



Millionaire *Coach*



How to Achieve a **MILLIONAIRE MINDSET** and Have it All

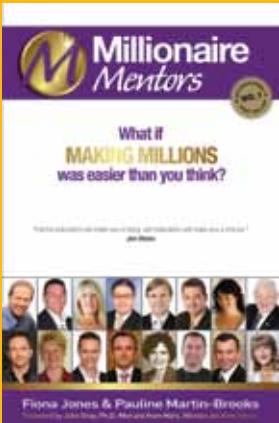
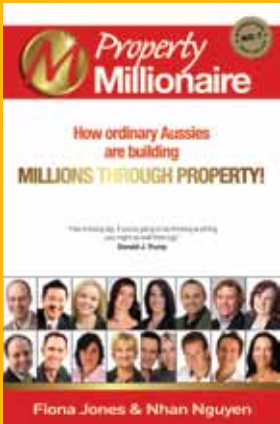
"Success is something you attract by the person you become."

Jim Rohn



Fiona Jones & Michael R. Dean

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Millionaire
Coach

'The gift of a *Millionaire* book is more than paper and words. It is the possibility of a whole new beginning and a whole new life.'

Fiona Jones



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All the information, techniques, skills and concepts contained within this publication are of the nature of general comment only and are not in any way recommended as individual advice. The intent is to offer a variety of information to provide a wider range of choices now and in the future, recognising that we all have widely diverse circumstances and viewpoints.

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'Being a coach I understand the importance of having someone guide you through uncharted territory, challenging you, while at the same time guiding you on a journey to achieving goals you never thought possible. This book is an excellent resource where you have access to 16 expert coaches at your fingertips sharing their success tips and how they help others to follow the path of their dreams. I love The Millionaire books because they are full of inspiring stories of ordinary people achieving extraordinary results. Opening your mind to new possibilities for yourself, creating new behaviours, actions and results.'

Sophie Trpcevski, CEO The Goal Spot for women

www.facebook.com/thegoalspotforwomen

'What I enjoy about the Millionaire books is being able to read any chapter in any order depending what appeals to me first. Having a busy lifestyle this style of reading is great. I also really enjoy the access to the money maker gifts at the end of each chapter that give me access to a lot of great content and information that I can use in my business and personal development. Everyone successful says having a coach is a great way to achieve your dreams- I feel I have a 100 coaches at my fingertips thanks to the Millionaire Book series.'

James Crowson, CEO Team Think

www.teamthinkdigital.com.au

'The Millionaire books are great! I have read five of them and find the content educational and inspiring and the stories help keep me motivated and on track toward my goals. I like knowing the journey others have taken to live their dreams and gain an insight into the steps it takes. Everyone talks about having a coach or a mentor and here in one book are 16 coaches sharing their tips and hints that I can implement now.'

Serena Atkinson



Dedication

This book is dedicated to all the coaches in the world who help make what might seem impossible, possible.

Fiona Jones and Michael R. Dean



Acknowledgements

Although our names appear on the cover, this book has many authors. To the *Millionaire Coach* contributors, you are truly inspiring. This book would not have been possible if you had not followed your dreams.

Thank you for sharing your secrets, experience and personal journey. For this we are forever grateful. Your contribution is beyond words. We appreciate the trust you have given to us in sharing your unique success story so that together we can inspire others. Working with each of you has been an absolute privilege and so much fun!

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Fiona and Michael

To my children Riley and Abbie who were sent to teach me, of that I am sure. I write to leave this legacy to you, my earth angels.

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I thank my wife Susan for sharing my entrepreneurial journey with me. As my partner not only in life but in business, she has been the most amazing, supportive, patient and inspirational person in my life; it is such a blessing to have found you over 26 years ago and I am honoured every day that you are in my life. I thank my two daughters



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I thank my mentors along the way who have inspired and motivated me to achieve such great results that make such a difference in people's lives. My mentors have kept me focused also through challenging times to achieve extraordinary outcomes here in Australia and internationally; I honour and respect the mentoring I have received across the globe to allow me to pay forward on such a large scale.

To the amazing women who support me – as they say behind every good man is a great woman and I have a team of them – thank you Fiona, Rebecca, Susan, Mauraid, Toni, Narelle and Helen; I am blessed with such support that pulls all these projects together with ease and to allow us to make such a difference on an international scale.

Michael





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Simply by purchasing a copy of *Millionaire Coach* you have access to a range of incredible gifts that if you implement could potentially bring you millions! The free gifts are located throughout the book at the end of the chapters and can be accessed all in one place on our dedicated website.

We aim to inspire you and take you beyond what you thought possible by putting together 16 success stories of coaches in Australia. We cannot possibly give you all the incredible knowledge in one book so we have created a special website that has loads of extra goodies just for you- to keep you motivated on your journey to success.

We at the Millionaire Headquarters like to keep up to date with technology to make things quicker and easier for you on your path to success.



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'All that we are is the result of what
we have thought. The mind is everything.
What we think, we become.'

Buddha



Chapter 1

Gillian Skeer

The Change Agent



A handwritten signature in black ink, appearing to be 'G. Skeer' with a stylized flourish at the end.

'Model the excellent thinking and behaviours of those who you most admire. You can't help but improve if you surround yourself with the right people.'

Gillian Skeer is The Change Agent – she is a professional life and success coach, life transition specialist, motivator, instructor, columnist, author and speaker. With a champion mindset, Gillian lives her life on a continuous journey of self-improvement. She is passionately committed to helping her clients achieve their full potential in every aspect of their lives: career and business, personal, mindset and performance, health, relationships and finances. Gillian connects people with their inherent abilities and strengths to bring about incredible results in their lives.

Gillian is a certified Master Coach NLP (NeuroLinguistic Programming), Master Practitioner NLP, Master of Time Line Therapy® and a Master Hypnotist. With more than 25 years' experience in an extensive range of professional roles across numerous industries, she is dedicated to delivering specialist expertise and quality client service.

Gillian's career has included coaching, consulting, public relations, marketing, organisational development and business development within various organisations in private, government and not-for-profit sectors. She has applied her skills in industries including retail, property, banking, luxury goods, mining, education, conservation and tourism, as well as operating several of her own businesses.

She was born to a pastoralist family in country South Australia, was a high-achiever and developed her aspiration for self-improvement. She completed her private school education in Adelaide before acquiring her Bachelor's Degree in Biological Science, English, Visual Arts and Communications.

Gillian's desire for experiential learning has seen her travel extensively around Australia and internationally. With a goal to have the number of countries she has visited continue to exceed her years of age, Gillian has embarked on several round world trips, venturing to six of the world's continents. Her personal highlights include Cuba, Egypt, Israel, Brazil, St Lucia, Puerto Rico, Mexico and Russia. Gillian has explored the Caribbean on a luxury motor yacht, settled and worked for a time in both the UK and USA and has many experiences to relate of rubbing shoulders with royalty, celebrities and movie legends. She considers visiting the community of her World Vision sponsor child in Brazil one of her most memorable travel experiences.



If diamonds are a girl's best friend, Gillian has worked with some of the best; including goldsmith and jeweller to Queen Elizabeth II, Stuart Devlin in London, as well as with Australia's Argyle Diamonds (the world's largest diamond producer by volume), introducing exquisite coloured diamonds to the world. She toured internationally with the \$15 million Champagne Diamond Exhibition including the world launch in London, along with the World Diamond Conference and World Expo.

Gillian's desire to make a difference included several years in senior management with Perth Zoo providing her with the platform to engage the corporate sector in their globally recognised wildlife conservation effort.

Extensive training and development under greats such as world NLP leader Tad James and the father of the life-coaching industry and peak performance guru, Anthony Robbins, have fashioned Gillian's innate skills for facilitating remarkable change. Inspirational and results-driven, she leads by example, with the belief that the possibilities are endless.

Gillian operates her own life and success coaching company, Creative Coaching Solutions. She coaches both nationally and internationally, supporting the success of individuals, groups and corporate clients. She also provides coaching consultation services for other business entities and has affiliations with international coaching companies.

As *The Change Agent*, Gillian has written for several publications and authored her own column with Fairfax Media on-line news sites.

Investment in real estate, along with property development and renovation, are other avenues for Gillian's exceptional ability to effect change and value-add, while also building personal wealth. With her husband, she established a property development company.

Gillian continues to travel this great planet enjoying its cultural and environmental diversity. Her family and friends are a big part of her life, as are her philanthropic interests. She is passionately committed to the success of her clients and to her own life-long personal growth. Gillian enjoys an abundant lifestyle in beautiful Perth, Western Australia, with her dedicated and supportive husband, David, and their two precious cats.



What attributes make a great coach?

Results! A great coach will deliver on what they promise and the client can expect to experience profound improvements in their life.

A great coach will deliver great results and help the client reach their goals. They'll give the client the value they seek, but even more than that, they'll give them more than they expect. I go the extra mile for my clients.

Every person has greatness within them. As a Master Coach NLP my role is to help my clients realise and unleash their greatness – their personal and professional greatness. Excellence in coaching is about unlocking clients' potential, allowing them to have their breakthroughs, those 'ah-ha' moments, taking them on a journey that enables them to become highly effective and empowered individuals.

I believe a great coach has to have the unlimited mindset that anything is truly possible; it's about understanding the client, their model of the world and their definition of success. A great coach makes no judgment upon any client; they know the client has the resources within them that just need developing to achieve the greatness they want to achieve.

The needs of the client are paramount. A great coach will give excellent service and excellent value. Only the client can determine what is of value to them; so ask them: What is it worth to them to have outstanding success in their life? What is it worth to them to have a massive breakthrough; to release a limiting belief that's been holding them back for years? What is it worth to them to be able to change the habits and patterns of a lifetime that have kept them trapped in a place that doesn't serve them? What is it worth to them?

Anyone wanting to stretch and grow their own potential needs to evidence those same qualities in the coach they enlist; they need to see in their coach someone who's committed to lifelong learning and growth for themselves, so they are walking the talk.

A great coach will have broad and deep life experience; someone who's put themselves out there and stretched themselves; who knows the highs and lows of life; who understands what it means to face their fears; who has overcome their own limiting beliefs; who has moved beyond thinking they might not be good enough. When you



question a great coach, they always have their own story to tell and this can only enrich their ability to support somebody else through their issues.

A great coach has great listening skills; their job is to hear what is going on at all levels, to interpret the language patterns of the client, to note the blockages that are there and where their focus is. The single most important communication skill is reflective listening; a great coach must be a great reflective listener. This means being able to reflect a client's problem back to them in a way that demonstrates a clear understanding and respect for what they are saying, and allows the client to work through their problem in their own mind.

A great coach will have great sensory acuity; they will be able to see and read eye pattern movements, changes in expression, shifts in body posture, all these subtle things are indicators for what's going on at an unconscious level.

A great coach is totally flexible; as every client is uniquely different, a great coach will have total flexibility in terms of their thinking, their language and their ability to build rapport with their client.

And, of course, a great coach will have an exceptional toolbox of cutting-edge skills and techniques to offer the client as part of their service. It's not only about using the techniques to help the client in the moment, but it's also about showing the client how to apply the techniques beyond the coaching experience. A great coach enables clients to be fully resourced and fully empowered with tools, techniques, knowledge and experience to self-manage and keep their own momentum going.

