your comfort zone that it doesn’t *yet* feel like you! There will be a lot of skills you need to grow in.

Think about your life and where you could offer to lead a free group:

Your church

Chamber of Commerce

Small groups from your Top 100 List (more on that list later on!)

Should I make business cards?

Spencer suggests that business cards typically end up in the trash. Use your phone to get the contact information of an individual as you meet them, on-the-go. This keeps it personable and relatable.

Be sure you have MEMORIZED your statement of what it is you do! Being able to articulate it while out and about with people will go a long way in building your network.

- ☐ What are your existing networks where you might be able to offer a free group or free services?

Part 3 - Lead Generation

This section will show you ways to obtain leads for your coaching business.

Social Media Leads

What is a lead?

Anyone you can talk to who can buy your thing!

1. Paid media
2. Owned media
3. Earned media
4. Affiliate marketing
5. Referral
6. Manual Outbound

**Paid advertising is not covered in this course, we recommend not worrying about developing that skill until after you've gotten 30-50 paid clients. Keep it simple as you start your business!*

Process:

1. Post valuable content
2. DM your likes, comments and shares
3. Join FB groups of people in your market
4. Comment on posts with value
5. Drive conversations to DM
6. Goal - get them to book a free session via scripted convo

Script for connecting on social media:

Thanks for the like/comment, curious what you found most valuable about that?...I wanna make more like it

Oh nice. Do you happen to deal with PROBLEM to any degree? (To actually coach someone, you need them to admit they have a problem.)

When did that start?

What would you say is the most difficult part of it, right now?

You doing anything active right now to work on it?

You like the results you're seeing right now?

[pitch] thanks for sharing all this. No promises or anything, but I am looking to give only 4 more sessions away to give back and help my community, if we could find an hour somewhere, would you be open to a coaching session to see if I can help at all with PROBLEM?

I have DATE/TIMES available, would one of those work?

Can I get your best email?

Just sent you a calendar invite with the zoom link, chat soon.

Top 100 List

Build Your List:

A's- they would do anything for you, they're huge fans of yours

B's- they know you, but will prob need some value exchange to do something for you

C's- they don't know you super well, and they are more of an acquaintance

Call, then text, then email everyone! Start with A's.

Problem Statement:

"Hey NAME, wanted to connect, I started a new business where I help PERSON with PROBLEM so they can BENEFIT. Would you happen to know anyone who might need help in this, that I could connect with and offer a free session to...just trying to help where I can."

Example text:

"Hey there Gabe, wanted to connect real quick.

I started a new endeavor where I help Christian couples who are having some disconnect in the relationship experience better communication with 80% less fighting which also leads to more intimacy...Was wondering if you know anyone who might need help in this area as I am able to offer 5 free sessions this month?"

Example email:

Subj: Quick Question For Ya...

Hey there Gabe, I wanted to connect real quick.

I started a new endeavor where I help Christian couples who are having some disconnect in the relationship experience better communication with 80% less fighting which also leads to more intimacy...

I was wondering if you know anyone who might need help in this area? I am able to offer 5 free sessions this month.

Are you opposed to helping find a couple for me?

- ☐ Create your Top 100 List (the next lesson will further build out what you can say when you reach out to this list).

The “Unsent Letter”

This is a way that you can really drill down into how you want to articulate what it is you do. You'll want your Avatar document nearby as you work on this.

When you've gotten the draft to a place that feels authentic and is what you want to communicate, it can be sent as an email or physical letter or both.

Hey (Family Friend Name),

I hope this letter finds you well. I'm sending this out for a couple reasons. First, because I value the people that are in my life that have been there and that I love and who I have felt supported by. But also because I would love your support again in this season of life...and no, this is not a sneaky christian way to ask for money (I promise LOL).

This letter is to serve as a life update but to also share something new that I've gotten involved with that I've found a deep passion for.

