



3 Steps To Greater Clarity, Focus & Freedom

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HOW TO CREATE THE ULTIMATE LIFESTYLE & BUSINESS... WITHOUT THE STRESS!

Michele Attias
Shows You How To
Create A Life & Business
That Aligns With You....

**STRESS
FREE!**

NOT TO BE MISSED BONUS CONTENT!..
Setting Goals, Branding, Finding Your Unique Personality, Networking etc..

HOW TO CREATE THE ULTIMATE LIFESTYLE & BUSINESS... WITHOUT THE STRESS!

Welcome to my e-book



How To Create The Ultimate Lifestyle & Business... Without the Stress!

If you've opted into my e-book offer; it shows that you are toying with stepping out of the norm and creating something incredible on your terms not anyone else's. Great first step!

I'm Michele Attias, and I'm a Life & Business Coach and want to support you to define your lifestyle and business by providing you with ideas and interesting nuggets to support you through the transition of creating a business around your lifestyle..

My aim is to introduce you to a more expansive world within setting up a business where I support you to push your comfort zone, move past fears and insecurities, move towards clarity and into freedom – This is the gift you receive when reading this.

This e-book is in various stages,

- Firstly aligning you with the 3 steps of getting clarity about what You want.
- Once you have worked through this, read through the bonus content which will support you with refining your life and business.

The great news is that you're just taking the first step to the creation of a future that makes you feel passion, freedom, joy and contentment - Only a life you create on your terms can do this.

HOW TO CREATE THE ULTIMATE LIFESTYLE & BUSINESS...
WITHOUT THE STRESS!

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The
First Step To Your
Ultimate Lifestyle
& Business

THE FIRST STEP TO YOUR ULTIMATE LIFESTYLE & BUSINESS

The 3 steps to Getting Clarity, following Your Passion and Creating a Business that Aligns with You - Stress Free!

- Clarity - Creativity - Contribution

Step 1 CLARITY

In order to create your unique Lifestyle and Business, you need to gain a measure of clarity.

Give yourself a period of time to dedicate to this. You don't want this to be rushed or have a sense of urgency about this. It needs reflection and dedication.

This is not an intellectual exercise therefore you need to find a time of day when you can have more of a reflective, quiet moment.

Sit quietly and Reflect on the following:

- Which aspect of your Life or business is crying out for change?
- What would you like your Life or business to look like 1 year from now?
- What would you be doing?
- How would you be feeling?
- If you could have it just the way you would like it, what would this do for you?
- What would be the best part?

Begin to write all of this down, don't hold back. You could even spend a few hours on this step, then return to it in a few days to see if anything more emerges from the exercise.

This will give you the clarity that you need to go on to step 2.

Has this begun to get your creative juices going?

Now you're ready to go into step 2

THE FIRST STEP TO YOUR ULTIMATE LIFESTYLE & BUSINESS

Step 2 Creativity

Great work!

In Step 1 you identified and became clear about which change you would like to make in your business or life.

The next step is to unleash this and the big question is: What is stopping you from living the life or creating the business you really want and deserve?

Imagine you've been given a blank canvas and a bunch of felt tip colours to create your own picture just how you like it.

- What would be the best part of it?
- Be as specific as you can and try to refine in as much detail as you're able to give.
- Even if you feel as if there is so much in the way, you need to start creating:

Reflect on the Following:

Identify the one thing that is preventing you from moving forward and is slowing you down.

- What impact does this have in other areas of your life?
- What small step or act could you do today to begin to uncover this?
- Hang on to the feeling you had when you visualised the change you wanted to make in step 1.
- If you felt powerful, creative, empowered, confident and purposeful, Wouldn't you like more of that feeling?

SO WHATS IN THE WAY?

Or how I like to call it - Getting rid of any blocks to uncover your creativity and potential.

If it seems like an uphill battle, it sounds like you might need to stretch your comfort zone that little bit further. Its about getting uncomfortable because this is where the change and magic appears.

If you're slowly starting to awaken your senses and beginning to taste what life would be like if you just let go, then you're ready to go on to step 3.

THE FIRST STEP TO YOUR ULTIMATE LIFESTYLE & BUSINESS

STEP 3 Contribution!

WHATS NEXT?

Lets recap step 1 and step 2

1) You've clarified and visualised the change that you want to make.

2) You've identified what is stopping you from taking the next step.

What would it be like to name the changes you want to make as your 'contribution' to the world through your business.

Wouldn't this change the way you view what you do and how you do it?

What would it be like to approach your business knowing that:

- It is in line with your vision, mission and values.
- There is clarity focus and direction.
- You are starting to step out of your comfort zone and be able to let go of what has up to now held you back.
- You feel fulfilled in what you are doing and therefore want to share what you do with others.

What I have just described is not just making a monetary profit from your business or creating a meaningless life, but actually creating it all with a purposeful intent.

Think about what this would be like. Having clarity, uncovering your creativity and contributing through the way you share with others.



Now
You're Ready For
The Bonus Content!

**BONUS 1:
THE ULTIMATE
KICK
START**

FEEL THE FEAR AND DO IT ANYWAY

Have you ever stopped yourself from attempting something, travelling somewhere or venturing into the unknown due to fear? If you have, you're in good company since most of us generally feel fear, often coming from an irrational place, but nevertheless it binds us from venturing further and at times keeps us stuck in the place where we currently stand.

Fear can feel paralysing at times, there is something about navigating into the area of the unknown that can have an intensely powerful hold and no matter how hard we resist, the urge to do so wins hands down.

I was reminded of this recently when I was due to attend a networking event just outside of London and in an area that I was totally unfamiliar with. This brought into my fear of motorways, getting lost and ending up in a one way system which brought on a huge level of anxiety – On the one hand I wanted to attempt the journey, yet on the other hand the anxiety of the journey that lay ahead began to take hold.

The question is, can we fear something and still do it? The answer is an absolutely positive Yes! The fear emanates from our thinking which often has a warped view of events, we then take this seriously, feel emotionally paralysed and cease to do that which we fear. The key is to feel fear, acknowledge it, continue to feel the fear and continue to work past it and into doing the action anyway.

One word of warning however; this does not apply to dangerous stunts or placing ourselves in a dangerous situation. This is about pushing past our irrational fears be it fear of change, spiders, motorways, dogs, storms, etc, it is essentially about pushing past our comfort zone and into an area not previously navigated and the question of how we will handle something we have never previously experienced.

The interesting thing is that our fears are actually worse when thought about, then when we actually attempt them. This was actually put to the test whilst I was attending a Coaching training event a few weeks ago. Our trainer asked us to attempt an exercise during the break which involved approaching someone from a restaurant or shop and asking them a question that is absolutely contrary to what they do – i.e if we approach a bookstore salesman, asking them if they sell hot dogs or asking a pizza shop if they can sell you a television.