How would you describe your coaching style?

I am committed to providing exceptional client service and an overall positive experience; I help my clients achieve outstanding results; I believe in giving my absolute best and sharing my greatest learnings so that my clients can achieve the success in life that they want.

It is about empowering others so that they become fully resourceful to face future challenges.

I'm 100 per cent committed, in the moment, to my client. I take my role in their process very seriously. At the same time, I make the



coaching journey fun, uplifting, interesting, challenging, motivating and inspiring – and I encourage my clients to celebrate their success.

Moving beyond the immediate coaching process I maintain contact with my clients so that our connection continues and they know I'm available if they have any future coaching needs. I build a community that keeps growing so there are more and more empowered people out there living the life that they want. They're regularly connected to on-going positive reinforcement, which allows them to maintain the momentum of their own journey.

I continuously look at how I can perfect my coaching craft – this is ongoing. I'm dedicated to life-long learning and that's what excites me about the nature of coaching, the nature of the work that I do; I continue to enhance and develop my skills to help grow people and those experiences continue to grow me.

What are the things that inspire you?

You know, there is a plethora of information and inspiration out there and I never tire of absorbing the wisdom.

I've been inspired by the motivational gurus and high-achievers, by great leaders and teachers. And I've also been inspired by people unknown to me who have had a profound effect on my life simply by our paths crossing.

A lot of my inspiration comes from that which is right in front of me, from the people that I see every day in my life – my friends, my family, my networks, my clients; each of them has something to share, a story to tell; and, because we can only live one life at a time, isn't it inspiring to listen and learn from other people's life experiences?

Travel inspires me and is a great passion of mine. One of my goals is for the number of countries I've visited to be equal to, or greater than, the number of years I have been alive: I'm ahead of the count so far and it's always exciting to plan the next journey. I have travelled to many exotic locations and some challenging places in the world, and I love the cultural and environmental diversity and all the inspiration that travelling presents. Some of my greatest learnings have come from travel and there is always inspiration to be found in other people's stories.



Some years ago I travelled to the centre of Brazil to meet my World Vision sponsor child, a little girl named Josianne, about 11 years old. She had been orphaned along with her twin sister when her mother had been shot and killed in front of her; she'd had a really hard start in life and her community was very poor.

When I ventured to this extremely remote part of Brazil – a journey which began in Rio de Janeiro, took two plane flights followed by several hours travelling by car – I found a community that was so full of love and support for each other and who were so honoured to have me there as their guest. The experience had a profound effect on my life, seeing these genuinely gracious people who had so little, living in gratitude and their lives so rich in other ways; I was greatly humbled. It was a huge inspiration to me and remains one of the most memorable events in my life.

I continue my support of the World Vision child sponsorship program, along with other worthy organisations, including an orphanage in Bali. I like to support and promote the inspirational work that people are doing to enrich and empower the lives of others. This includes the support of youth leadership and development programs, health research, awareness and support organisations and conservation organisations. There are so many inspirational people doing remarkable work and accomplishing great things.

I have my family to thank for some of my earlier inspiration in life; I was always encouraged to have a go, to be resourceful, to put in the effort and enjoy the rewards. I was well provided for, had a good education, lots of fun times with family and friends and many travel experiences. I truly understood the value of such opportunities and for them I am immensely grateful.

When I was a young girl my Dad used to say to me, 'Gill, you've got the ball at your feet, all you have to do is kick it.' It really is a great metaphor when I think about it, and you know, ever since he told me that, I've never stopped kicking that ball; it was a great little piece of advice early on in my life that has made all the difference.

Have any books or films been critical to your personal success?

My bookshelves are brimming with motivational and personal development books; the favourites that come to mind are *The*



Greatest Miracle in the World by Og Mandino, *Rich Dad Poor Dad* by Robert Kiyosaki, *The Power of Positive Thinking* by Norman Vincent Peale, *You'll See it When You Believe it* by Dr Wayne W Dyer, *Think and Grow Rich* by Napoleon Hill, *The Game of Life and The Secret Door to Success* by Florence Scovel Shinn and *Jonathon Livingston Seagull* by Richard Bach. There also some interesting DVDs like *The Secret*, *Beyond Belief* and *What the Bleep...?*; as well I'm an avid watcher of inspirational YouTube clips.

They have challenged my thinking in some way and have shown me that overcoming obstacles, fine-tuning my way of thinking, being authentic and focusing on what I want to achieve, brings success.

I continue to immerse myself in stories of great achievements, of overcoming adversity and positive mindsets. Modelling excellence in mindset and behaviour is a sure way to success.

'Whether you think you can, or you think you can't, you are right'. Henry Ford

How can you achieve change?

We all have our unique operating and behavioural strategies, our individual 'maps' of how we perceive the world around us, that we develop throughout our lives; they include our beliefs, attitudes, values and experiences. Some of these strategies are effective, but we might find that some of our thinking and behaviours that served us in the past may no longer serve us in the now, or for the future.

Powerful and effective change comes from changing the model of our world. Neuro Linguistic Programming (NLP) allows us to see how our thinking and language patterns affect our internal programming, thus our behaviour. NLP principles can guide us through change as they are incredibly effective in enabling us to let go of old behaviour patterns and change beliefs and behaviours. There are a range of NLP



techniques that are used, depending on the nature of the problem; so NLP provides the opportunity for real and lasting change.

To achieve change and success it is vital to have a purpose or a desired outcome; to establish where you are now in life and where you want to be in the future. Many people don't consciously plan for what they want in the future and tend to meander aimlessly through life.

So, know your outcome: What is it that you really, really want to achieve? What are you passionate about? What is it in life that's important to you? It might be a personal thing; it might be to improve your relationship; it might be to have a better career; it might be to improve your financial situation; it might be to have more spare time on your hands. Whatever it is for you, be very clear and very specific about what it is you want – what is success to you? The reality is, if you don't have a clear idea of what you want, then how will you know when you get it.

Be precise about that outcome and set some goals around it: Specifically, what you want? When do you want to achieve it by? What will be involved? What measures will you use to determine that you've reached your outcome?

Ensure your goals are positively defined and your thinking and actions are aligned. If you change your thinking, you change your behaviour and, thereby you will change your result; so, take action with both your thinking and with your behaviour.

Henry Ford said, 'Whether you think you can or you think you can't, you are right'. So, thinking that you can do something will propel you to success; thinking that you can't do something will surely stop you.

Focus in the direction you want to go, to really move toward what you desire. Taking action in the direction of the goal is a 'towards' action. Make sure that your thinking, language and behaviours are fully consistent with and focused on what you want to achieve.

If you were to say, for example, 'I don't like to feel unhealthy', or 'I don't want to be struggling financially', these statements aren't really moving you 'towards' your goal. What you're actually doing is focusing on what you currently have, or don't want. Change your language; make your language specific and appropriate to what



you want to move 'towards'. Positive 'towards' reframes of these statements might be, 'I love that I am always feeling healthy and well', and 'I consistently attract success and wealth into my life'.

Importantly, take action to effect the change you desire; without action, there can be no change. Remember, nothing comes without some form of effort, so be prepared to put in the work and be diligent. You just might find that the change you're after is not as difficult to acquire as you once may have thought; it may simply be a process of changing the way you think.

On the road to success, how can you keep on improving?

A really important factor to ongoing success is having behavioural flexibility. There's a great saying that goes, 'If you always do what you've always done, you'll always get what you've always got'. That's so true isn't it?

If you were to continue to do the same thing the same way all the time, do you think you'd be on the fast-track or the slow track to success? If you have a lot of behavioural flexibility and you can adapt and change to different situations; you can expand your mind, expand your thinking, expand your performance, be flexible in how you communicate and behave – don't you think you might actually get a better result?

The Law of Requisite Variety, also known as the first law of cybernetics, says that the person with the most flexibility of behaviour has the best chance of getting the best results; so, if you're not getting the results that you want, try doing something different. It is said that Thomas Edison had more than 1000 attempts before he invented a light bulb that would actually work – fortunately for us he kept trying. You see, Edison knew that success was just over the horizon; he knew definitively there were hundreds of ways that an electric light bulb wouldn't work; yet ultimately he knew that he would eventually get one that would work. Keep adapting what you do until you get the result that you want.

Isn't it interesting, that so many people choose to stop at the cusp, just before reaching their point of success; yet success might just be over the horizon? When you feel challenged and outside of your comfort zone, when you are really feeling resistance to the change



that you know you need to make, then that is the time to push through and beyond what's holding you back. In that moment, you have your 'break-through' and you are indelibly changed. Those who succeed in the greatest of ways push through that barrier and go that extra mile and success is theirs.

Managing your emotional state will help you improve; it's about getting your mindset and physiology, or behaviour, aligned. You can change how you think by making a conscious decision to change, or you can change your physiology; for example, you can't help but feel happier if you were to skip around the room singing like a child does – try it for yourself.

When your mindset and your behavioural state are positively aligned and congruent, you perform more effectively and can achieve excellence. Think about professional athletes: in their pinnacle moment of achievement, their mindset and physiology are perfectly honed and completely aligned, and there-in is the key to their success.

Be what you want to be, now; adopt successful thinking and behaviour, now; be that successful person, now. You don't have to wait until you have all the various attributes; choose to be in a state of excellence, now.

If you don't know how to improve, find an expert to assist you. Just like a sportsperson has a coach to provide expertise and to look at the game from another perspective, so you too can enlist the services of a coach to enhance your prospects of winning in the game of life.

Stand on the shoulders of giants and see life from their perspective. Model the excellent thinking and behaviours of those who you most admire. You can't help but improve if you surround yourself with the right people.

On the road to success having feedback is so important for checking how we're actually progressing. Sometimes when we're in the process of 'doing' we don't really check and see where we're at. It's essential to have measures in place; we might keep journals for reference, we might have a coach or mentor that review our results – there must be feedback steps in place to assess our progress and track improvements.



Dream big. Aim beyond the norm. This is your moment. Keep stretching your potential and be an exceptional you!

‘Why live an ordinary life, when you can live an extraordinary one?’ *Tony Robbins*

What are the common barriers for people and their success?

Everyone is confronted at some time with their own fears and limiting beliefs. The first thing is to be honest and accept that some things in life aren’t exactly the way you’d like them to be; then start working on them because there’s always room for improvement. I believe there are no failings in life, there’s just feedback to learn from.

If you feed back to yourself what you learn from each experience, you can make the next experience even more successful. Always ask yourself, ‘What is it that I can learn from this experience?’ When you can be objective and focus on the learnings of a challenging situation, rather than on the emotions, the barriers won’t seem so apparent.

Recognise your limiting beliefs such as, ‘I’m not good enough’, those patterns of thinking that keep you stuck or hold you back, and understand how they inhibit your ability to move forward. The good news is that with the right coaching, you can eliminate limiting beliefs and negative emotions easily and effortlessly – how exciting is that?

Imagine positively changing your self-belief. There are amazing techniques, particularly in the world of NLP, that enable you to push through self-doubt or any other limiting beliefs that are holding you back.