You may or may not know that over the past 10 years, and even before that, I've had a very difficult struggle with (replace mine with yours...mine is italicized) *shame and self hatred over the years. I had a closet addiction to pornography that I didn't know how to kick, but tried everything, and I also struggled with eating disorders and had a ton of shame and self hatred that I was in deep denial to. It's a long story, and I'll spare all the details for now, but I had some radical experiences with God and after facing these issues head on in various counseling and coaching sessions, I got freedom and have been walking in so much joy since then. I have been tirelessly searching for ways to impact others in a similar way. Flash forward 2 years to 2022, I have not only been on more deep healing and research, but also attended a life coach mentorship that really equipped me and taught me new methods and coaching frameworks and I've decided to start a life coaching business.*

While it is vulnerable to share my story with you, it is also vulnerable to admit that I know nothing about business and marketing and I'm reaching out to grow this business the only way I know how, and that is by giving away help for free at first LOL. I truly believe that if I just help people and make myself available to others in their pain and show that I can help, that people will want more.

There are far too many (add your avatar statement here) *men and women that struggle to connect with their emotions and break past shame to be able to feel free and full of joy and it is my goal to help believers get free from those things. I want to be a safe listening ear as well as someone to help sift through negative belief systems and painful emotions and believe I can really be that for people.*

You're someone that I care about and want you to know what I'm doing but also, I'm vulnerably and transparently asking if you might possibly know someone that might need this kind of help or support...whether that's you or a friend you might know. If so, please reach out or send them

my number or if it feels lower stakes, I'll add links below to my social or my website (it will depend on what you have done in the modules).

(Add links below)

Thank you, Your friend, (Your Name)

- ☐ Edit this draft of an Unsent letter until you feel like it authentically expresses your heart, story, and desire to help others.
- ☐ Start sending it to your Top 100 List!

NOTE: The following are advanced strategies for generating leads. You can absolutely skip them for now and build your business from the previous strategies. Keep it simple as you are starting out!

Paid Shoutouts (Advanced Strategy)

This advanced strategy is about asking if Instagram influencers will announce you and your services on their posts or stories!

Find micro-influencers (under 50,000 followers on Instagram) that have content that lines up with your ideal target audience. Ideally look for people with 5,000-15,000 followers at first.

"Hey NAME, I'm wondering do you have a flat rate for sponsored shoutouts? If so, what is your rate?"

"Well, I'm a faith-based life coach. You know how (AVATAR STATEMENT OF WHAT YOU DO) I was wondering if you'd just make a post or share on your story that I am offering free sessions at the moment to help people and I'm happy to pay you your fee. I'm also happy to chat on the phone first if you want to build some trust or you can check out my recent insta posts."

"I also have a post template that you can use if you don't know what to say to your audience"

POST: (Provide picture of yourself or your profile) Hey Everyone! This is (YOURNAME). Emotional health has become an increasingly vital topic lately and I realize that there are very few people trustworthy to help people. I've recently come across (YOUR NAME)'s posts and account and *she/he* has some very enlightening stuff to share and has been through an extensive healing process and has studied and become equipped to coach believers. (YOUR NAME) has a mission to see (the things you hate) end in the lives of believers. If you're needing help working through (PROBLEMS THAT YOU SOLVE/STEPPING INTO ASPIRATIONS YOUR AVATAR HAS) then I highly recommend DMing *him/her*. For this next month *he/she* is offering a free life coaching session at no cost so you can experience healing and change for free. Message her or check her out at (website name).

Advanced Lead Gen: Create Landing Pages

If you're going to use Paid Shoutouts, then you'll need a landing page where people can find you, learn more about you, and book a session with you. You can use the Fillable Funnel by clicking on the button below the video in this lesson.

REMINDER: ClickFunnels (link below the video) is the cheapest and most effective landing page software that we've found. Remember, this is an advanced strategy - you can completely skip this section if you want! You do not have to have a website. You ARE your brand. You are your best business front. This strategy is if you have speaking engagements or paid shoutouts and you want people to have a quick and easy way to find you and book appointments.

Be sure to set up an [Acuity Scheduling](#) account so you can embed your booking link in the landing page. It will be important for you to sync your other calendars with this as well.

Advanced Lead Gen: Domains

Spencer is going to walk you through creating a Domain and adding it to click funnels. Remember to lean on YouTube how-to videos if you need extra help!