The actual fear and anxiety in the room was palpable. We ventured out during the break to complete our assignment. The interesting thing was that the actual build up to completing the assignment was actually worse than when we eventually attempted it. I noticed that the exercise, although daunting and at times embarrassing, was quite a fun exercise, yet half an hour earlier I had felt a deep sense of anxiety along with everyone else who was thinking of attempting this.

In essence our fearful thoughts are actually worse than the action involved, and with this in mind, I set off on my journey outside London armed with my satnav and maps. I understood that like everything else, however fearful I was of taking the wrong turn or getting lost along the way, there was a feeling of pleasure in knowing that my comfort zone would stretch that little bit more on that day. This was confirmed when I arrived at my location an hour and a half later, feeling a huge sense of achievement. I did lose my bearings a number of times, but I found my way back and more importantly I learnt that confronting is one of the most powerful ways of facing up to something, ignoring or avoiding it won't make it go away.

FEEL THE FEAR AND DO IT ANYWAY

My 8 tips for basic Fear Busting:

- Chose one fear which gives you the least anxiety.
- Give it a name.
- Prepare for facing up to it.
- Confront and notice how you feel.
- Allow the fear to emerge but don't let that determine if you should continue.
- If there is fear, notice it, take a few breaths and carry on if you can.
- Should you need to stop, make sure you have ventured that bit further than the previous time you tried.
- Once achieved, give yourself a reward, anything you enjoy would be great.

If you could push past what you fear today, what would this be?

Remember this is about your comfort zone and expanding it that little bit further:

FROM SHAME TO SHAMELESS

When working with clients in my Coaching practice, shame is an element that at times overtakes and can overpower sessions preventing clients from moving forward or making changes in their lives.

The roots of the word shame derive from the meaning of the words 'to cover' and as such, covering oneself, literally or figuratively, is a natural expression of shame. The Scientist Charles Darwin, in his book "The Expression of the Emotions in Man and Animals", described the effect of shame as blushing, confused mind, downward cast eyes, slack posture, and lowered head, as well as the physical manifestation such as blushing.

The feeling of shame is self imposed and so is the guilt that results from believing that we need to get things right, we judge and compare our action with the standards we set ourselves, rather than experiencing the action in an unconditional way. When we go through a life experience or life change such as divorce, redundancy or bankruptcy, these can all be experienced in different ways, however difficult they are to undergo. It is important to remember that we flavour what we are going through, similarly to the ingredients we add to a soup or dish, we can chose to add more salt, more stock, or we can leave it bland.

Therefore if shame is experienced dependent on the flavour we add to it, then no two people experience a life change or moment in the same way, therefore it is not the experience but the person who adds the slant to it. A number of individuals can go through similar 'shameful' experience, one will experience it as truly exposing, embarrassing, humiliating and life changing, whilst another will experience the embarrassment or humiliation to some degree but swiftly move on. Therefore it is not the event but the colour or the flavour we add to it. Whether our childhood conditioning or early experiences play any part in this still remains to be seen.

We can go from shame to shameless in one thought, that is all it takes. Sounds simple yet at times so difficult to execute. Why? Because of the layers of unhelpful shameful thinking we add on to our experience. There is also an element of victimhood and judgement that elicits the perpetuation of this feeling.

A note of caution however; it is important to retain an element of shame as this protects us from behaving in crazy uncontained ways, but the way a number of individuals carry (or drag) their shame (or rather life experience) exacerbates the problem by wearing it like a thick winter coat, and boy is it heavy.

One of the ways that I work with my Coaching clients before we are able to set goals is to work through their core beliefs, some of those beliefs might include feelings of shame that a relationship did not work or a business they were involved in setting up collapsed. There is no place to begin making transformational changes when weighed up by this.

FROM SHAME TO SHAMELESS

Here are my 7 steps to help you navigate the journey from shame to shameless:

- 1) Firstly recognise that shame plays a part in your life – This is not necessarily being shamed by others but the way you shame yourself.
- 2) Watch the language that you use – Statements such as ‘that was stupid’, ‘you’ll never be good enough’ are totally unhelpful and therefore it is about learning to create a different language to prevent the shaming statements you berate yourself with.
- 3) Be more conscious of who you surround yourself with - Make sure that you develop friendships with people who do not consistently shame or put you down. It is really important to surround yourself with people who elevate you not bring you down.
- 4) Even if you do not feel good enough, operate in the world as if you matter – Treat yourself and other people as if they matter too, this will shift the energy.
- 5) The key here is to remember that shame is the colour or flavour we add to our experience – Important to understand that this is generally served with a generous portion of suffering and an extra portion of guilt; These are all self imposed, meaning imposed by yourself, it doesn’t need to be this way.
- 6) Be compassionate with yourself after going through a difficult event or experience – Be prepared for succumbing to certain feelings of shame or judgement which is totally understandable, allow for this and be gentle with yourself (I know that it’s easier said than done), we all make mistakes and you are doing the best that you can with what you have.
- 7) Most importantly, life is all about making a choice – Move towards becoming the victor; not the victim of an experience, this will colour the choices you make from hereon. All you need is a shift in perception which can allow you to pick the colours or flavours you wish to add to your experience.

DITCHING THE BUSINESS STRESS

There is one important factor which can threaten to undermine your business – It's not your competitors, profits, customers, marketing or branding, it is how you deal with stress and even more importantly, what you do with it when it surfaces.

Let me elaborate further, stress is like a dark cloud that migrates into your region, like an irritating guest who refuses to leave and makes it almost an impossibility for you to see or perceive any clarity. Stressful thinking can and does accumulate over time becoming more prominent. When we approach everything from this state, it can be catastrophic, because there is no clear thought process. Personally, I have made the worst business and life decisions in the past due to stressful thinking, since when in this state, there is no clear action plan.

Essentially, one of the main struggles that prevent my Business Coaching clients from having clarity, is the sense of overwhelm they feel when dealing with balancing their work and personal life. Is it any wonder they are drowning in overwhelming feelings of inadequacy built up over time? With thoughts such as 'I must', 'I should have', 'I need to', is it any wonder that once stress sets in and becomes entrenched, it is pretty hard to wriggle out?

The latest estimates from the Labour Force Survey show:

- The number of new cases of work-related stress, depression or anxiety in 2013/14 were 244,000.
- The total number of working days lost due to work-related stress or anxiety was 11.3 million in 2013/14, an average of 23 days per case of stress, depression or anxiety.
- The industries that reported the highest prevalence rates of work-related stress, depression or anxiety (three-year average) were human health and social work, education and public administration and defence.