Another barrier to success is an unwillingness to learn more about oneself, or to explore the inner world, to understand more about how one’s mind works.



By choosing to change the things that you can change, choosing to change the patterns of behaviour that no longer serve you, you can move through the barrier – all this starts with your mindset.

Getting right-minded about where you want to go is fundamental to success. Often we focus on the things that we don't want in life, and that's where our thoughts will go. Focus on the things that you do want and you'll start moving in that direction. Some people get hampered by procrastination or lack of motivation so it's really important to have the support of a coach, to help provide momentum.

Do a double-check: Are you being absolutely authentic? Are you aligned with your values? Are you aiming for what you truly want? If you're not completely congruent with your truth, then somewhere along the line, you will either lose motivation or change direction – because it really isn't you. Get authentic, so that when you face challenges you'll move through them with a greater sense of purpose.

And ultimately you've got to take action; some people are unsuccessful simply because they fail to launch; they fail to take off. You've really got to move in the right direction with purpose, full momentum and a full commitment to what you want to succeed in.

'People who fail, focus on what they will have to go through; people who succeed, focus on what it will feel like at the end.'

Anthony Robbins

Can you share an example of your successful coaching scenarios?

Clients who work with me are ready to embrace change in order to achieve what they want. We all have the potential for success within us; I help my clients tap into that potential by taking them on their own unique journey of personal empowerment.



I really love the story of my 25 year-old client, Claire, who enlisted my coaching expertise to take her professional performance to the next level.

Claire was a vibrant, purposeful, driven, woman managing the administrative side of the construction company she was employed by. With the promise of a potential business partnership, she was prepared to put in extensive effort and make the required sacrifices to realise that possibility. She spoke of her ambition to succeed, to be financially free and the goal of building a portfolio of investments.

Her main presenting problem was stress. She was finding it difficult to sustain long work hours; she was overwhelmed with her self-imposed pressures and desperately seeking some work-life balance; her relationships were suffering; she was experiencing headaches, loss of confidence, knots in her stomach, vivid dreams and was often waking up in sudden panic. Claire conceded that her brain was full and she was near meltdown.

While Claire's focus was on success, interestingly, my assessment of her values showed a stronger connection to making a difference, deep personal relationships, family, creativity and independence. She was neither fulfilling her values nor her higher purposes in life. No wonder she was conflicted, overwhelmed and confused.

Through the coaching process Claire reached a light-bulb moment; she realised her drive for success was in response to what others expected of her and the need to prove something to herself.

By letting go of her old patterns of thinking and behaviour, she gave permission for a new Claire to emerge. She was still the vibrant and passionate Claire, though now she was also at peace, balanced and congruent with her true self. She transitioned successfully into a creative profession running her own business and reconnected with her important relationships. Now, Claire's true values are directing her actions towards her new vision of success and she is blissfully happy.

This is just one inspiring success story. There are many.

Such as my client who dreaded going to work every day even though he had a secure and well-paid job; by overcoming his limiting beliefs, he was able to pursue his passion for wellness and successfully



establish his own business as a leading authority in the wellness industry.

And the woman who had trod a difficult and troubled path in life, having to compromise her values to survive, who ultimately learned to let go of her past, find her courage and independence, and is now well on her way to building her own business empire.

The desire for change must come from the person themselves; my role is to provide outstanding guidance to their journey.

Is there a significant quote or saying that you live by?

I never cease being inspired by some of the great sayings out there and it's always good to refresh my mind every now and then. This is one of my own personal quotes that's meaningful for me, and hopefully for my clients also:

'In every moment, of every day, we have the potential for change'. – Gillian Skeer

Every new moment does provide us with the potential for change; every new day gives us a new opportunity to live our life differently. We can learn from our mistakes, build the bridges we need to build, move forward and have a different life. That's something we need to keep in mind regardless of what comes along and challenges us.

It's not always possible to predict what the future holds; the important thing though, is knowing that you make the choice about how you see life; you have the resources within you to have a positive effect on your life. You see, if you can change your thinking, you can change your behaviour, and if you can change your behaviour, ultimately, you can change your life.

How have you successfully grown your coaching business?

Having a professional background in business development and marketing has been a huge advantage for me in growing my coaching business.

Being a 110 per cent type of person, continuing to grow and develop myself and my business services is absolutely paramount.

You have to be prepared to work both in the business and on the business; they go hand in hand. Fortunately for me, I enjoy doing both.



I believe if you are passionate about what you do, have belief in yourself and the drive to succeed, then you will.

I like to explore creative ways of growing my business, yet one of the most important things I do is something that everyone can do – and that is to really connect with my audience. It simply comes down to building good relationships with people; having that good rapport with people enables me to understand their needs better and to successfully help them. Networking is vital and so is that one-to-one getting to know people, because in the coaching environment it's all about the relationships I build.

Always be prepared to go the extra mile and give more than is expected. Clients are special, so make them feel special.

I've found value in forming strategic alliances with other companies that harness combined skills and extend marketing reach. It's important that values and business acumen are aligned.

Possibly the greatest marketing tool in the coaching industry is word-of-mouth. I fully realise the significance and importance of the work I do for people, and the positive affect that it has on their lives; my satisfied clients will gladly tell their story of accomplishment and success. Having great rapport and strong relationships with my clients and consistently helping them achieve outstanding results will absolutely see them recommend me to others.

As a professional speaker, I undertake speaking engagements for corporate, specific interest and general interest groups. Importantly, my audiences get a chance to connect with me in-person; they can interact with me, get a sense of my coaching style - and learn how I've helped other people; and the stories that I share demonstrate how I can help them too.

People are there because they're interested in my topic, so my message is tailored to meet their needs; knowing my audience and attending to their needs is vital to growing my business.

So is connecting to like-minded people; relating with other coaches and industry peers; staying connected keeps me in an optimum mindset. I attend relevant industry events and personal and professional development seminars applying the insights of gurus I respect.



Writing is a great medium for reaching other people who don't have the opportunity for personal contact with me. My on-line column, 'The Change Agent', at Fairfax Media's on-line news site *WAtoday.com*, provided a forum for readers to interact with me by writing in questions for me to answer online. My coaching business experienced greater levels of awareness as a consequence of my on-line support to readers. Being part of Fairfax Media allowed for national exposure as my column also featured in the on-line editions of the *Sydney Morning Herald*, *The Age* Melbourne and Brisbane's *Courier Mail*.

I find I'm a bit of a go-to girl for journalists seeking information about coaching and behavioural change; I'm regularly approached to provide expert comment for articles they are writing.

Where I can, I like to give back to small business that value my writing, so I write short articles for other websites, newsletters and magazines.

There's power in good websites, blogs and the use of social media. The exposure I've gained online has substantially expanded my brand and professional profile; the outreach is global and allows me to build a like-minded community.

Apart from material possessions, success brings significant opportunity. Can you share with us the opportunities you are most fond or proud of that success has given you.

For me, success brings freedom – the freedom to be with the people I love; the freedom to be flexible with my time; the freedom to do the things that I enjoy; it allows me the freedom to pursue my passion for travel; it provides me with ongoing opportunities for self-development; it gives me access to other inspirational and successful people; and it broadens my networks, enabling me to align myself with like-minded people. Success is not so much about financial gain, but what I gain personally from living a purposeful life.

It's about continuously working on 'who' I want to be, not 'what' I want to be.

Success is also about contribution and having the ability to help others. Making a difference is important to me, and success affords me the resources to make a difference in other people's lives both professionally and philanthropically.



It's about that sense of satisfaction that I have achieved the best that I can, that I have been the best that I can be, both professionally and personally – knowing that I've really stretched myself, honoured and made full use of my talents and abilities, been committed to life-long learning and personal growth, built great relationships and made a difference to the lives of others.

Success is about expanding all those parts of me so I know that every day has been significant, every day has been worthwhile, and I have few regrets; and I will happily reflect back on a rewarding, and hopefully long, life.

If you could teach everyone just one thing that you feel would impact their lives, what would that be?

There are many vital things that we need to learn about ourselves in order to improve, but if I was to teach just one thing that I believe would really make a difference in most people's lives, it's quite a simple answer really: be authentic; be as authentic as you can possibly be; be completely true to yourself.

When we are not living an authentic life, we are living to someone else's model of the world, someone else's expectations of our life. That's when we begin to see things going awry; we see conflicting emotions, stress and unhappiness develop in our lives. That incongruence between who we truly are and how we are living life will determine the amount of dis-ease in our life.

Think about the person that works at a job they despise and the emotions that build up within them as they face a situation every day that is incongruent with what they really want to be doing. Imagine how that might feel.

Imagine the person in a relationship where they are being controlled or being denied the life they want; spending years in a union with which they are not truly aligned. Can you imagine how debilitating that would be, how destructive that might become?

And picture in your mind a situation where someone is unable, for whatever reason, to fulfil their passion, their purpose, or their vision for their life; can you visualise what a life of unrealised dreams might look like?



Now imagine a scenario for your own life; a life that's fully aligned with your values and your belief systems; where every day you wake up and you literally want to bounce out of bed because what you are going to do this day is exactly what you want to do. How does that make you feel? Good, right?

Sure, to some degree most of us have to do things that we don't want to, but this is about really being aligned with your passion, with your purpose, with your values and your beliefs because therein lies your fulfilment. To know what you really, really love doing, to follow your passion, to make it into your career or make a business out of it if you want to, to me that's Utopia; and that's why I'm so lucky to have found my Utopia in coaching.

If you are not living your life 'on purpose' at the moment, if you feel somewhat misaligned between your truth and what you're doing with your life, take a look at your situation from another perspective; identify where you can make changes to move you in a direction that's more authentic and right for you.

You know, when you actually discover that thing that makes a difference to your life; when you absolutely, authentically align with what you want, your whole life turns around for the better. It's about finding your purpose. When I connected with my purpose in coaching the doors began to open, opportunities began to arise and it became clear to me the steps I needed to take. I felt very little resistance; I saw my vision for my future and I embraced new possibilities; everything was in the flow, and that's a great place to be.

**'Always be a first-rate version of yourself,
instead of a second-rate version of
somebody else.'**

Judy Garland



What do you get out of being a coach?

There is so much I get from being a coach. I'm passionate about what I do; it's my calling; I am fortunate to work with the most amazing people'; I love to inspire people; I get to help them move from where they are in life to where they want to be, whatever that is for them.

I help people overcome their limiting beliefs and negative emotions that have held them trapped and unable to move forward, and help enable them to live the life they want to live. I help them become resourceful so that they can be fully equipped and empowered to live an extraordinary life.

I meet new and interesting people who challenge me, keep me on my toes, and keep my coaching pencil sharp, so that I can continue to grow and develop and be flexible as a coach and as a person.

I've had some incredible people walk through my doors and it's been my absolute privilege and pleasure to coach them; to see the outstanding results they have achieved. Some have completely transformed their lives; others have made the necessary adjustments to fine-tune their already successful thinking and behaviour. The important thing is they are achieving what's significant to them, for their life. What I think isn't relevant because I'm there to help them achieve what is important to them – what their definition of success is; the results that they want in their life.