As you move through the video, don't get hung up on choosing your domain name. [GoDaddy.com](#) allows you to search for and purchase domain names, and you can always change it in the future. Now is the best time to just dive in somewhere and make adjustments as you go!

Advanced Lead Gen: Create a VSL

Spencer is going to walk you through creating a Video Sales Letter and a script you can start with, then edit to make your own. The focus is on expressing your Learned and Earned experience.

Script:

Hey So If you're here watching this video, you are probably (experiencing avatar problems and/or desiring avatar aspirations) whatever the case you're wanting (general solution)

The way I see believers getting freedom and health is through experiencing the unconditional love of God. I believe love really is the key. But emotions and beliefs and unwanted behaviors and cycles can be tricky. The truth is that as human beings our lives are governed by our belief systems...if you believe God is angry or disconnected, it will affect the way you experience Him or respond to Him. If you believe people aren't safe, well, that will affect how you do relationship and how vulnerable you are. If you believe the opposite sex is selfish, dating or marriage won't be too fun. But beliefs are just protectors that we form and adopt usually in our childhood to protect us from pain. I believe that as people experience love and compassion and encounter God in the midst of their pain and the lies they are believing, that it changes the external.

A little about me...I used to struggle with deep self hatred and because of that I used to binge and throw up after meals all the time. I grew up hating the man in the mirror. I also learned to believe growing up that I was only valuable if I could love others, entertain people, make people laugh, or perform to some degree. This belief left me burnout and disconnected from myself because it caused me to live with masks and hide from everyone. Even the people that loved me...I couldn't feel it. I medicated for years with pornography as well as good things like ministry and people pleasing. I thought I'd find my significance in being someone great in other people's eyes because deep down, I believed there was something deeply and profoundly wrong with me...and I tried to prove that lie wrong. There's a lot more to my story...but I went on about a 7 year journey of connecting to my heart and the emotions I was running away from. I learned that I had hated and rejected past parts of myself that failed or couldn't fit the standards I had created. Ultimately I had rejected and judged and accused myself and I blamed God for my own rejection and abandonment of myself. And I got freedom from years of unresolved childhood pain.

I've dedicated my life in coaching to help other believers step into freedom from shame and self hatred and performance based love. If you resonate at all with my story, I want you to know that I get it. I'm sure you've been trying so hard and I'm so sorry for how exhausted you must feel and how painful it must be to not feel fully free or connected to love. And I want to help.

Below this video, you'll see options to book a free coaching session with me. This won't last long, I'm doing this now as I'm growing my practice. Check below to make sure there are still times.

Listen, I'm not just another "coach" that's going to talk at you, fix you, judge you, or throw scriptures at you...I want to listen, ask questions, learn you, and offer support through the methods I've learned to help you connect to your heart, identify underlying belief systems that might be governing your life, and find freedom through connecting with love and truth...not in concept, but at a cellular level, and experiential place in your heart.

If you want to take a risk because you want change, book a time below!

Part 4 - Lead Nurture

This section is about how to engage and nurture leads to get them moving down your funnel - into booking a free session, and becoming a paid client.

Lead Nurture Scripts

Reach Out

Hey there, NAME?

Saw your like on my post, what made ya smash that thumbs up button?

Don't you know my friend NAME?

Saw the comment, thanks! BTW, how did you find my content?

Engage

What attracted your attention to the post?

<answer>

Interesting. Are you possibly looking for any help around PROBLEM? <if no>

No worries, do you happen to know anyone looking to GET BENEFIT? <yes>

Tell me about it?

<info>

Would you say this is having any sort of personal impact on ya?

<yes>

How so?

<info>

Transition

Thanks for sharing, and I may be able to help...however, with my schedule right now, I can only take another 3 free intro sessions this month. Maybe what we can do, is do a free coaching session to first see how I could help, and we can go from there?

<sounds good>



Let me pull up my calendar, how does tomorrow or NEXT DAY work for ya?

<they give time>

*I'll shoot you a google invite with my zoom link, chat then! **Verify***

Missed you on our scheduled call, is everything ok? Were you able to book a time on my calendar?

You get the zoom link?

See ya on call today.