In reflecting on the figures above, it is clear that stress has a real impact on our life, our work and can be manifested in the following behaviours:

- Sleep deprivation
- Tiredness
- Headaches
- Lack of Concentration
- Memory loss
- Low self esteem.
- Irritability or anger

So how do we manage the above when at times it feels as if we are drowning in a sea of stress? Think about it this way, the body is an incredible monitoring system which has an innate wisdom behind it. If you are exhausted and unable to think further, stop. If you wake up in the morning stressed or unable to think, then pushing your thinking to do so will not be helpful.

The benefits of being a Business owner or Entrepreneur are that you make your rules and work your hours, therefore you are able to build some 'ease time' into your week. Things that you love doing and enjoy, even if its having coffee with a friend who is uplifting to talk to, going to a class, or taking a walk, this takes you out of a stressful mindset, and by the time you return to your work space, your thinking has shifted a couple of gears.

I have connected my lifestyle to my business because I believe one feeds into the other, simply because it is during the leisure time that creative ideas are born. I don't attempt decision making or stressful aspects of my business when stress sets in, I bring more ease into my day instead by walking the dog, going to an exercise class, networking or meeting a good friend.

DITCHING THE BUSINESS STRESS

Essentially, I have been known to type out my blogs on my iPad whilst in the park with my dog, sitting in a coffee shop sipping a latte or sitting at the hairdressers having my hair done, as more clarity, ideas and insights come into play during this time. I don't have to be stressing at my desk trying to come up with ideas, since my office time is used when working with clients, attending to the accounts, filing or typing out reports and client proposals. Living our business has a different connotation to it, it doesn't mean literally living your business 24/7 by behaving as if you have a huge burden of stress on your shoulders, it means being in the flow of your business by incorporating ease into it and this is where a lifestyle business comes in.

Go from stress to ease in 10 steps:

- Say No when necessary – Know your limits and stick to them as taking on more than you can handle is a recipe for stress
- Technological detox – Switch off your phone for a few hours, half a day or even a full day. The Internet is an extremely busy medium of communication which we easily get sucked into – take a break.
- Avoid people who stress you out – We can all identify certain people who stress us, limit the amount of time you spend with that person .
- Skim your to do list – Be clear about what needs to be done urgently and what can be done in a few days time. Once you skim through the list, deal only with what needs your urgent attention and focus on this.
- Time management – Plan ahead and make sure you don't overextend yourself as poor time management can bring about stress. Put a timer on each task you do which is a good way of keeping focused.
- Stop demanding perfection – Perfectionism is a source of avoidable stress, set reasonable standards for yourself and learn to be okay with 'good enough'.
- Make time for fun and relaxation – If you regularly make time for fun and relaxation, you'll be in a better place to handle life's stressors. Walk, listen to your favourite music, get a massage, chat to someone who makes you laugh, connect with others and more importantly, spend time with positive people who enhance your life.
- Join a support group of like minded professionals – A strong support system is a great way to buffer you from the negative effects of stress and this can go a long way. I belong to a women's group that meets regularly to exchange ideas, discuss the challenges and struggles we face in our business, but at the same time setting goals and motivating each other, which I find is of great support.
- Do something you enjoy daily - Make time for leisure activities that bring you joy, whether it be watching a football match, going for walks, getting together with friends or taking a class.
- Keep your sense of humor – This includes the ability to laugh at yourself as the act of laughing helps your body fight stress.

The most important aspect is to listen when your body communicates stress as it provides a radar system informing you to stop working and bring more ease into your day. The common misconception that busy people have is that if they stop 'doing', their business will be unable to take off. Essentially there is a time for doing, but there is also a time for being – Be more and do less by pausing the stress switch and take time out.

REFINING YOUR BUSINESS PHILOSOPHY

Whilst travelling around Thailand during the winter break, I was astounded by the amount of temples of worship there are in areas smaller than the size of London (1262 temples in Chiang Mai province alone). In Thai culture, at the tender age of 18 and before men begin the arduous journey of finding work, settling down with a wife and having children, they are initiated in a Buddhist temple for 3 months. During this time, they look inwards to discover who they are, what they want and which path they would like to choose, they reflect inward before looking outward. The benefit of this is that when they eventually graduate from the temple, they have an idea of who they are and what they want without the influence of the outside world, since sitting in silence chanting and meditating allows them to shift the outside noise.

In comparing their introspection with the way we live within a Westernised society could not be more different, since we have been raised to look outside of ourselves and are under the warped assumption that happiness or who we essentially are can be bought in a perfume, holiday or lifestyle. This has not been helped by social media platforms such as Facebook where people are constantly posting photos and status updates with a need for acknowledgement or validation.

So how does meditation, introspection and contemplation relate to your business? The answer lies in whether your intention in setting up your business was to fulfil an external motivation of 'I'll be happy when I'm successful, financially secure, have high end paying clients etc', rather than creating a business out of what you love and are passionate about. There are a number of Coaching clients that I work with, who came from the 'I'll be happy when....' ideology and others who began their business from parental pressure, or what society or their community expected from them. They reach their mid 40's and although they have the house, money, external success, status and so on, they just do not feel they are living a life of purpose. In fact, they feel they have been living someone else's life, someone they no longer recognise.

A few months ago I asked my father, who successfully runs businesses in Gibraltar for many years, what his motivation was when approaching his customers to sell his garments (he owned clothing Businesses) which he always did fearlessly. His reply astounded me, simply because it didn't include success, money or status. He replied with the following "I wanted my clients to keep warm in the winter, I knew I was selling a fantastic range of coats and this was my motivation, therefore I didn't hold back in encouraging the sale because that's all I wanted". It's important to note that this attitude gave my father his loyal customer following for over 40 years.

The reality was that his customers trusted him and picked up on the passion he had for the garments he sold and the care he showed. Most importantly however was the fact that his business was emerging from the inside out. The selling of his products or lack of sales didn't dent his self esteem, because simply he already was happy, confident and secure, he was not relying on the business's to prop him up and this was his selling point.

Needless to say, I follow my father's example when it comes to handling the enrolment of Coaching clients. When examining my motivation for making a Coaching proposal after meeting a client, my driving force is that I can see such tremendous potential in my client after our initial consultation, that I know they will stretch to far more than they thought possible through Coaching. How do I know this? Because this is what Clarity Coaching did for me. It transported me from a stage of operating externally to connecting with my internal self allowing me to live past what I ever thought was possible. During this time, I allowed more creativity to flow and was able to express myself more than I had ever done before, it also allowed me to listen to what I was passionate about and where my creativity lay, the change was effortless. I began to live life just as I wanted and from this place was able to create a business on my terms, not anyone else's.

