

I Leaped into the Unknown

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The power of
business coaching

Running a small business is a cinch...right?

Resigning from a corporate career in early 2007 saw me embarking on running my own business. Even though my husband was self-employed, I went in completely naively, thinking that it was going to be easy, when in actual fact... I was giving it my all - heart and mind and soul at all times. Like, at weekends always thinking of new ideas to bring in business and much needed money. Constantly mulling over what I wasn't doing and what I thought I should be doing. All of this taking me mentally away from my family and friends and the fun stuff in my life, in exactly the same way as when I was in a JOB. The passion, the motivation and the enthusiasm I once had for running my own business was slowly but surely ebbing away from me. Ultimately, I knew, deep, deep down and rationally being a business owner and being self-employed was what I wanted to pursue; I was good at coaching and the coaching clients I had, albeit very few, were getting great results and I thrived on seeing such positive changes happening for people and their lives. I started out as a Life Coach, wanting to hone my coaching skills before I utilised my corporate life skills for businesses. I just didn't seem able to get enough coaching clients through the door to keep it a viable business.

Starting to make a real difference

We are here to make a difference to our clients and to our families. We are learning on the fly and sometimes we make mistakes and we feel bad about that. We wonder if it wouldn't just be easier to get a j.o.b. We lack clarity on our purpose, our offerings, our waters get muddied and we wonder: '...is this what's it's all about?'

On the verge of having to make some real tough decisions, I secured a training contract, training individuals with customer service and business admin skills. This was a life-line. It provided a much needed injection of cash and gave me the breathing space to work out what me and my business needed in order to move forward. In this time I invested thousands of pounds in both business and personal development, working with my own mentors, so that I continually integrated cutting edge trends, technology, and tactics for myself as well as my own clients. This simplified their experience, saving them both time and money as they were seeing results quickly too.

So, in the years following 2007, I learned that running a small business was about simplifying. Simplifying what I offered and who I offered it to and how I shared that message too. By mid 2009, 2 years in, I was finally attracting the clients I really wanted to work with and knew I could make a difference with. I had structured coaching programs, an attractive working website, a confident and clear business message and a positive mindset - all of which, when put together were the missing key ingredients for a successful small business.

Now, 10 years into my business I have financial freedom, I am motivated, confident and full of the right kind of focus - that actions I take in my business for business development will reap continued success and the time I spend with my family and friends doing the fun stuff is balanced. It truly is life-changing.

Want to be able to switch off your phone?

Imagine how it would feel to turn your phone off at the end of the day and not worry that you are missing calls. Imagine not having to put out fires at the weekend. Imagine earning more money than you ever dreamed possible and making a greater impact to the world, to your clients and your family. Not ever missing a school performance and feeling guilty for going to the doctor's in the middle of the day. What's the business you've dreamed of making happen for more years than you care to remember?

My urgent challenge is to help and guide business owners, entrepreneurs, the self-employed to build a business that gives financial freedom, motivation, balance and more simplicity. I realise now I invested heart and soul so other business owners don't have to. You don't need to do this alone.

Contact me to book in for a chat. Find out how business coaching will help you and your business.



Make it Happen