Part 5 - Sales

In this section, you'll learn a sales process where you don't sound salesy or manipulative. This can be the most challenging part of business - don't get discouraged, move forward and let these videos guide you through.

Sales Script

It's more important HOW you say something than what you say.

This sales script is to be a support to you, a frame - the goal is not to sound scripted. Using detached and neutral language will help lower your lead's sales resistance!

Connect to Context

Hey what's up?

Can you hear me ok?

(FRAME FOR BOOKED CALL)

So I saw you booked into my calendar to look at some possible outside help with WHAT YOU DO, this call is pretty basic, I just want to look at your situation a little bit to make sure we can help, some people I can't do much for ya know...but if I feel I could, I can explain how it looks and possible next steps at the end, does that help you?

(FRAME POST FREE SESSIONS)

So I want to transition for a minute, you had this free session(s) with me, and I basically want to see if continuing to work with you would help you or not, as I can't help some people. If you're open to it, I am happy to ask you a few questions, and if I feel like doing more coaching would help you, we can discuss possible steps after that, sound fair?

Situation (facts)

[These are the logistical facts you need to build emotions off of]

Before jumping into stuff around PROBLEM YOU SOLVE, what do you do for work? And I should probably ask, you have a family or is it just you?

When did PROBLEM first start?

What are you doing to work on this right now?

What have been the results/progress in the last 3 months?

[Ask around the facts you need to know. Stay with a quick cadence, and stoic. Be sure to ask "What you do now to SOLVE PROBLEM"]

Connect to Problem

Do you...like the results you get now (concerning the way they solve problem now)

(if yes)

Why do you like it?

(if no)

Why don't you like it? What don't you like?

(two-truth question)

Sounds like things are going fairly well for ya, I guess what would you change about PROBLEM if you could?

(Probe questions)

Tell me more?

Explain?

What do you mean?

Why is that important to you? Can you elaborate?

How is this affecting you...personally? Is that having an impact on you? [tone is very important here]

Just so I understand the rationale behind getting some possible help with me, besides (PROBLEM ABOVE), what's the main reason you are wanting to look at coaching as opposed to (DOING WHAT THEY ALREADY DO)

Connect to Solution

Besides reaching out to me obviously, are you looking at any other help to SOLVE PROBLEM right now?

(if not)

Has anything prevented you?

(if yes)

Have you pursued any of those? Why?

Why not?

To make sure I could help, in your mind, what is the ideal criteria you're looking for from me to get OUTCOME?

(lead them on if they are clueless)

1. *Well, would having a process to follow, that uncovered the origin of PROBLEM so you could fix it at its core, and not band-aid the symptoms help you?*
2. *Ok, what about having a safe space to process the real emotions and beliefs around this, so you could find new perspectives that brought the breakthrough you want?*

Assuming I came in and got you these things, what is the ideal outcome for you?

(Probing)

What could you do with RESULT you maybe can't do now?

What would it mean to have RESULT? Would that do anything for you personally? Tell me more?

Why that?

(point of this is take tangible outcomes like no more fighting, no more binge eating, no more drinking, into things and circumstances and have them give emotion words of what it's like to experience those circumstances)

Connect to Consequences

And you can be honest, but in your mind, could you get to ABOVE OUTCOME using the strategy you have in place now?

(if they say, I think so)

What makes you so confident?

Is that the ideal way you want to achieve it?

Why not?

Have you considered if there might be any possible ramifications in the future if you don't make a change and keep doing what you're doing now?

Willing to settle for that?

So maybe time for a change?

Can I ask why make that change now though....couldn't you wait on this?

Transition

Thanks for sharing, based on what you've told me I believe I can help, because...(recap their problem, how they try to solve it, and how it's not producing result they say they want)

I'd be happy to explain how I help clients like you get OUTCOME, could I explain how that would look?

Present

I do a 10 session 1-1 coaching program where we meet once a week for 10 weeks where I'd help you...[tangible outcome that gives intangible feelings]

My normal session rate is \$100/session, but instead of this being \$1000, I'd do a 20% discount for you today, so it would be \$800 for the whole coaching program...here is what we do in these coaching sessions together...