It is important to remember that you are only using a quarter of your potential, and we can just imagine what we would be able to achieve if only we used all of it without limitations? Uri Geller, an Israeli illusionist, well known internationally as a magician, television personality, and self-proclaimed psychic, wrote the following in his 'Mind-Power Book', "Our minds are capable of remarkable, incredible feats, yet we don't use it to its full capacity. In fact, most of us only use about 10 per cent of our brains, if that. The other 90 percent is full of untapped potential and undiscovered abilities", which points to the fact that our minds are only operating in a limited way instead of at full stretch.

REFINING YOUR BUSINESS PHILOSOPHY

The simplicity of Thailand, the way it's people look inwards, grounding themselves with who they are is an incredible way to live and I believe we can learn so much from this. The people in Thailand are not chasing for the 'I'll be happy when I get the car, job, house, business, marriage'. They are already happy and secure, knowing who they are without needing external validation that is so rife in westernised society.

I saw this phrase outside a department store whilst travelling around East Asia, "Listen carefully to what you love, because this never goes out of fashion". Essentially, the Eastern Philosophies invite you to create your business using your full potential and aligning it with your true and authentic self – If used to its full capacity, I would imagine the possibilities for you would be endless.

HOW TO FIT YOUR BUSINESS AROUND YOUR LIFESTYLE

Have you ever asked yourself, What is freedom? When clients get curious about this question, money normally comes into the equation. However, what if real freedom is the way you choose to live your life? Can you truly feel free (regardless of how much money you make), when you're chained to your business whilst following the daily treadmill without asking yourself if there is more to life than this.

It is a question I have asked myself especially in the past few months as I encountered personal family issues which I needed to attend to. Since I am originally from Gibraltar, it meant traveling back from the UK to be at my families side. There was no doubt in my mind that family comes first, however I wondered how I would conduct my business whilst abroad for a few weeks,

This is especially difficult when you're in the middle of a business deal, Proposal or project – On the one hand, when your personal life is suddenly undergoing difficulty and challenges, you don't want to alienate clients or allow your work to take a back step, but personal life does need to come first at times and finding a way for things to tick along whilst you are emotionally and physically unavailable is pretty much invaluable.

How to you negotiate your personal life without losing your business or yourself in the process is a challenge of immense proportions, so I did the following:

- Rescheduled client coaching sessions to conduct them over Skype whilst abroad.
- Rescheduled the clients who were unable to Skype for the week after I came back and gave them tips, videos, to get them motivated in my absence.
- Sent an e-mail to all my contacts to let them know my absence.
- Sat for one hour on Hootsuite and scheduled 2 weeks of posts, updates and articles on LinkedIn and Twitter which are the social media platforms I generally use.
- Downloaded a number of podcasts so I could learn on the go whilst I was away.
- Backed up my iPhone, iPad and computer to take abroad.
- Created and scheduled a mailchimp newsletter to go out to my e-mail list whilst I was away.

During this time it meant surrendering to the following:

- My blogs would be published late for the next fortnight.
- I would be physically unavailable to attend my networking group where I am Marketing Co-ordinator.
- I would not be able to meet clients face to face.
- The podcast series I'm creating would have to wait.
- None of this was actually catastrophic.

What did I learn from this experience?

- To run my business whilst abroad I needed 2 things, a laptop and a coffee shop with wifi where I could sit to work at every afternoon.
- Since wifi abroad was limited, I was more purposeful and focused when I used it, hence no distractions. Life became less noisy, social media was on shut down as I had automated all my posts, therefore I was more productive.
- It taught me one very important lesson, physical presence is not required in order to run a business. Letting go and surrendering to the fact that life at times has to stop for us to attend to our personal life and what is needed is an important process.

HOW TO FIT YOUR BUSINESS AROUND YOUR LIFESTYLE

It gave me the benefit of stepping out of the busyness of my business, allowed me to slow the pace at which I operate. It confirmed the decision I made to move out of the 9-5 treadmill and creating a business on my terms, working hours around my life. After spending over 20 years on the 9-5 treadmill, where I was only able to take time off and squeeze a holiday during the 21 days a year annual leave. No amount of money, job security, or work pension plan could attract me to the life I left behind, simply because I want to be productive doing what I am passionate about, whilst being available for the people I love.

Therefore, reflect on what type of quality of life you want? it's great being a highly productive creative entrepreneur; but what if the unthinkable happens. Someone you love gets sick, has an accident, divorce looms, bereavement strikes, how able are you to pick up and lift off so you can be available to your family, whilst being able to earn a living at the same time?

The Important point here is to take charge of your business, nourish and attend to it, but when you need to step away when personal matters call for; know that this is also an Important aspect of your life. There are a number of lifestyle businesses that are emerging, from network marketing to online businesses, affiliate marketing as well as coaching clients which can be done via skype rather than meet in person. Your business no longer needs to be location dependent, since it is actually possible to run a business, earn money and attend to our personal life at the same time.

When reflecting on your business, does it give you the lifestyle you want?

SETTING GOALS THAT MOTIVATE YOU

There is a notion that once the first week of January appears and before you have repaid the debt from the holiday season, resolutions must be set and goals must be put into place. Starting off a new year with a clean slate and a new beginning holds such promise for a new start, a new behaviour or a new action we are proposing to start and we mistakenly believe it holds more weight when we plan this at the beginning of the year rather than at any other time.

The Journal for Clinical Psychology's new years resolution statistic states that only 8% of people reach the goals they set as new year resolutions. This is because they:

Set unrealistic goals.

Set other peoples goals.

Didn't review their progress.

Attempted too many things all at once.

I have a solution to all the points mentioned in the statistics above:

Set goals or make changes when there is a realisation that carrying on with the behaviour or action you are putting yourself through, is so much worse than beginning to take the steps to begin to make changes.

Imagine the impact if you were to wake up one morning and decide that you no longer wanted to put your lungs through smoking, eat unhealthily, conduct your business the way you do, or staying in a relationship that is just not working. No matter when this awakening happens and whether it be in January, June, August, or November; it is actually irrelevant it is the intention and motivation that will propel you forward.

As stated above, people believe changes have more of an impact at the beginning of a calendar year; yet there is nothing wrong with making changes mid year, mid week or even mid life. In essence it really depends on when we get those lightbulb moments; therefore goal setting, making changes or reviewing your life should be something that you aim to do at any point in the year.