I can tell you, when clients get their big 'ah-ha' moment or a major breakthrough it's just one of the most incredibly rewarding experiences there is. You know unequivocally that in that moment profound change has occurred within that person and that for them, life will never be the same again. Their coaching experience provides them with a whole new perspective and they can't get the smiles off their faces – for me, I really couldn't wish for anything more. Every day is an awesome day.

Whether it's through my writing, professional speaking, one-to-one coaching, group workshops, my online presence or products, my objective is to inspire, motivate and empower people to 'their' better future.

I continuously endeavour to raise the bar on my coaching performance to be the most exceptional coach I can. I continue to grow and develop



myself; there's always something new to learn and I find that exciting. How can you ever get tired of working at something that positively pushes your buttons every day? When you are doing what you love it's no longer a job, it's who you are.

I consider myself extremely fortunate to have found my purpose and my passion in coaching and I'm very honoured to share it with those around me.



Gillian Skeer has generously offered readers of *Millionaire Coach* a free copy of her audio file '*Achieving through Real Change*' containing valuable insights into how you can shift from where you are to where you want to be.

To access this fabulous gift scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme



Chapter 2

Michael Yacoub

The Success Coach



Michael Yacoub

'We can have anything that we want
including infinite happiness and success;
if we can help others get what they
want first.'

Michael Yacoub came to Australia 28 years ago with a very small amount of money, but with immense enthusiasm and a think-big attitude. He arrived at 7.30am, started working at an Adelaide architectural office at 8.30am, and was appointed the associate director of the firm within three months. His life since, has been an amazing success story.

As an aspiring tycoon from a very young age, Michael was one of eight children in a family that battled to make ends meet. He learnt the value of accumulating wealth early in life and grew up with a strong desire to be successful and wealthy. His first enterprise was at the age of 12, and he became a multi-millionaire by 45.

Michael's success journey started in New York where he worked and studied to become an architect, graduating with top honours. While he started his professional life as an architect, Michael always had a passion for business development, public speaking and wealth creation.

Architecture taught Michael the powers of visualisation and starting with the end in mind, which proved to be the catalyst in shaping his future successes. While designing and developing numerous multi-million-dollar projects for others, he built his own castles in the clouds. Life as an architect was stimulating and nurturing, but with minimum financial rewards. This left him feeling inspired, but at the same time disenchanted and mystified. With an overdrawn bank account and a family with three children to support, Michael decided to move on.

He immediately started his first venture in South Australia in 1997 with his wife, capitalising on the telecoms boom by manufacturing leather cases for mobile phones and hand-held electronics. Soon after, he purchased a large office warehouse building and the company grew in revenues exponentially from \$50,000 in the first quarter to more than \$15 million within two years of operation.

As an offshoot of his first business, Michael started one of the largest telecommunications companies in Australia, MPC Communications in 1999, with retail outlets and corporate sales offices across Australia. He also owned a number of Telstra retail shops and developed several other companies in business services, call centres, and sales and marketing solutions. In the meantime, Michael established



Advantex International in 2001 as he saw a definite need for a coaching and consulting business to help small to medium enterprise owners grow and re-invent their businesses. In 2005 Michael sold the telecommunications, manufacturing and services companies in several multi-million dollar deals, to concentrate his efforts on Advantex International. He now conducts public speaking events in Australia, Dubai and Asia, as well as helping others live a leading life and multiply their wealth through his Millionaire Mindset-Ignites and business coaching programs.

Besides his Bachelor Degree in Architecture, Michael has an MBA and is widely known as 'The Success Coach'; he is a Certified Practicing Consultant and Coach, NLP practitioner and an outstanding keynote/public speaker; he is Telstra Business Award winner, ASX Enterprise Market Award winner and author of more than 35 books and publications.

What person or event has had the biggest impact on your life and why?

I was immensely influenced by the resurgence of my young aunt from the clutches of deprivation and uncertainty to becoming a woman of worth. She was orphaned at the age of 17 and decided that the only way forward was to finish her education, stay single and secure her sisters' education and upbringing. I was 12 when Aunt Mary started an enterprise that took her from virtual poverty to becoming a successful businesswoman with considerable measure of psychological and emotional muscle and wealth. Her surge plan consisted of a well-crafted vision based on a burning desire to transform her life emotionally, spiritually and mentally, which radically altered her physical and financial results. She started by converting part of her home into an elementary preparatory school for local children, offering forward-thinking education based on peak performance and outstanding mind-development techniques. Three years later her school had expanded to become the most sought after destination for families who wanted a great start for their children's education. Parents drove their children hundreds of miles just so that they would not miss out on Aunt Mary's schooling.



I have very vivid memories of Aunt Mary; she was my first life and business coach; she used to tell me that life without a worthwhile intention is like a kitchen without water; she believed that nothing can be more empowering than knowing your purpose in life and going after a clear set of goals.

I also learned my entrepreneurial flair from my father and was profoundly influenced by his business acumen. I started working at an early age, earning good pocket money after school hours; at the same time, aged 12, I had created my own little enterprise buying old school books at the end of the year, restoring them and then selling them for great profit at the beginning of the following school year.

Did you always feel that you would be someone who helped others?

Connection and contribution are ranked high on my list of core values. These inner values came as a result of a number of defining moments in my life that pressed me on this path. Throughout my life I was fortunate enough to meet worthy individuals, who contributed enormously to my development as a successful being; therefore I feel very privileged to be able to pay back my dues to my community.

For as long as I remember, I used to help people and share my knowledge with them so that they could get to the next level; at age 21, I coached a young team in our local soccer club and was instrumental in shaping the sporting career path of many promising players. At university, I worked my way up to the dean's list and was appointed an assistant professor in the architectural faculty of New York Institute of Technology, where I taught year-two and year-three students. I established a design learning and orientation studio in my house in Long Island NY to teach after hours and became a magnet and attracted students to me like moths to a flame. Later in my professional career as a practicing architect, I helped several people to explore their inner abilities and unearth their potential as aspiring builders and architects who later went on to become successful in their fields.

What made you get into the career of coaching?

Coaching runs in my veins; I am passionate about what makes the difference in the quality of my clients' lives and what ignites their success flame. Having experienced the blessings of being coached



earlier in my professional life, I enjoy inspiring people to reach greater heights and attain a broader validation for what they do intuitively. Hence, my choice to get into coaching was fostered by the huge transformation in my own personal and leadership development journey at every stage. Coaching allowed me to think outside the box and to take calculated risks with huge rewards.

Naturally, I am driven by a deep desire to see others live fully, vibrantly and powerfully while being empowered, happy and free. I believe that as humans we choose to 'be', 'do' and 'have' at varying levels. We are here to grow, expand and unfold mentally, emotionally, spiritually, professionally and financially. We have the indisputable right to fully develop and articulate all the opportunities that help us reach all our potential. The greatest achievement in life can only be possible when we activate the best within us by transforming the essence of our existence to a worthwhile cause. An important aspect in achieving that is seeking the advice of high performers, with proven track records, who can help us along the way.

'If you built castles in the air, your work need not be lost; that is where they should be. Now put foundations under them.'
Henry David Thoreau

Why do you believe that coaching is so important to one's life or business?

Virtually every high-achieving individual has a coach or mentor who asks them provocative questions, who elicits their greatness and who challenges them to play at optimum level; a coach is their equaliser and champion, someone who believes in them and walks them outside their comfort zone where true success is a reality, not just a dream. Look, for example, at the greatest athletes of our times – individuals like Michael Jordan, Roger Federer and Tiger Woods; they



all have coaches who help them unlock their potential and maximize their performance.

For the rest of us, coaching provides an avenue of inner abundance and unequivocal alignment between our life and business endeavours.

For instance, some business people usually struggle with doing what others say they should do to become successful versus their own inner compass, which typically has a different desire; this is where they fall out of alignment. They constantly compare themselves to others, and say 'yes' to other people's strategies while ignoring their own intuition; they fall out of alignment with their own genius and things get stuck; their energy is then zapped, and their vision distorted, they feel that they are floating aimlessly like a wandering generalist.

That's where transformational coaching becomes extremely important before it's too late. The process will help them realise that they need to realign back to their own personal power and purpose; they stop doing what others say they should do and start focusing on the outcomes and ambitions that they love most. Coaching brings back a precious alignment between their inner purpose and what their business exists to do; they stop being wandering generalists and become meaningful specifics; they are transformed from mere followers to true business leaders; they have found their alignment.

In this instance, coaching gives them the key to finding a model that has a lot of the exact pieces that are in sync with their own desires, values and needs, and then customising them to fully align with their inner self and power. Only then they become unstoppable. Their genius is now well placed to assist them in unleashing their true potential, and thus they lead their life and business to success.

What advice would you give aspiring coaches about how to grow their business and get new clients?

The ultimate advice to successfully growing your business is to never stop marketing no matter how busy or successful you become.

The secret to getting new clients is not to focus purely on getting new clients. Your overriding objective should be aimed at creating goodwill and positive buzz around you then, finding three clearly defined business or personal problems that people face, and building



your programs and services based on clearly defined solutions to these problems.

The following are a set of actionable business growth steps:

1. **Clarity and Focus:** Determine which niche you are really in and pursue it with clarity and focus by developing a strong self-awareness and aligning your passion with your strength, skills and goals. Define your value proposition and then go about delivering it while riding the trends of your niche market and building worthy programs. The first step in building your programs is to, again, identify what problems are you solving; choose three main problems, design three clearly defined solutions to these problems and set about finding your defined ideal client.
2. **Point of Difference:** Go the extra mile and deliver your program or service with a point of difference while adding profitable value and enhancing your customers' resulting experience. Read Michael Lanning's *Delivering Profitable Value*.
3. **Creativity and Innovation:** Turn your ideas into programs or services with creativity and innovation; learn how to select and test new ideas and how to turn these ideas into marketable and profitable programs.
4. **Budget:** Beyond a creative, innovative website and strong online presence, it really doesn't take much these days to develop your marketing-mix opportunities with minimum efforts. Start by choosing your marketing goals and selecting effective promotional tools. Measure your marketing effectiveness against your set budget and objectives. Don't underestimate the power of social media in building your brand – use it resourcefully.
5. **Prospecting:** Nothing happens until you make a sale; therefore, prospect, prospect and continue prospecting. Find out where your customers are; reach customers beyond your website and use social media and search engine optimisation by providing and syndicating good content and relevant articles on popular portals. Learn how to convert your



visitors and sales leads into buyers by managing your sales funnel and closing the deals.

How do you assist in unleashing your client's potential or overcoming life's challenges?

Most of the time it is a matter of helping them put their finger on the pulse first; this step provokes a soul-searching exercise within them, which in turn leads them to place their hand on the main lever of their inner transformer. They start by knowing where they are going and choosing to get there in the first place; only then they are able to achieve their highest potential. Moving that lever the slightest way can make all the difference to the meaning of their optimum human performance, and things suddenly come to life. The most rewarding experience for me is empowering my clients to identify their own lever, and then pull it to create the future they really want and dream about. Again, it's not about doing certain things, but doing things in a certain way to become resourceful and cause their universe to respond to their positive energy by truly liberating their infinite inner powers.

