

# 10 Biggest Lessons

*You're on a quest to discover who you are - and uncover the unique business that works for you.*

## 10 Lessons to Embody & Grow Your Coaching Business

### Lesson 1. Face REALITY

- Work hard, be determined and persevere - accept you're an entrepreneur and all that entails.

### Lesson 2. EMBRACE Sales & Marketing!

- Sales and Marketing are not "dirty" words. Learn everything you can - and keep trying.

### Lesson 3. Get ORGANIZED & FOCUSED

- Run your business like clockwork: create forms and systems for repeatable tasks to save time, reduce stress and make life easier.
- And make a habit to set goals, prioritise and create action plans. Then regularly review & update them!

### Lesson 4. BUILD & MAINTAIN Relationships!

- Relationships are easier and faster to build in person, but once you have a connection, you can maintain those relationships online. So, consider *how* you will maintain relationships - and cherish your sources of referrals!

### Lesson 5. Keep COACHING - No Matter What!

- Build your experience & learn what works for you by coaching as much as you can, any way you can.

### Lesson 6. Keep Growing YOU

- Work on yourself to overcome your limiting beliefs, and discover your unique contribution to the world.

### Lesson 7. Be Willing To Make MISTAKES!

- Be bold, keep trying, refining and learning. Learn from your mistakes to create a unique business.

### Lesson 8. Be FINANCIALLY Responsible (Please!)

- Keep an eye on your finances. Doing work you love is a blessing, not a human right. Take action *before* your financial situation gets difficult.

### Lesson 9. Build a SUPPORT Network

- Consciously build a multi-layered support network - that meets all your different needs!

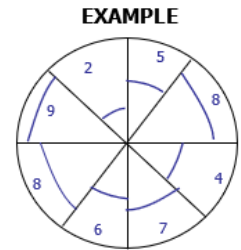
### Lesson 10. Be PATIENT, Courageous - AND Fiercely Kind!

- As you grow your business, make mistakes and learn to accept hard truths. You'll work harder than you've ever worked before, so keep being courageous, patient and kind to yourself. Always.

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## Where is Your Growing Edge?



What area/s need the most attention? \_\_\_\_\_

What ONE action will I commit to? \_\_\_\_\_

And (if applicable) by when? \_\_\_\_\_

### INSTRUCTIONS:

1. Consider the 10 lessons in turn. Then give each a score out of 10 for how well you currently embody it.
2. Next draw a line across each segment that represents your embodiment score for each area.
  - Imagine the centre of the wheel is 0 and the outer edge is 10.
  - Then draw a line to represent a value between 1 (not at all) and 10 (fully embodied) (see example above).

**IMPORTANT:** Use the FIRST number (score) that pops into your head, not the number you think it *should* be!

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I hope this tool helps you connect to your patience, courage & kindness, ready to grow your business!

Did you know that at The Coaching Tools Company.com we have plenty of tools and resources for coaches?

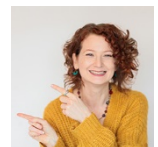
- Save yourself time and energy! Find the perfect resources to grow your clients.
- Get organized with a new client with our Welcome Pack Toolkit.
- Boost your confidence in sessions and hold awesome workshops & teleseminars!
- Great homework ideas to keep clients in a coaching frame of mind.
- Brandable, Microsoft Word documents - delivered instantly!
- Also available in helpful toolkits, organized into themes.

Here are 3 Things to do if you like this handout from The Coaching Tools Company:

1. If you haven't already, [Sign up for our Coaching Tools Company newsletter](#) to get one free coaching tool a month for 5 months! Starting with the "**549 Powerful Coaching Questions**" eBook.
2. Go here if you're interested in learning more about Emma-Louise's latest project: [FierceKindness.com](#) and also get a gorgeous **Free Personal 2020 Goal-Setting Workbook!**
3. And request to join our [Coaches Helping Coaches Facebook Group](#)  
*Be sure to answer the questions - and agree to the group rules!*

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**About the author:** Emma-Louise Elsey is the CEO of Simplicity Life Coaching Ltd. (The Coaching Tools Company.com and Fierce Kindness are divisions of Simplicity Life Coaching Ltd.) She is a certified Life Coach, NLP practitioner and recovering perfectionist who loves personal development, questions, quotes, creating coaching tools and writing. Since qualifying as a coach in 2004 she has worked with many successful professionals and business owners.



And for inspiration and to help you with your business, there are many more [Free Coaching Tools & Templates](#) at The Coaching Tools Company.com including coaching exercises, business admin templates for new coaches and forms for your seminars.