The question to keep in mind as you review your life is 'What is my motivation for bringing about those changes?' and if the answer lies outside of you such as, 'I'll be happy' or 'I'll be successful' once this happens, then perhaps you might need to refine this further because my feeling is that you will keep reaching out and onto the next goal which you believe will finally make you happy or successful without much focus or intention.

Clear goals or intentions which come from the right motivation and mindset can keep you focused during any time and also allows you to understand that you are the creator of your reality. It comes down to making choices at each step of your journey throughout your life that feel right rather than forced upon. There is a quote by Michael Neill which sums it all up for me "Success built on unhappy action is like opening an empty present – you rip off the bow, tear through the beautiful wrapping and discover there's nothing left inside"

Once you have refined the changes you wish to make, surround yourself with friends who will support you every step of the way. At times changing the people we surround ourselves with is a great first step into venturing out and achieving what we want. A support buddy or mentor is also a great way to get you centred and grounded and they serve to remind you of your original intention and motivation, especially when the going gets tough or you hit those difficult moments.

It is also important to speak to people who inspire you and this can be found on Twitter, Facebook, LinkedIn or Google if you are looking for someone specific. There are amazing resources on social media allowing us to connect with anyone who is inspirational which will serve to keep you focused on the end result. If your goal is to lose weight, make contact with someone who has done it successfully; if it is to commence a new career or profession, speak to someone who has achieved this and overcome all the obstacles.

SETTING GOALS THAT MOTIVATE YOU

People that motivate us serves as a great example that everything is possible if only we put our mind to it. This is a great way to keep motivated, remembering always that who you surround yourself moving forward has a huge impact on your life, your goals and is the best motivator of all.

These are the 6 Stages for setting and keeping to your intentions:

- Deepen your intention – Before you focus on any goal, you need to visualise the 'big picture', what do you want to create.
- Know why you want it – Do you think it will make you more successful, give you a better status, make you happy? Or do you simply want it because it feels like the next right step in your life and is coming from an authentic place.
- Focus on one goal at a time – Once you have your goal refined, break it into smaller pieces.
- Write it down – The physical act of writing your goal makes it real and tangible and therefore you have no excuse for forgetting or dismissing it.
- Make an Action plan – Write out the individual steps that are needed, and then cross each one off as you complete it, you'll realize that you are making progress towards your ultimate goal.
- Stick with the plan – Build in reminders which can be integrated onto your phone to keep yourself on track, and make regular time-slots available to review your goals.

Based on the 6 stages above, ask yourself, 'What is my motivation or intention in my life or business? and why would I like to bring about those changes?' Remember that beginning to set intentions or changes can happen at any time during the year, not just the New Year.



Now
You're Ready For...

**BONUS 2:
UNLEASHING
YOUR
BUSINESS**

UNCOVERING YOUR BRAND PERSONALITY

Entrepreneurs and business owners make a foundational mistake when they start off in their business, they create a logo, business cards and website without paying careful attention to what they represent and who they serve. This is where paying close attention to your brand comes in, as this is the bridge that connects you to your audience and the element that will bond you to your ideal client like glue will be shared values.

The American Association defines a brand as 'A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers'.

To kick off your branding and communicate your message you need to have a psychological understanding of your ideal client, how they think and feel, what is important to them and what will give you an emotional connection with them. In this way you can speak to your client at a level they will understand and market to this. If you observe brands such as Apple and Nike which are iconic brands, notice they speak to the human emotion because essentially people want to be part of something bigger than themselves, they want to belong.

It's important to note that there is a difference between brand and branding:

Brand is who you are and what you stand for, it's the essence of your business.

Branding is the process of expressing this and all the touch points that you put out that express this.

How to uncover your brand personality

To uncover your brand you need to ask yourself 3 basic questions:

- What is authentic about you, not a mask or persona, it needs to be real?
- What do you deliver that is unique about you or your company?
- How do you help your ideal customer meet their human needs?

What is your unique brand experience?

Do you:

- Commit to delivering a sense of belonging or pleasure?
- Go beyond the expectation to deliver the extras?
- Do you add value and if so, what is it?
- How do you keep in touch with your clients and deal with any problems that arise?
- How do you nurture your business relationships over time?

In addition to this, your brand 'voice' is the verbal part of your brand presentation such as the words you use, the tone your blogs take and the way you communicate via social media.

The key point here is that branding is not only about your logo and business cards, you are essentially a walking and talking brand.

UNCOVERING YOUR BRAND PERSONALITY

Would you like to Unleash your Brand Personality?

Are you:

- Personable or corporate?
- Spontaneous or structured?
- Modern or traditional?
- Cutting edge or established?
- Fun or serious?

Once you establish this, you need to unleash the brand in all your communication consistently

- Create a personalised logo which communicates your message, be aware of colours, font and graphics.
- Create business cards which integrate your logo with a short message communicating the result you give them.
- Create a “voice” that reflects your brand – This voice is used when communicating via status updates on social media, Twitter updates.
- Create blogs showing clearly your brand.
- Develop a tagline – Write a memorable, meaningful and concise statement that captures the essence of your brand.
- Attend Networking events using a pitch consistent with your brand, what you deliver, what you stand for and how you solve your clients issues.

Your brand resides within the hearts and minds of clients and prospects and a strong brand is invaluable as the battle for clients intensifies day by day. It's important to spend time defining and building this. After all your brand is the source of a promise to your client. Once you identify your unique brand, communicate your brand consistently always showing your unique message and value.

Did you get clarity on your unique brand? How did you establish what was different about what you offer to clients and did this help with your marketing? Would love to find out about your brand, leave a comment to share your experience.

USING YOUR MAGNETIC UNIQUE SELLING POINT (USP) TO ATTRACT YOUR IDEAL CLIENT

The unique selling point or USP as it is often called is the term used to define what makes you different, unique and more importantly, why people should come to you for business as opposed to someone else.

Wikipedia States:

The unique selling proposition (USP) or unique selling point was developed by pioneer Rosser Reeves who suggested that, "Differentiation is one of the most important strategic and tactical activities in which companies must constantly engage." The term has been used to describe one's personal brand in the marketplace.

When researching this blog article, I read through a great number of websites who all stated that the USP starts with the following:

- Finding your ideal customer.
- Finding out what they want.
- Making sure you're meeting that need.

I would like to propose that you turn this on its head and you start with the following:

- Find your USP
- Find out what you want and how you want to put this across.
- Communicate this to customers through your website content, branding, etc
- Those customers attracted by your USP will follow

This ensures you are always commencing from an authentic place, because to do otherwise as the websites I mentioned earlier suggested, would mean suspending your USP to mould to the customer; which is a sure way to begin to attract customers you really don't enjoy working with.