Sometimes their vital lever is the ability to let go of painful incidents like losing money, a distressing past experience or an adverse personal challenge. Their life is transformed once they realise that the longer they hold on to losses and unpleasant experiences the more those events accelerate and multiply. Only then they can liberate themselves out of their rut by realising that it is not the events that occur in their life that makes the difference, it's the meaning they give these events. They learn to accept that whatever happens in their lives, it is what it is. They have a choice, either these events will control them or they choose to exercise their will and reasoning faculties to take full control and move on.

'It's not what happens to you, but how you react to it that matters.' *Epictetus*



Describe the millionaires' mindset?

The millionaires' mindset has nothing to do with money and everything to do with value creation and inner resolution; it's about developing a consciousness of abundance with highly charged emotional certainty and going beyond positive thinking into intelligently manifested thinking. Having that value-creation mindset is about being capable of making brilliant analysis and crucial decisions, even during economic downturn and under severe circumstances while staying on top.

People with a millionaire's mentality celebrate with gratitude their wealth and prosperity and marvel how easily money flows into their world. They have within them a force powered by value-adding energetic mentality; it's the same force that drives them to be, do and have whatever they envision in their life. They not only survive tough economic times, but also thrive. They break through their own limitations by being clear about what they really want and condition themselves to accomplish their wants; all that, while harnessing the energy of their emotions to propel their value-creation mechanism and consistently take actions to make their dreams a reality.

Do social skills have any impact on wealth creation?

I sincerely believe that social skills have more impact on achieving ultimate financial success than intellectual ability, education and experience all combined. Wealthy individuals understand the power of exceptional social skills in creating positive energy around them; they feel that their social skills are a major factor in their successful achievements and in their ability to sell their ideas to others. Therefore, they work tirelessly to become relationship experts and employ the services of perceptive mentors to assist in sharpening their social, vocational and leadership qualities.

How can the millionaire mindset be achieved?

The first step towards attaining wealth and a millionaire mindset is to determine your personal attributes in relation to value creation and quality; what does value creation really mean to you, what do you think about people who are financially successful; what is your attitude toward wealth and affluence? Especially, what is your self-concept with regard to your ability to be financially successful? The more you admire, respect and look up to people who are financially



successful the more likely you will be able to join their club; eventually you become the kind of person that can achieve financial success effortlessly.

Therefore, your millionaire mindset can only be achieved by having a value-creation attitude and various other activities that guarantee financial independence. The following habits and behaviours may inevitably lead to your financial success:

1. Determine your vision with regard to money and your financial future by setting clear images, goals and targets for the amount of money that you intend to earn and keep.
2. Measure your results against your goals every week and every month; and remember, what gets measured gets done.
3. Evaluate expenditure before you make it, and look for ways to reduce your monthly expenditure and save the difference.
4. Enjoy the actions of saving and investing and the financial freedom that regular saving gives you.
5. Begin investing your savings even if you have debts; this will change your entire attitude towards yourself and money.
6. Pay yourself first; as George Clason wrote in *The richest man in Babylon*, 'A part of all you earn is yours to keep,' – 10-20 per cent is saved and invested.
7. Take every opportunity to increase your earning ability.

Your financial success becomes predictable when you exercise your rights to an extraordinary being and by seeking advice from successful mentors and individuals of worth.

What mindset do you believe a person needs to be able to create success, and what do they have to do to achieve it?

There are no fixed set of rules for establishing an effective mindset for success; beyond having a driven purpose with flexibility control and mastery, what works for one person might not work for another. The key is to find a model that has a lot of the exact pieces that are in sync with your desires, values and needs, then customising them to fully align with your inner self and power.



Only then you become ‘successful’, because your genius is well placed to assist you in aligning your heart’s desires with your true potential, thus leading to your success.

In order to change your life and achieve an accelerated success you may:

1. Decide with clarity and focus what success means to you and for what purpose.
2. After taking massive action towards achieving your success, you live up to your purpose by doing the things that unsuccessful people are not willing to do.
3. Then observe what’s working and what’s not working, and subsequently change your approach and keep changing until you ultimately achieve what you’re committed to.

How do you start your day?

I consider the first hour of each and every workday a golden opportunity for me to set the stage for my entire day; I start with positive affirmations and reflections, then begin my hour of power, which includes a walk, exercise, stretching – all with thoughts of gratitude and wellbeing. After showering, my morning ritual continues by having breakfast while going through the daily action list, which I’ve prepared the night before.

Does visualisation actually work?

The greatest accomplishments in life can only be possible if we reprogram our mind by installing positive thoughts and images into our subconscious and holding those pictures very clearly in our mind for a long period of time. As a qualified architect I passionately believe that my strong ability to form a clear precise vivid mental picture in my mind of the things that I want to be, do and have, powered by strong positive emotions have impacted what I have become. By evoking the flow of positive and creative emotional inspirations I activate the best within me and reap the rewards of good health, knowledge, prosperity, harmony and an overall happy and blissful life at all times.

Our imagination is a treasure source of immense value, as Einstein said, ‘Our preview of life’s coming attractions’. Many multi-millionaires use



visualisation and imagination to develop new habit patterns, personal power, confidence, higher achievements and wealth. Whatever we can hold in our minds on a continuous basis we can be, do and have. Visualisation is the single most powerful capability that the human race is blessed with. We can't use reason or logic when it comes to our subconscious, only images evoked by strong emotions can give us a meaningful change in the course of our life.

Whatever we can picture in our imagination we can accomplish. This underscores the quantum of Napoleon Hill's statement:

**'Whatever the mind can conceive and
believe it can achieve'.**

We just have to hold these images in our mind on a continuous basis to 'be', 'do' and 'have' what we'd set to become.

Do you use visualisation? Why do you think few people use it?

Absolutely, I constantly use visualisation to perform my very best in situations that require mental preparation including negotiation, public speaking, persuasion, coaching and consulting, or any other area that can be greatly assisted by using visualisation; I see the ideal result in my mind's eye and form a clear precise picture of the situation exactly the way I want it to be.

So, if visualisation is the key to achieving abundance in life, why is it that very few people use it to achieve their heart's desires? I've narrowed the reasons as follows:

1. Many people do not know how to visualise and build clear precise mental pictures in their subconscious.
2. If they know how to build images in their mind they do not hold on to these images and get side-tracked by marginal life distractions.



3. The majority of people visualise and build pictures of the wrong outcome; for example, a sales person may visualise a great presentation while the accurate image to visualise with total clarity and focus is the closing of the deal.
4. Some people use logic and reason in their quest to achieve results thus appeal to their conscious faculty and end up where they started.

Did your subconscious play a big role in your success?

My subconscious mind played a huge role in providing me with blissful living and assisted me tremendously in designing my life. From a profound personal experience, I can only affirm that as the masters of our domain we hold the keys to our riches and wellbeing. One of those keys is the ability to fully use our God-sent treasure called the subconscious mind; it's the abundant source of our ability to achieve boundless prosperity and knowledge. By getting rid of the weeds and planting positive vibrations into our thoughts, and by forming a clear, precise and vivid mental picture of the things we want to 'be', 'do' and 'have', we can truly shape our amazing destiny.

What specific things can people do to improve their mindset on a daily basis?

Sometimes it's not about doing specific things, but doing different things in a specific way. Most people are stuck day after day, year after year doing the same thing and getting the same results. Some of the specific things that hold people back are their current energy vibrations in their inner world with an acute lack of intent and intuition towards their outer world. I found that the most common reason some people are stuck in a thought pattern or in a self-limiting belief is because they evaluate their self-worth with other's approval of them.

Before embarking on a 'mindset improvement journey' the following milestones have to be achieved first:

1. Start with why you want to improve your mental attitude; then look inside yourself and identify what you believe in, what matters most to you, not to others, what are the non-negotiables in your life? What drives you crazy, and what brings you to tears when you talk about it?



2. Know where you are now and what state of mind you are living in; what are the current mental, spiritual and emotional states you are nurturing, and what physical results are you getting?
3. Know where you are going and what outcomes you want to achieve. Visualise yourself there and define with minute details your feelings and the state of mind you will be in when you arrive there.

Once you reach these milestones, begin by liberating yourself from the law of familiarity and start building your sixth sense and your intuitive faculty.

What would you say to someone who is frustrated that they just don't seem to be able to achieve the goals they have set for themselves?

When I'm looking to help someone in this situation, I feel it's important to keep an eye out for areas in which the person is already successful. In this case, I would look for what other goals they had already achieved; I look for present magnificence, brilliance and sparks to re-ignite their future passion for more achievement. People tend to overlook their brilliant moments and take them for granted; they focus more on their difficulties and problems, when they should be doing the opposite. When they discover the reality of their situation they find they're doing something special there, something that's really working well for them. When they find something that's working very well, what do they do? They do more of the same; they start doing more of what works for them. Competence happens in a precious moment and they continue getting more of the results they want by re-tapping into their brilliance – they access their inner power and break through.

Who is your typical client, and how do you make sure your clients achieve their ultimate goals?

The majority of my clients are business-owners in the start-up, growing or reinvention stage.

To demonstrate how I typically help my clients achieve their ultimate goals, please allow me to share with you snippets of a recent dialogue with one of my clients;



At a recent business coaching session, my client said to me, 'I can't wait to go back to my office and start using these techniques to build my sales strategy.'

I asked, 'What would be your main objective?'

She said, 'To buy a new CRM (Customer Relationship Management) solution.'

I asked, 'Why do you want a CRM solution?'

She replied, 'So I can achieve more sales.'

I asked, 'Why do you want more sales?'

She replied, 'Because I want to have the funds to build a call center to handle all clients' marketing promotions.'

I again asked, 'Why?'

She replied, 'Because it has been my dream to own a large office.'

'Good,' I said. 'Now you have identified what you surely want. You don't want a CRM solution, sales or call center as an ultimate goal. These actions are necessary but they are the means not the end goal. What you really want is to own a large office.'

'So, when you go back to your business, start by putting in place all the actions that are aimed at achieving your greater goal – the large office. Let that goal manifest in every way possible; live it, love it, imagine it and see yourself already in your well established large office.'

I coach my clients to realise clarity in their business and personal goals by starting with the greater end in mind, and to think big with intensity of purpose. I help them unravel the confusion in their space to discover their own true core values, conquer their domain and accomplish their ultimate goals.

What do you believe are the key steps to success?

There are three key steps to success: The fundamental first step is to have a clear definite purpose and based on that purpose find out the profession you love to do, then do it; unless you love your actions, you cannot possibly consider yourself successful, even if the whole world acknowledges you as a great success; therefore, specialise in



a particular niche that you really like and strive to excel in it. The second step is to concede that it's not what you do and how you do it that matters, but WHY you are doing it; to arrive at this conclusion ask yourself what you really believe in? What matters most to you? What are the non-negotiables in your life? What brings you to tears when you talk about it? In other words, what is your life's purpose? By delving deep into your inner self you will cultivate the ability to see your greater goal as if it was already complete and conquer the underlying power of the creative forces of your subconscious mind.

The third step is the most important one: you must ensure that what you do does not contribute only to your own personal success; the cold, hard truth is that, if the reason you want to do it is so that you can become wealthy or have freedom or independence, then there is a big chance that you will not succeed because you do not have a commitment to benefiting humanity as a whole.