You know how you said having a specific process to get GOAL would help you, we solve that using what I call my NAME METHOD in the coaching sessions.

[share a story/analogy on how your method works] Any questions on that piece?

Second, you know how you said having a safe place to process, get new perspectives and breakthroughs would help, well that's why we meet 1-1 in a very intentional way.

The feelings you have now around PROBLEM are due to the MEANING you've assigned to your circumstances. I would help you assign new meaning, which will give you entirely new beliefs and feelings around the circumstances, which then eventually altar those circumstances.

Does this make sense?

Commit

If you were to do these coaching sessions with me, do you feel like this could be the solution for you?

Why?

Well, I do not have much left to go over here, normally this is just where I help clients sort out the payment part, and I can schedule your first call, what would you like to do from here?

Objection Handling

"I Have To Think About It..."

Objection here 90% time is Fear/Uncertainty

Beliefs

"I have made bad decisions in past, so I don't want to make another" "I always take time to make decisions" "I need more information before I can decide"

10% it's logistical money or decision maker "Check departments budget, I don't remember"
"Director needs to sign off"
"My spouse has to pay, I make no money"

Step 1 - Disarm and schedule follow up within 2 days

"No problem, I'll have to look at my schedule for the next day or two, to make sure I'm available so you don't have to chase me down or vice versa, how does DAY AND TIME sound?"

Step 2- Probe

"Just so I stay organized on my side, what else will you need to be looking at to know if this is the right fit for you?"

Money

Do money objection

Fear (beliefs)

Step 3- Overcome belief

"I hear what you're saying, would you possibly be open to a perspective on that?"

Parenting Analogy

"If you were wanting to get clarity on what it's going to be like to be a parent before your first kid, even if you interviewed every parent you knew, read every book, contemplated it more, would you know what parenting is going to really be like still...no right...that's because you have to experience it to really know.

"Successful (person) can move forward in faith even when it's not entirely clear, because they know that's how life works..."

"Are you willing to move forward in faith knowing you'll never know enough until you experience it?"

Past Failure

"Have you made some bad decisions in the past? Yes

"Did you still make it through the other side?"

Yes

"Would the version of you 5 years from now tell you to make decisions based on your past experiences or based on who you want to be?" Who I want to be

"With that said, what do you need to do today to put yourself in the best position to get XYZ?"

Time is an Asset

"Makes sense, would you agree time is an asset?"

Yep

"It can work for us or against us. Waiting to put an offer on a real estate deal can lose you hundreds of thousands, taking too much time there hurts you...Spending more time on a business can increase it's value and your income, time there helps you...make sense?"

"Right now, is taking more time going to get you RESULT you're looking for or just delaying it?"

Delay

"So is the best thing for you then to move forward?"

Delay but...always sit on this, 1 day won't make a difference "If one more day makes no difference, why take that time?" Or

"How does sitting on this help you in your mind?"

Reason Close

"I know you want to think on this, so if we were to even think about it for a moment now, if you were to move forward on this, what results do you think you would get?"

They list results

"If you decide not to get XYZ, what sort of results would you expect for yourself?"

Not as much

"So with taking more time, what about your current reasoning do you expect to change?"

Prob nothing "Let's go then"

Logistical or Fear (Uncertainty)

Logistical (Money/Value Objection, Fear of Money, Fear of Self)

Step 1 - Isolate money away

"I can appreciate money being a concern, assuming that worked out, would you want to do this?"

Step 2- Get Emotional Anchor

"Why would you though" (seek benefits, not features)

Step 3- Get them into problem solving

“With money being a concern, I guess how do you think you could get the money figured out so you can get EMOTIONAL ANCHOR”

Beliefs or Logistics Start

They say

- I am broke and have nothing

- “So, I don’t want to put you in a bad position, if you move forward on this, are you not going to be able to eat or have a roof?”

- No. “Successful (person) are resourceful and creative, would you be willing to step into that to maybe find a way to make the money part work?”

- Yes. Logically close on payment plan or credit. - I could look at XYZ

- “Yeah you could, if we were to look at using a credit card/savings/payment plan, if we could find a way for payment there, would you want to move forward?”