When starting out, creating a USP might seem like you will be leaving out some potential customers. It's a natural tendency to want to please everybody, the problem is that when you try to please everyone, you end up pleasing no one. The goal of your USP is to connect you more strongly with some people, and not so much with others. This is what you want because when you connect strongly with a smaller audience, your influence can spread much quicker.

Let me give you an example, there are hundreds of lifestyle and business coaches I meet regularly, most of them grew up in the UK, were accountants or involved in the corporate or business world and then decided to use their expertise to coach others. This was very different to my story, since I was born in the Mediterranean and grew up in Gibraltar being highly influenced by my father who was building a number of businesses on the go, which meant that I was involved with this as a young child and would help out in his stores after school. I learnt an immense amount from observing him. Further on I moved to London, worked in finance services, private banking, and spent 12 years as a Psychotherapist and Clinical Supervisor and 7 years spent Project Managing therapy services.

When commencing my Coaching Business, I realised that what made me unique was that I was combining Psychology with Business. I was building and empowering the client whilst attending to their business, if the client presented anxiety, past depressions or traumatic experiences that were preventing them from moving the business along, this was something I could work with and became my level of expertise.

Finding my USP was important, as it meant that I stopped trying to be similar to the other Business Coaches because there's no point trying to be something I am not. They have their strengths and I have mine and we will draw to us a completely different client. In finding my USP and embracing it, this allowed me to start from a place of authenticity and I find it more than a coincidence that I really enjoy working with each client that is drawn to me, because it's a perfect match, somewhat like finding your perfect mate.

USING YOUR MAGNETIC UNIQUE SELLING POINT (USP) TO ATTRACT YOUR IDEAL CLIENT

If you were commencing the dating process, you wouldn't lie on your dating profile would you? you would be honest and would get responses and interest from people who are drawn to what you present.

When I first bring up the USP with Coaching clients, the first thing they always say in exasperation is 'There's nothing different about me'. It is only once I start teasing this out that their USP begins to come to life, and what an amazing process this is.

So start your search for your USP by writing some lists and take time each day to add to the following:

- What is unique about my family, place of birth and culture? This is starting from the core of who you are which does influence your business.
- Why did I get involved in this business? The big 'Why' of why you do this type of work is really important and will give you focus.
- What are my strengths? These are talents and natural resources that we are born with. You might have creativity, musical or artistic ability, making people feel at ease, good organisational ability.
- What am I passionate about? What makes you feel alive and has the potential to make you jump out of bed in the morning. What do you enjoy doing so much that time just goes by so quickly that you are completely unaware of its passing? Essentially, when are you in the 'flow'.
- What are my levels of expertise? This could include qualifications, courses you have been on, perhaps you have specialised in an area of your work in the past.
- What are my skills? These include abilities like computer skills, cooking, decision-making, financial expertise, managing, negotiating, organizing, persuading, presenting, problem-solving, selling, teaching and training.
- When have I felt like a success? Pick incidents from your life when you have felt like a success and what made this so.

This might take a few days to complete, but give yourself the time and space to do so. It is interesting to note that after you read through your lists and begin to note all the above, you might begin to notice a theme running through it that identifies where you're different to your competitors.

Start crafting a statement that defines what makes you unique and special. By reviewing your lists, you should now have a good sense of this. Which of all of the words in your lists describe what make you perfect for the work you do for others? Keep refining the list

Edit your statement until it is short, snappy, to the point and describes your uniqueness.

You should now have your USP in manageable form. The final step is to make sure that it not only describes what is unique about you, but also describes what you enjoy doing and who you enjoy being. You want to make sure that you are selling yourself for a life that you will love.

Start telling potential clients what you can do for them and why you are the unique person to do it.

Share your USP in your marketing materials, at networking events, on your business cards, on your website and any other time when given the opportunity.

The brilliant reason why this method works is that you are using every aspect of your authentic self to carve this out, you are not copying or moulding to anyone. This is what will act as your magnet to attract the customers who are attracted to every aspect of your branding, it speaks to them. At the end of the day, the only reason you need a USP at all is to answer that question, Why you? Why should anyone buy your product or retain your services and What do you have that makes it worth anyone's time or money? So after doing this exercise, what's your unique selling proposition?

HOW TO SELL WITHOUT SELLING YOUR SOUL

There comes a time in your business when you have provided the client with an abundance of support and complimentary products, however you now reach the stage of having the selling conversation. But how do you approach this stage with ease not trepidation, and more importantly without losing your soul? As we all know, this stage can reduce a number of business owners and entrepreneurs into a state of desperation and neediness.

The Direct Selling Association estimates the following statistics:

The average seller breaks down their time commitment as follows:

- Selling the product or service: 44%
- Administration and paperwork: 19%
- Recruiting: 15%
- Training (receiving and providing): 10%
- Other related activities: 9%

As it states above, selling is where most people will spend their time for the obvious reason that you market your product for the purpose of ultimately selling and generating profits. However, I encounter a high percentage of my Business Coaching clients have the hardest time with this particular part of their business and for some, it is the most uncomfortable part.

Wikipedia describes selling as the following: 'Selling is offering to exchange an item of value for a different item. The original item of value being offered may be either tangible or intangible. The second item, usually money, is most often seen by the seller as being of equal or greater value than that being offered for sale'.

I believe that when it comes to exchanging time for money, the better your grounding and confidence in your business, the more effective your 'monetary' (exchanging money for services) conversation will be. It is clear that the block to selling is that 'we get in our own way' with an overload of insecure thinking, at times appearing desperate, discounting prices and refusing to let go of the outcome. Often the 'no I'm not ready to buy' is experienced as an ultimate rejection of your product or service – in reality however, the client is either not ready to receive what your selling, or doesn't value it as much as you do.

There are times when we believe we have a superb product to sell which our clients could really benefit from, yet the concept of selling has often been identified with creepy, annoying and irritating. We have all been at the mercy of some pretty creepy and pushy salesmen who demonstrated clearly that they had no intention of letting go of sale. It was clear that they were not listening to our needs, they had more of an interest in getting their commission from the sale.

This is why when working with clients I prefer not to sell but to ask them questions such as "Tell me what's important to you" or "What are you finding are the biggest difficulties you face at the moment?" It is always so important to attend to your client and really listen carefully to what they are communicating. This requires a different way of focusing on the clients, by placing the client at the centre of the equation and moving yourself out. What would it be like to ask your client what they wanted, rather than try to push them to what you think they should want? One method shows you are listening to their needs, and the other method shows a complete disregard for them. You want to impact your client with what you have to offer, not put them off.

There is an average of 20 touches (contacts) a client will have with your business before they buy from you, therefore it is really important through those touches and contact that you communicate (non verbally) your value. I believe the better clients are familiar with you and the impact you can have on their lives, the less effort you will need to make in selling.