How do our thoughts influence our reality and our success?

Profit David wrote, 'As man thinketh so he is.' We are what we are and where we are because of what is going on in our mind; the realisation that we can change what we are and where we are by changing what goes into our mind increases our self-awareness, leading to ultimate success.

Everything we are and whatever we become is the result of the content of our mind. We do not achieve our success through physical efforts; we do it through the creative power of our mind and our unwavering attitude that whatever we believe with strong feelings will become our reality.

Our thoughts are like a form of electromagnetic energy that radiates from us and attracts back to us like a magnet those people and those circumstances that harmonise with them. It's worth our while to change our thought patterns and explore unfamiliar grounds every now and then.

If you could teach everyone one thing that you feel would impact their lives, what would that be?

The greatest accomplishments in life can only be possible if we reprogram our mind by installing positive images into our subconscious and holding those pictures very clearly in our mind



for a long period of time. Teaching individuals the strong ability to form a clear, precise, vivid mental picture in their mind of the things that they want to 'be', 'do' and 'have', powered by strong positive emotions, will have the greatest impact on what they become. By evoking the flow of positive and creative emotional inspirations they can activate the best within them and reap the rewards of good health, knowledge, prosperity, harmony and an overall happy and blissful life at all times.

How can our values and beliefs help us achieve our goals?

It's not enough to know our values and follow our beliefs; we must be clear of any negative unconscious beliefs and limiting thoughts that we might have, otherwise we may be spinning in circles. Subsequently, we can begin our purposeful journey towards attaining our goals by asking ourselves questions like:

- What is it about this situation that led us to choose it? How would we like the situation to be?
- How will we know that we have achieved the goal? Is there a measure that we can use?
- What could a successful person do in this same situation that we can model?
- What obstacles are in our way that could prevent us from achieving this outcome?
- Who else can benefit from the achievement of our goals?

When we are tough on ourselves, life is going to be infinitely easy on us; this ultimately means that we've got to 'be' before we can 'do', and we've got to 'do' before we can 'have'; we can have anything that we want including, infinite happiness and success; if we can help others get what they want first.

**'You can have everything in life that you want
if you just give enough people what they want.'**

Zig Ziglar



What beliefs around money did you grow up with? How has that changed today?

Like most of us, I was brought up on the popular belief that the secret to wealth is hard work, but I had seen many people work very hard without accumulating any fortune. My studying and working years in New York were the catalyst in opening my eyes to incredible wealth; I realised that my beliefs in relation to value creation were going to be important motivational forces in my life, and that the only way to earn and acquire financial independence, would be with a healthy and discerning perspective.

These beliefs impacted every decision I made in relation to saving and investing. My financial values determined what I accomplished in wealth; it became seemingly very easy for me to take on new challenges, because I chose not only to understand, but to master wealth creation. All I had to do was study the life journey of the multi-millionaires and billionaires who migrated to the new world without a penny to their names and went on to accumulate amazing wealth.

How can we acquire a positive outlook on life?

If we wish to develop a skill of any kind like playing golf, swimming, investing or leadership, etc., we have to first learn the fundamentals and then practice them over and over and over again until they become a second nature. In the same way, if we wish to see our universe with a brilliant outlook and think about ourselves as positive, constructive, achievement oriented, forward looking individuals, we have to think about ourselves and dwell on our universe in a positive perspective all the time. The secret is to mix our thoughts with strong feelings so that we can activate a positive neurological process in our mind; but, we have to ensure that each thought that we wish to bring into our reality is charged or activated by a deep strong emotion.

Repeating these positively energised thoughts will lead us to become naturally positive. All we have to do now is develop upbeat thought patterns about ourselves and our circumstances continually until they become our inherent habits; for example, because I'm habitually optimistic, I look for the good in every situation; it's an effortless habit for me to respond positively to other people, because I had done it over and over again.



They say form good habits and make them your master; our entire future is totally dependent on the habits and attitudes we form; therefore, my motto is, 'As long as I am going to have an attitude, I might as well have a positive one'.

Apart from material possessions, money brings significant opportunity. Can you share with us the opportunity you are most fond or proud of that money has given you?

Wealth and abundance gave me the opportunity to make wonderful decisions, and to become fully invested in the current moment. It allowed me to add value to the lives of my loved ones and the people around me. It's true that we make a living by what we get and make a life by what we give. I'm proud of the fact that Mum and Dad were able to live in a large home of their own after many years of living in rented dwellings.

I'm also extremely proud to establish the Young Entrepreneurs Business Incubator, conceived with the vision to espouse innovative young start-ups and help them realise their ideas and give them an opportunity. Nothing compares to being able to use our prosperity, knowledge and contacts as positive influence in the lives of people around us.

And above all, I'm delighted that I have a creative wife and three bright highly educated children.





Michael Yacoub has offered readers of *Millionaire Coach* his latest e-book, *The Seven Giant Oversights*. Michael's e-book is the result of more than 25 years of business and coaching experience, half of which has been spent as a success coach. Michael gleans information on how to avoid serious business oversights, save yourself years of struggle and add profitable value to your business and personal life.

To access this awesome gift please scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme



Books authored by Michael Yacoub

Coaching Success Guide

The Rites of Passage to an Extraordinary Being
Success Built on Failure

The Millionaires' Multiplier Effect

FLOP, Failure Liberates Our Potential

The Rites of Passage to Leadership

Directions to the Millionaires' Lane



Chapter 3

Robert Borg

Take Control of Your Life



A handwritten signature in black ink, appearing to read 'Robert Borg'. The signature is fluid and stylized, with a long, sweeping line extending from the end.

'I want to empower every human being alive to be the best they can be, and I see that as my journey. I am capable of doing many different things in my life but empowering people is what I am meant to do.'

Robert Borg is the 'Millionaire Coach'; he is the person people turn to when they need help, direction, guidance or to be motivated. Whether it's your career, business, sport, relationship or your personal journey, Rob is the person who can help you turn it all around, help you lay the foundation of where you want to go and assist you to achieve what it is you want with certainty.

Rob has more than 20 years' experience in business, sales, business management, the corporate sector and coaching; he is a keynote speaker, a certified trainer of NLP (Neuro-linguistic programming), a certified trainer and Master Practitioner of Time Line Therapy™ and a Master Practitioner of Hypnotherapy. Rob also has a diploma in financial planning and a private pilot's license.

Rob has spoken on stage with Gerry Robert and a number of high-profile speakers in both personal development and wealth creation.

Rob has coached and worked with people from all walks of life; he has helped people to achieve their personal, career, sales and business goals and dreams and has also educated hundreds of people on how to trade and invest in the stock markets of the world.

As a presenter Rob is world-class; he is a dynamic, inspirational, passionate and motivational speaker. He thoroughly enjoys helping people to develop themselves, describing the change as 'magical'.

Rob is the owner and managing director of Lifetime Dynamics Pty Ltd, which is focused on assisting people to unlock their true inner potential and take control of their lives; the result being the ability to achieve outstanding results. Rob's passion is to deliver quality education via his coaching and training programs.



What beliefs about money did you grow up with?

I grew up in a family with limitations around money; I was taught that it was only rich people 'out there' who could afford nice things or things I deserved to have.

My father was a factory labourer and my mother was a homemaker who worked part-time in a restaurant as us kids got into our teenage years.

I think the biggest challenge for me as a kid was that I didn't have mentors or someone to look up to, and who would support or push me towards succeeding at what I wanted to achieve. Children grow up modeling the people closest to them, which is usually their family. My parents' mentality was in neither business nor sports, which were my two main interests, so I felt there were no footsteps to follow, which means I was probably 66 per cent of the way to not making it.

Despite the negativity I heard from family members, I still believed I could achieve whatever I wanted. What really helped was during my primary and secondary school years watching sport on television – AFL in the winter and cricket in the summer. The sportspeople I watched became my mentors and my idols; I looked up to those guys and what they were able to achieve. I always had a vision in my mind of succeeding like they did in whatever I chose to do; initially it was about playing sport at the elite level.

There were always issues around money in our household because there was never enough of it. I clearly remember one day as a teenager, sitting against a wall and thinking, 'If there's so little money, my parents are going to be on a pension when they retire and I don't want that for myself.' I could see where they were going, and I didn't want to go there too.

From a relatively young age I made decisions contrary to what other people around me thought were right, so that I could achieve what I wanted.

At this point I made three decisions, which would ultimately shape my life.

1. I decided very early on I wanted to own my home outright by the age of 30.



2. I went into business for myself at 22, as I saw this as the quickest way to achieve my goal. There was a lot of jealousy from family members, relatives and friends, who were probably feeling somewhat insecure or frustrated in their own lives; they thought I was crazy going into business at such a young age, but I made hard decisions because I knew I had to do something different if I was going to succeed.
3. I began modelling sportspeople who were always looking to improve their game to succeed and, without even realising it, I had trained myself to do the same thing; so when it came to making difficult decisions it was much easier for me to make choices that would move me forward positively.

What person or event has had the biggest impact on your life?

Without a doubt, my daughter Stephanie – strong and courageous are just some of her many trademarks.

My mother came from a large family and every one of her brothers is in business for themselves. On my Dad's side, some of his brothers are exceptional in what they can do with their hands. It's interesting that a lot of these people created excellent results with a very low level of education, and it showed me that if you really wanted something, you could achieve it; you just had to put your mind to it.

The first event that had a significant impact on my life was when the family went to Europe in 1976; I was eight years old; I went on a plane for the first time and there were lots of interesting experiences during the trip. As a result of that experience I got excited about becoming a pilot; it was the first time in my life I had a vision for myself. My family tended to be quite negative and unsupportive; to be honest I think this came more out of fear than anything else, but I never bought into their negativity and kept firm with what I wanted to do. My goals and visions for my life progressed from there.

As I was about to find out, life only gets more exciting and my interest in flying was just about to take off.

Did you go through to Year 12 at school?

I was passionate about playing professional sport so by the time I got to Year 11 it was time to do something about it; I left school because I saw an opportunity to train after work. I was under the impression



that because some work places closed early I would be free to train from that time on, but it didn't quite work out that way. So I went back to school and managed to complete the exams and pass in all my subjects for that year, which was Year 11, however, I didn't complete Year 12 because by that time I had already realised that school can only take you so far.

In 1987 I was playing in the VFA (Victorian Football Association) under 19s; I trained and did really well, but I struggled with injuries. I kept playing cricket in the summer and local football in the winter for a couple more years, but really that was the start of the end of sport for me.

As I wasn't 100 per cent sure where to next, I started searching and became involved in a network marketing business; I did well, but it wasn't what I really wanted to do.

In 1988 I got involved in the office supplies industry through a friend's business. I helped build his business and over 18 months did really well, but when it started struggling financially my time there was limited and I started looking at different options. I had the opportunity to buy out another company with a very good arrangement and so started my own office supplies business in Brighton, Victoria. It was 1991, I was 22 years old and it was 'the recession we had to have'. I went into partnership with my friend, but soon realised that the better option for me was to go out on my own.

Achieving my goal to go out on my own, the first nine months were a real struggle; things were not going well. I'm the sort of person who always looks for solutions; I knew I could make the business work because for the best part of 18 months, I'd built up my friend's business, this was my anchor and it still is today.