- Well I need some time to look at that/budget for this

- “Well budgeting for this will be important, I guess are you willing to move your budget around to make it work though?”

- Yes- “With that said, if you’re committed to that, which I’m glad you are, what could we do today then so you can get started, and you can put yourself in the position you want to be in where you can get OUTCOME?”

Break beliefs

Step 1- Permission

“Would you be open to a perspective on that?”

Sure.

Step 2- Offer new perspective with frame, analogy, or story

Example Beliefs

Belief- I can’t do this unless it fits into my budget

New perspective-

“Making something work for a budget comes down to necessity. If we have a kid who needs heart surgery, we make the budget work...it’s a necessity. Now I know you mentioned you want XYZ, the question then is do you feel that is a necessity, or are you really ok with where you’re at right now?”

No.

“With that said, are you willing to make the budget work so we can help you get XYZ?”

Yes.

“So what do we need to do today with the payment so we can make this work for you?”

Belief- I don't want to spend that amount of money right now

New perspective-

"Over the next 6, 12 or even 24 months, would you agree that you're likely to spend X amount of money on something, whether it's a fix, a bill, taxes, or something???"

"Would you agree spending money on assets (things that return value to you personally) is better than on expenses?"

"Since you're gonna spend this anyways, most likely on an expense, why not spend it on something you really care about that creates a real return to you?"

"And you were able to save that money the first time, do you trust yourself you can do it again?"

"Then can we get you started?" Belief- what if I don't get the results

New perspective-

"You thinking you won't get these results is based on what past experience?"

"Are you going to let that experience dictate who you are today?"

"Are you willing to trust yourself then and believe in yourself like other successful (people).

Belief- that's a lot of money/expensive

New perspective-

"Expensive is relative to context. \$2000 for a house is cheap. \$2000 for a lunch is expensive, you see it's tied to the value you get...

Do you think you getting XYZ is this valuable?"

Yes

"Why though"

"With that said, is investing this money in you today going to put you in a better position than you were yesterday?"

Yes

"Let's get you started then."

Congratulations on finishing the Coach Launch program!

Much of the jargon around starting a business can bring overwhelm - keep it simple, and make a list of your next steps.

Business is not something you “win” - *continuing to play* is the goal!

It's important to ask yourself, “what do I want to do with my business?”

Keep working on your skills!

One of the best things you can do in your life is destroy the monster of Comparison. *You are not anyone else than you.* You are in the driver's seat of your life!

If you want to keep learning from us at Alive & Free, reach out to us about options for supporting the growth of your business! We would love to keep walking with you. Email us at support@aliveandfreeconsulting.com.

You have done an amazing feat! Well done. We are so proud of you, thank you for trusting us. We wish you all the best!

RECOMMENDED BOOKS TO SUPPORT YOUR JOURNEY

[7 Habits of Highly Effective People by Stephen Covey](#)

[Face to Face with God by Bill Johnson](#)

[The Invitation by Tony Stoltzfus](#)

[Homecoming by John Bradshaw](#)

[The Tao of Fully Feeling by Pete Walker](#)

[Developing the Leader Within by John Maxwell](#)

[Complex PTSD by Pete Walker](#)

[The Road Back to You by Ian Morgan Cron & Suzanne Stabile](#)

[The Whole Brain Child by Daniel J. Siegel and Tina Payne Bryson](#)

[It Didn't Start With You by Mark Wolynn](#)

[The Coaching Habit by Michael Bungay Stanier](#)

[The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It Book by Michael E. Gerber](#)

[Poverty, Riches & Wealth by Kris Vallotton](#)

[The Attachment Theory Workbook by Annie Chen LMFT](#)

[Self-Love Workbook for Women by Megan Logan, MSW LCSW](#)

[The Mindful Self-Compassion Workbook by Kristin Neff and Christopher Germer](#)

[A Guide for Listening and Inner Healing Prayer by Rusty Rustenbach](#)

Specifically on the Masculine/Feminine:

[Wild at Heart by John Eldridge](#)

[Captivating Staci Eldridge](#)

[The Way of the Superior Man by David Deida](#)

[Dear Lover by David Deida](#)