In fact selling is often challenging because ultimately the underlying question is if potential customers feel this is of value to them? The reality is that when we really want a service or product and feel it will improve or impact our lives, we are willing to pay the earth for it if need be, I know I have.

HOW TO SELL WITHOUT SELLING YOUR SOUL

In examining value, it is important to reflect on what the client values and how much they are willing to pay for this. As a Business Coach, I continuously ask myself, 'How much would someone value my work with them? Ultimately my work with a client will impact their life and business, remove all obstacles, limiting beliefs, restore clarity, focus and create a business, I would say the service has an incredible monetary value. Think about the amounts of money people are prepared to pay for all the material things they own, surely their life and business is far more precious than a new car, designer handbag or shoes? The question is, do people value their life and business above material goods? Once I have that answer, I can pitch to my client knowing what they value.

These are the Key 8 Steps to Selling Without Losing Your Soul:

When meeting with your client:

- Don't speak about you or your product for at least the first 30 minutes, ask about them.
- Speak to your customer; not at them.
- Find out what they value.
- Take an interest in what they feel is important.
- Talk less and listen more.
- Share how your product will impact their life or business.
- Share the benefits long and short term to your product or service.
- If they're not ready to buy, continue to keep connected – remember they might not be ready now, but might be ready in the future.

The selling journey is about taking the client on a journey with you from first point of contact until you close the sale, meaning they come to a clear 'yes' or 'no' with regards to taking on your services or product. It's important to note that at times a client is not ready to commit to taking what you are offering, but might be ready later on in the year or could recommend you to someone else who does value what you offer. The key is to let go of the outcome, continue to give them value and keep connected.

NETWORKING ON PURPOSE!

In this generation which relies heavily on social media and an online presence, I believe there is one marketing tool no business minded individual can do without and this is the approach taken at networking events – A powerful tool to promote your image and develop your brand.

To convey in a few words what networking is about, I will quote Maya Angelou who stated “I’ve learnt that people will forget what you said, people will forget what you did, but people will never forget how you made them feel”. This is the underlying message that needs re-enforcing, if people feel great around you they will want to buy your product, hire your service or recommend and refer you to someone else – This is before attempting to put across your sales pitch.

The Business Network SW Journal run a survey on ‘why people attend networking events’ 85% of the people who responded gave the following insightful statistic, only 45% used networking as a way to sell their product or service and a staggering 95% used it to build relationships, followed closely by 80% of users who were using it as a business development tool.

The reality is that networking is not about selling your product or service, it is about connection and building relationships and for people to become familiar with you. Therefore navigating through an event attempting to sell your brand and taking a limited interest in others is not a clever way to make yourself memorable for the right reasons, and yet I encounter a significant number of individuals networking in this way in almost every networking event I have attended. There is nothing more unattractive than someone talking incessantly about themselves, interrupting what you say and clearly not listening or taking any interest in you.

There are some great lessons we can learn from Arianna Huffington, editor-in-chief of The Huffington Post, who has been dubbed ‘the world’s best networker’, who stated the following “The best networkers are people who start by seeing what they can give to somebody, it’s not because you want something back, but because you want to help – it’s a state of offering.”

The best part of networking is keeping in touch and staying connected with others you have met to bounce off ideas, do a collaborative piece of work or to simply become connected because you truly value their work and the message they convey. It shows others that you value them, they matter to you and it’s an ongoing opportunity to create a relationship, to get to know you and to build trust. It is an exchange of giving and receiving value and an opportunity to be more visible, having access to more resources.

If you want to network effectively, build connections and give value, start with the 8 Golden Rules of Networking:

- Before attending an event, attempt to obtain profiles of who will be attending, so that you can start off with the person who is most familiar and who you can approach to introduce you to others.
- If you are at a breakfast, lunch or evening networking event, introduce yourself to people at the table.
- Arrive early and stay late to maximise your networking opportunity to speak to people – I actually find that the most important discussions happen after the event when everyone seems more relaxed.
- Ask for their business card first so that you can ask questions about what they do, before handing yours.
- Take an interest in the person you are speaking to, ask questions, reflect and mirror back what they say and stay focused.
- Make the other person feel impacted by what you say and show you are listening to them. If you have discovered their challenge, you could give them tools or advice, remember that this is about contributing and it will also take you to the next level of building a relationship.
- At network events you are part of a professional exchange, therefore this is not the time to bring your personal life into it. This is about giving others a taste of what working with you would be like.
- Most importantly part of this process of giving value is staying in touch immediately after the event, you will still be memorable to the people you spoke to and a great way to build on the connection you created at the event.

NETWORKING ON PURPOSE!

Throughout networking groups I have attended, I have found the following pitches the most memorable:

- Katie Patuk Director of KP Events producing a packet of painkillers and placing it on the table claiming 'I take the headache out of planning your event' not only was this short and simple, it made everyone laugh, connected her with the audience and frankly, Neurofen tablets will have a very different message for me, simply because headache tablets will now be connected to KP Events.
- Tony Jackson from Turnpike Business Services who has an accounting business – Tony in his pitch claims to 'transform your carrier bags into tax returns' and at this point takes out a number of carrier bags (to illustrate that these would normally be filled with clients paperwork), this also produces a laughter from everyone and ensures that from hereon all Tesco and Sainsburys bags I come across will be connected to tax returns and accounts.
- Liz Robbins Managing Partner at AS Robins – Liz announces her phrase enthusiastically as 'Passionate about payroll'. I never quite imagined the words passionate and payroll being used in the same sentence, but here you go, I will never think of payroll as anything but with passion in the future.

The above illustrates how we can transform a job into something memorable, original, funny and most importantly change peoples perceptions of your business. There is a difference between this and standing up, talking about your business and qualifications, then sitting down. The difference is huge – One is memorable whilst the other is forgettable.

The elevator pitch is far too important to be taken casually as it is one of the most effective methods available to reach new buyers and clients with a winning message. Although, you may not actually be doing the pitching in an elevator, but instead in a planned networking event, you should still be prepared to capture your audience's attention quickly. It is important to keep it fresh as every business will grow and change and therefore your pitch needs to change to reflect this. Essentially, you can have the most creative logo, the slickest slogan, the most dazzling brochures, and the most cutting-edge web site, but if your elevator pitch is out of date or bland, you're missing one of your most important opportunities, and this is to 'brand'.