I spoke to my girlfriend at the time and explained that, if she were interested, we could buy out my friend's share and she could own half of the business; and this is what we did. There were essentially two parts to the business – retail and corporate. My girlfriend looked after the retail outlet, while I managed our corporate clientele.

When you talk about coaching, it's about knowing what you want and then planning for it before you take serious action. It was August 1991, the recession was on, it was cold and the weather was miserable; we



put a plan in place to do a big Back to School campaign, which was about five months away. We went to work cleaning up the retail outlet, adding stock and spicing it up. There hadn't been a stationery outlet there before, so we focused on a few different forms of advertising to get exposure and let people know we were in the area; as a result, we had a phenomenal Back to School and a really good start to 1992.

From then on things only got better, and it continued going well for a very long time. That's how I got into business, with one thing just leading to another.

Sometimes in life you never know who you meet or come across or the decisions you make; I was fortunate and I made the most of it by taking some educated risks and the rest is history.

What made you get into coaching?

We did really well for the best part of that whole decade, but my goal was never to stay in the stationery game forever. Even in the early days when I made the decision to buy the business, I figured I would do 10 really good, hard years and be out by my early 30s. I was married in 1994 and my vision was always to have a family, so I didn't want to be working 80 or 90 hours a week. In 1997, we sold the retail outlet, which was half the business; from there our plan was to solely focus on our corporate clientele.

At the beginning of 1999 we were blessed with a little girl, Stephanie, but around eight months into her life she was diagnosed with a genetic disorder and given a short time to live; that was October 1999 and Stephanie passed away in May 2001 - this day changed my life forever.

When my daughter was diagnosed with this disorder and we were told how the future would unfold, I made a number of changes including moving on from the office-supplies business; I wanted to spend as much time as possible with my daughter for the time she had left. After she passed away, my relationship broke up as well; suddenly I was back on my own and feeling very lost. I wasn't working, it was like an extended holiday, but I was still looking for something to do and decided to venture into the seminar game.

One of the first seminars I went to was a real estate event. I got so much out of it, in a number of areas, and one thing I thought of was,



'I could be doing what he's doing.' The only question was, on what topic? While I had a passion for real estate, it wasn't my passion to talk about it.

After this I attended a shares seminar; I was already trading shares, but I wanted to learn more; this was towards the end of 2001. What struck me most at the seminar was how well I got along with the people who were assisting at the event; it was weird – here people were open-minded and genuinely friendly, something very new and I loved it.

I assisted at the next seminar and in 2002 I began working at the company; we promoted share and property seminars. My role was essentially as a wealth coach, working with people and guiding them to take the next step in their lives. It was fantastic environment; lots to learn and I loved it.

It was around this time that I was introduced to personal development at an in-house training session, but I didn't take it seriously; I was probably still recovering from the events of the previous year and didn't realise the opportunity I had at my fingertips.

I kept on attending other seminars, then a connection was made and I thought, 'There's another world out there with very similar values and beliefs to mine,' and I kept on exploring.

At the end of 2002 I continued trading the market on a part-time basis, but I felt there was something missing and that I had the potential to speak; so I wanted to pursue that avenue. I was given an opportunity to speak about shares at an event on the Gold Coast in early 2003; it was a small group, and an awesome experience; it was the first step to speaking on a regular basis. That talk rapidly led to further opportunities and by early 2004 I had developed into holding share seminars of my own with up to 35 people.

During these events it became clear to me that people had different psychological barriers to success; 35 people were being taught the same information, but achieving different results; a third of them were making money, a third weren't making money and a third didn't seem to be doing anything at all – there was an obvious challenge here.

I knew there was another path for me, but I wasn't sure what it was – yet.



In 2005 I started training in NLP, moved to Sydney in 2006, re-married in 2007 and by the latter part of 2007 had started my speaking and coaching practice.

What I've learned from growing and developing myself and from coaching others is that we have so much to learn about ourselves. If we just slow our game down and deal with the things that are not serving us, it will allow us to get exactly what we want.

In my coaching business we cover personal coaching, which can involve relationships, health, career, sales, business, leadership and wealth creation; in our training we cover sales, leadership, wealth creation and personal development.

We've had some amazing success stories where people have produced phenomenal results; in most cases people have simply made small shifts in their lives, and the results have been massive.

We've had companies double their turnover; we've had individual sales people quadruple their results; we've had people who were abused as kids and never had relationships get married and start families of their own. It's made me realise one thing: this is what I'm meant to be doing.

'Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.'

Anonymous

Why is mindset so important in creating success?

If you want to achieve your goals, then having a clear mind and a mindset that serves you will make it substantially easier for you to achieve your goal.



There's a saying, 'You get what you focus on.' So focus on what you want and you will get what you focus on; it can't be any truer than that. If you focus on something that's not serving you, you create more of it; if you change your focus to something you want and keep your focus on that, there's a high probability you'll achieve it; you don't have to do much more. Your thoughts can even affect your health because of the mind/body connection. If you're sending negative messages and signals to your body, your body's going to feel it; the same could be said that if you send positive messages and signals your body will feel it.

We are all creatures of habit; we all carry negative emotions, limiting beliefs and limiting decisions that are not empowering, and, for some reason, we believe them, we let them control and dominate our lives. As a result, left unaddressed, they will manifest, hold us back and ultimately destroy us. How can you move forward confidently and positively if you are being held back by a limited mindset?

What is a limiting belief?

A limiting belief is a lack of belief within the self; a limiting belief is more subconscious and it is usually backed by negative emotions; you see reality in a different way; you can view something as not real even though it is real.

A limiting belief generally takes the form of 'I can't' or 'I don't'.

Some examples of limiting beliefs are:

- I don't believe I am good enough
- I don't believe I deserve it
- I don't believe I will ever be 100 per cent healthy
- I am not good at public speaking, dancing, cooking ...
- I can't achieve that goal.

Someone may have the limiting belief they can never be wealthy; they may work a 9am to 5pm job ('Job' stands for 'Just Over Broke') and be very good at it. When they are given an opportunity to work for themselves, they get uncomfortable and start to doubt themselves; they may not believe they will get enough business or make enough money, or be able to pay the bills; they may begin to believe that they will not succeed even though they are good enough.



How do you help people change their limiting beliefs once they realise they have them?

People in their mid-40s often have a mid-life crisis – women and men equally. For so long they've wanted so much, but they haven't achieved it; either they haven't had the tools or they've had them, but not known how to apply them and they haven't sought help due to pride or thinking they had to do it on their own.

This happened to me, so I'm familiar with the scenario. I had done well in business and in life, but when I lost my little girl it was a massive wake up call; it made me realise that perhaps I didn't have it all together, maybe I just thought I did. The reality was there were some areas in my life I was really struggling with.

There are a few ways to deal with limiting beliefs and here is one of them:

1. Can you think of a limiting belief about yourself that you wish you did not have? Good, what is it? As you think about that belief, do you have a picture? (And we elicit the sub-modalities)
2. Can you think of a belief that is no longer true? For example, perhaps you used to be a smoker; someone who was a smoker used to believe they were a smoker, but now they no longer believe that. Or someone who used to own a new car believes that they are a new-car owner, but now they no longer do. Or perhaps the belief that you are no longer 18. Do you have something like that which used to be true for you, but no longer is? Good, what is it? As you think about that old belief, do you have a picture – where is that old belief now? (Elicit the sub-modalities; for best results, the location should be different.)
3. Change the sub-modalities of #1 into #2. Now test – What do you think about that old belief?
4. Can you think of a belief that for you is absolutely true, like, for example, the belief that the sun is going to come up tomorrow? Do you believe that? (or the belief that it's good to breathe.) Good, what is it? As you think about that belief, do you have a picture? (Elicit the sub-modalities.)



5. Can you think of a belief that you want to have, which is the opposite of the belief in #1? Good, what is it? As you think about that belief, do you have a picture?
6. Change the sub-modalities of #5 into the sub modalities of #4.

Test – now, what do you believe? Why do you believe you have this new belief?

So, to change a limiting belief, first you need to get clear about a belief you want to change.

My role is not only to help people get clear about what they want, but also to help people eliminate what they don't want. Your belief system is crucial in moving towards what you want and achieving the goals you set.

If you are using the wrong belief system, you can very quickly begin to doubt and de-motivate yourself, to the point where the reason you don't achieve something becomes your own undoing.

'Motivation is the fuel, necessary to keep the human engine running.' *Zig Ziglar.*

What is your most outstanding client success story?

I was working with a small business, coaching and training their staff on a regular basis, when one of their employees came to see me for personal/sales coaching; she was in sales and things were not going as well as she liked. She made a decision, she wanted to change; she said, 'That's it. I'm going to do whatever you tell me. I will do whatever it takes to turn this around.' I got excited; I had someone that no matter what I asked her to do, she was 100 per cent committed and she always did more.



At one stage in particular she was really panicking because her annual review was due at the end of the month and she was \$40,000 behind budget; to assist her achieve her target we worked with a universal set of principles during one of her sessions and within two weeks things totally changed for her.

She went from being \$40,000 behind her target to \$40,000 in front. It just so happened that a colleague of hers had been working on a deal for a few months and, after our session, my client found a suitable buyer and within two weeks closed the deal. Her colleague had worked so hard on the deal, my client worked on the deal for two weeks; her colleague was devastated; he had just missed out on a major deal and for months after the event he struggled to let it go. Why did my client manage to achieve such an amazing result? 'Coaching'; if you want extraordinary results you must get a coach.

After that her world turned around and in the following year she became super-consistent, lifting her levels to the point where it gave her the confidence to leave and open her own firm.

This is a phenomenal story from a career and financial point of view, more so from a personal point of view because initially she was really struggling with life as a whole; now the rewards will be there for her in the long run and in all areas of her life.

Who do you believe needs a coach?

Everyone can do with a coach; if you want to take the next step in your life, whether it's in health, relationships, career, business or your finances, and you're really serious about it, then you have to find a coach. Basically, if you want to make it easier for yourself, if you want the edge, you need a coach.

Tennis players have coaches because they want to be the best in the world. There's something missing from their game, but the question is, 'What is it?' That 'something missing' will most likely give them the edge they need to be the best, and their coach will help them find it.

There's a misconception that only sportspeople need coaching and that in itself is a limiting belief.

Do you have a coach?

Absolutely. I have coaches and mentors around me. I speak to them



on a regular basis, I have different areas of my life that I want to develop and grow, and business is just one of them.

Sometimes you can outgrow your coach; when you grow as a person to the next level, you will need someone new in your life to take you to the next level.

How does someone choose a coach?

What a great question. Coaching has exploded in the past few years; many people are now turning to a coach, looking for alternative ways to solve issues outside the traditional mainstream avenues. Many people are also calling themselves coaches and really don't have the experience or the know-how, therefore potentially leaving clients with a false sense of achievement, or even disappointed.

If you want to experience coaching for yourself, to choose the right coach here are three important steps.