HOW TO CRAFT YOUR ULTIMATE 60 SECOND PITCH

Have you ever had the feeling that all eyes are on you and in 60 seconds flat you're required to convince someone of your capabilities, your business acumen and how you stand out from the crowd? As someone at an event stated "I can present at board meetings with directors without a problem, but doing a 60 second pitch gives me huge anxiety" certainly a potential client for my Business Coaching practice.

The elevator pitch—so named because it should last no longer than the average elevator ride, can reduce even the most confident of people into blubbing wrecks and more so when there are 5 other people showcasing the same business. So how is it possible to stand out (for the right reasons) and more importantly, why would anyone hire you as opposed to anyone else?

To illustrate the example of standing out in an original way, I wanted to give an example which Nick, a Copywriter from That Writing Chap gave about doing exactly this. He came up with a genius way to become noticed whilst attending The Business Show which was attended by 1,000 people, most of which were business owners wearing identical black and grey suits, black shoes and black framed glasses. So how did he, as a Copywriter manage to stand out? I will answer this simply – He decided to wear a onesie with a message pinned to the front of it which read 'Are you setting the right tone for your target audience?' This was of course meant to be ironic bearing in mind the environment he was in.

Throughout this event he was approached by people continuously who either looked him up and down, laughed and then used it as a reason to start talking to him or swapped business cards whilst being told 'we must speak further' and 'I like your approach' but most importantly he received business on that day for being original, different and actually stepping out of the mould of how a copywriter should act, dress and behave.

In essence it is about being unique, individual and showing your personality through your 60 second pitch and although it is often easier to blend into the crowd and do as people expect, you are then in danger of being one thing – forgettable. When working with my clients in my Coaching practice, one of the main things I focus on when working on confidence and building up to the elevator pitch is to encourage clients to be the best version of themselves, to start in a small network group, to go regularly and to push their comfort zone at each event. The first elevator pitch might not be perfect, but what you are trying to achieve is authenticity as well as originality.

Here are the Top 8 Ways to Craft Your Ultimate 60 Second Pitch

- Find your USP – Your Unique Selling Point – What makes you different? What do you specialise in, What is your passion and how can you showcase this?
- Be Different to what is expected – If you are an accountant, lawyer, chiropractor etc, people expect conservative, therefore to stand out do and say the unexpected as you want to be memorable.
- Be clear about the service you provide – It is really important to be clear about what you do and how you do it. A few weeks ago whilst I was at an event, someone stood up, walked to the centre of the room and gave an incredibly enthusiastic speech making everyone sit bolt upright, however once he finished his pitch, the guy next to me asked 'what does he do?' Regrettably, I couldn't answer.
- Address a problem and offer a solution – You – Address a problem that people might have or are facing at this present time and showcase how you would use your expertise to deliver a solution.
- Ask a question to get people reflecting – Questions are always a good hook to engage an audience and get them involved in what you are talking about.
- Be enthusiastic – This is an important one, if you're not enthusiastic about your business, why should anyone else be?
- Bring your merchandise or product if you're in sales - This is a good way to showcase your product, get noticed and to use it in your pitch.
- Topic of the week – If there is a topic of the week, Father's Day, National Cancer Week, National Stress Week, Valentines Day use this in your speech as it will make it topical to what people need there and then.

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THE ONLY WAY TO LAUNCH YOUR BUSINESS

Picture the scene..

You've created your product, which has taken over 6 months to plan, create and execute. You've also hired a professional to ensure its functionality, all which sucked £14,000 out of your carefully measured budget.

You've spent days writing the copy which will be sitting proudly on your landing page.

You've advertised on every Social Media Platform.

Result?

The product launches, and Nothing – Let's be clear, no calls e-mails or enquiries.

You continue to insist the product is great and you communicate its value via Twitter, Facebook and all the other myriad of groups you belong to. You focus on the problem being social media, the website, the state of the economy and even the political situation as it stands.

You hand out your remaining £1,500 to Google Ad words to work their magic and you wait for a further 72 hours, and nothing happens.

This is when the lightbulb moment of insight descends cascading down like a waterfall awakened by nature.

The Insight? And this is huge.. You believe clients shouldn't be allowed to live without your product, however, no one else shares your view.

This is where in depth Market research before creating a product is a must.

In reality, research is seen by many, especially creative Entrepreneurs as a dirty word, since 'research' in its simple connotation has us visualising geeks, endless figures, equations, university professors and let's face it, boredom.

This no longer needs to be the case as the internet is a huge platform to research in a fun, exciting way through social media groups where your ideal client hangs out.

Research your customer market well by finding out what they love, the language they use, what they look like, what they value and respect. Literally get into their Psyche, live and breathe the client and hang out where they do.

Social Media groups are great platforms for this, network with them, and I'm not advocating or extending to stalking behaviour. This is about familiarising yourself with who you're serving.

Think about battle and war; Yes, it's as strategic as this.

Before Army's went to war, they had to research who they were battling against, so they knew which strategy to use. They needed to enter the enemy's psyche and once they became familiar with this, they were able to create a plan around this.

The process works similarly in business, even though the aim is to attract and engage clients not eliminate them, but you get my drift.

In 'The 33 Strategies of War', by Robert Greene (great book), in the chapter on Communication Strategies, he states,

Communication is a kind of war, its field of battle is the resistant and defensive minds of the people you want to influence. The goal is to penetrate their defenses and occupy their minds. Learn to infiltrate your ideas behind enemy lines, sending messages through little details, luring people into coming to the conclusions you desire and into thinking they've gotten there by themselves.

THE ONLY WAY TO LAUNCH YOUR BUSINESS

Before even creating a product, there are a variety of different research methods you can use.

Go on Facebook, LinkedIn or Twitter groups where your ideal customer hangs out and make sure you ask the following questions:

- What do they value?
- What are they struggling with?
- What would they like more of?
- What are they passionate/excited about?
- What have they tried so far that hasn't been successful?
- What are they willing to invest in?

Platforms such as SurveyMonkey and Mintel are also great places to start doing research,

- Mintel – Mintel Reports provides robust insight and recommendations based on in-depth market study.
- SurveyMonkey – SurveyMonkey Audience has millions of people ready to take your surveys, this platform allow you to launch your projects and start seeing responses.

In these platforms you can ask the following questions:

- Who are your competitors now?
- What makes them faster, more convenient, or cheaper?
- What's your competitive advantage?
- How can you make your product or service better?

Essentially, this generation has become the ADHD Generation, where the quick fix is the norm, immediate gratification and a fast and effective answer to problems must ensue. If you can't provide it, clients will go elsewhere, it's as simple as that. This is why good effective research can save your hard earned cash.

Good, solid market research is invaluable before you rush to create the product or service no one wants or needs.

What has been your experience when creating or launching your products or services?

TAKE YOUR NEXT STEP NOW!

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