1. First and foremost, you must connect with the person; build a relationship. I want to feel comfortable having them around, if I am going to open up my world to them.
2. Secondly, let's ask some questions, questions that take us right to the heart of whether or not this coach can really help us. Does this coach specialise in my area of need? As a coach I love clients who ask me questions, the right questions, as it shows interest; it is the quality of the questions that will determine the real outcome. Here are three questions you can ask.
 - a. By working with you, can you help me with 'x', whatever 'x' may be? I would be listening to how they reply, their tonality, volume of their voice and certainty within their response.
 - b. Who is your ideal client and why? Ask yourself, do you fit in this bracket?
 - c. Do you have an initial consultation period where we can identify if you can help me with what I am looking to achieve? Where, when, how long?
3. Establish that you have a need for coaching and link value with what that coach has to offer, and if it all fits then go for it.



An intelligent, professional coach will know that for you to come on board as a client they will need to know what it is specifically you want, why you want it and that they can help you. They see the bigger picture 'you' and not the sale.

In summary, you will need to do some due diligence by building rapport and asking the right questions to ensure the person you are about to employ as your coach is the most suitable person for you. Make the right decision and you will be substantially rewarded for your efforts.

Everyone has a different model of the world: Some people like to see results; other people like to work with someone they feel comfortable with. It's about finding what works for you; if you don't know what you want, then that's why you'll need to work with your coach.

Often people have a tendency to lose sight of the big picture and limit themselves by saying a coach is too expensive, or rationalise in some way as to why they shouldn't get a coach, and in that moment they lose the vision of their goals and dreams.

If you really want to achieve your goals and dreams then you need to place value on what it is that you want and make it a win/win outcome or fair exchange.

Some clients consume substantial amounts of time and energy for little or no result, irrespective of the return on investment; as a coach I find it more advantageous to let them go.

Do you have a typical client?

My typical client is someone who has reached a point of no return. They have identified they must do something about their situation and they must do it now; they are in pain, could be physically or mentally; they know that they have to do something and they have to do it now.

This creates a sense of urgency and, when working with them, I find they are more likely to achieve their purpose for investing in a coach.

When I first started my coaching business I started with personal coaching; I soon realised though, that a lot of people were either not aware of their issues, or had a fear of addressing them, so I found it difficult to get clients.



I changed my tact and began to focus on key areas in people's lives that I knew would create opportunities and it worked.

I have found that it doesn't matter who comes to me and whatever their problem; to achieve the best result it always leads to working with them on a personal development basis.

Let me give you an example in sales: a person doesn't know why they aren't successful in sales, or why they aren't hitting their targets; they feel they are trying their best, they know their product or service inside out, working with them we identify that they have some limiting beliefs that seem to be holding them back from performing, making it hard for them to succeed. Unless they resolve these limiting beliefs, the problem will persist.

Most likely this will also affect other areas of their life as well. As human beings we all run patterns and strategies; some serve us, and some don't; unless you address the patterns or strategies that do not serve you, it will be hard to achieve what you want in life. It can also become very tiring; when people say they don't have energy, I sometimes wonder how much of it is due to their beliefs and values.

What specific things can people do to improve their mindset?

Address your values and belief system, and identify whether the language you use is serving you.

When I was 18, one of my mentors said to me, 'If you want to be a millionaire, you have to work with someone who's already made it.' I thought, 'Great sounds good', but I didn't think I could afford it. You might wonder if it was the mentor I couldn't afford or being a millionaire. A bit limiting you could say; it would be smart then to work with someone who's already made it, not someone who's trying to make it. Those that have already made it will teach you the skill set you need now, and save you a lot of time.

So, if you are serious about what you say you want, firstly find out what you want and secondly, find someone who's already got it; then take action and do something about it.

When you have a goal, you have two options. You can do it on your own by reading books, listening to tapes and attending free seminars; this can save you time and money, but the biggest challenge is, once you have all this information, what are you going to do with it? You



could spend a couple more years sifting through it, testing to see if it works and have a lot of your questions remain unanswered.

Alternatively, you can do what I did and invest in coaches, mentors and training; I knew what I wanted and where I wanted to go, I just sought expert advice and paid for it. It's important for people to realise that there is a person out there who can help you get what you want; you just have to find them.

Once you are receiving coaching, I encourage the use of goals, affirmations, and visualisation, whether it's a visualisation board or another method. At the end of the day, you can lead a horse to water, but you can't make it drink – so as a coach, I can show a client what needs to be done, but they still have to do the work.

I think about 80 per cent of my week is spent planning; I work by three words – Preparation = Opportunity = Success. Opportunities can come our way, but if we're not prepared we'll miss out on the opportunity.

A world-class tennis player practices every day; what they are really doing is preparing so that when an opportunity comes along, which is the tennis tournament, they're ready for it. Their whole game is built on being ready both physically and mentally.

Here's a perfect example: a few years ago I had the opportunity to be involved in a property deal where a property was going for about 25 per cent below valuation; the time frame was short, the pressure and stress was on, I still had to do my due diligence and I was let down by a few people, but because I was prepared, I knew exactly what I had to do, and lucky for me I had the people I needed in place – my accountant, lawyer, the banks who could all act quickly. Other people who I notified about the opportunity gave me reasons and excuses why they couldn't go ahead, and these are the same people who complain and tell you how unfair life is.

One of my coaches taught me a very important word - 'leverage'. If you want to grow you have to learn to leverage yourself and your mindset; you don't have to do everything yourself. You get the great ideas and work your team to implement them; you'll start to see things happening immediately, if you are properly prepared.



Ask yourself, 'Who else can do what I'm doing right now?' Most people aren't doing what they're good at; they're doing everything else and this is why they don't achieve the result they deserve. Unfortunately, a lot of people want to do everything themselves and when you get 10 years down the road and see the ground you've covered compared to what you could have covered, there will be a massive gap.

'The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them.' *George Bernard Shaw.*

What does success mean to you?

Success means finding out what it is that I am meant to be doing, then doing it to the best of my ability; success to me is being able to look back and say, 'You know what? I accomplished what I was put on this earth to do.' I want to empower every human being who crosses my path to be the best they can be, and I see that as my journey. I am capable of doing many different things in my life, but empowering people is what I am meant to do.

When I was younger, people used to say I was a talker and a motor mouth; this hurt, so I started to limit myself and keep talk to a minimum, whilst it took me a while to realise, what I was perceiving as a negative can actually be a clue to a positive; so now when someone says I talk too much, or I have the gift of the gab, or something to that nature, I thank them for reinforcing that being a professional speaker and coach is the right path for me.

Having the gift of the gab *is* a gift, and I am using it the best way I know how.



'It is literally true that you can succeed best and quickest by helping others to succeed.'
Napoleon Hill.

What stops people from achieving success in life?

Honestly it is one's self. We're given such an opportunity to succeed; in Australia we have clean water, a healthy environment, good schools and a safe place to live, whereas in some countries people are escaping wars, getting on boats and risking everything they have just to improve their lives. I think the biggest challenge in Australia is people are too comfortable and show little interest in taking responsibility.

If there's one tip I can give you, it's that you need to learn to get uncomfortable and give things a go, as this is what will allow you to achieve what you want.

What can people do to keep going when they're out of their comfort zone and feeling very uncomfortable?

It all starts with having a good team around you. If you're in business, you need to have a good accountant, a good solicitor and a great coach; you need to have a good banking system and banker; you need people you know will be there for you when you need them. There are plenty of people around trying to do it on their own and this is what leads to disaster – remember, there's no 'I' in 'Team.'

When I give seminars and trainings there is always an individual or a group of individuals who don't take the next step; perhaps it is out of their comfort zone. People tend to rationalise why they shouldn't do something as opposed to why they should, and I think there are two things going on here.

Most likely they haven't connected with the message, they haven't really got it, and so they give in; then they make the fundamental



mistake of not asking enough questions. When we see a price tag, it's much easier to say, 'No, thank you, not interested,' than to ask questions and find out why this product/service is priced the way it is.

People are very intelligent; if they used just five per cent of their intelligence their results would sky-rocket. You only need to do a couple of things differently and one of them is to ask quality questions; the other is to connect with what the real message is and what is being said, and then to make a decision based on that. I find too many people say 'No' just for the sake of it; 'No' doesn't lead you anywhere, it just means you need more information.

Is there one book you would recommend as a starting point for someone to take their next step in life?

Back in 2001 I read a book called *Conversations with God* by Neale Donald Walsch; it was one of the first books I read in this area and it challenged my mindset so much that I had to put it down. When I picked it up again a month later, I read it in two days.

One of the things I realised from reading this book is that we're capable of being so much more than what society and the people around us have told us we are; what's more, it's our God-given right to be more, do more, and have more than we've been led to believe. It opened my eyes to stop believing some of the limitations I had in my own world, and to give things a go.

You know, it's pretty simple to go after what you want. You will strike some challenges along the way and there will be times when you may even think of giving up on your goals, but if you are prepared, persistent and patient all will come to fruition.

What's been the most difficult experience you've been through in either life or business?

The most difficult experience and the most painful was losing my little girl, Stephanie; it was a very low moment in my life, but it created many positives as well.

I had the vision that by my early 30s I would have sold my business, have my family and things would be running like clockwork, but when my daughter got sick it threw my whole world upside down and every plan I had into disarray. I went from working 80 hours a week to handling a 24-hour ongoing health crisis, and I had to come



up with new plans to handle that. This crisis really showed me who my friends were; it showed me who around me were supportive and who weren't, including my family.

It was a defining moment in my life; it was a sad time, yet at the same time really challenging; it made me take the next step in my life, one that would ultimately get me out of my shell and transform me into the person I am today.

What does a typical day look like for you?

About 80 per cent of my day is spent planning and working on my business and some major pet projects I have going. Currently I'm focusing on the growth of my business so I'm looking at recruiting the right people and putting the right systems in place in order to move to the next level.

A couple of days each week I coach clients, and I also plan and prepare for the training we run.

Where do you see yourself in five or 10 years' time?

I have two main ambitions: one of them is to run major personal development seminars in front of thousands of people; the other is to enter politics.

I have a passion for helping people and love both coaching and training; working with one person at a time is great, but if you want to make a serious impact and get the message out there in big numbers you have to empower the masses, and to do this you have to do it in front of large groups.

Unfortunately, the majority of people don't take personal development seriously enough, not yet anyway; I believe there is a great opportunity to introduce personal development principles starting in our schools.

I don't know how it's going to pan out and that's probably my main question at the moment; whether it's big personal development seminars or whether I go down the political route, but I do know it will happen. The question is how and when.





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Chapter 4

Heather Yelland

The Emotional Enterprise Specialist



A handwritten signature of Heather Yelland in black ink, located below the portrait.

‘Let me be clear that I am not a fan of coaching because I’m a coach – I’m a fan of coaching because I know the incredible power and impact it can have in people’s lives and businesses.’

With formal training in psychology, family and systems theory and business, Heather Yelland has been a 'people' specialist for more than 25 years. Her ability to get to the heart of what drives and motivates people, what limits them and prevents them from realising their fullest potential has been the foundation of her work in Australia, New Zealand, the UK, the USA and Asia.

Heather has worked with such iconic brands as Mars, Nestlé, Goodman-Fielder, National Foods, and Barnardo's, as well as major departments of the New Zealand Government, New Zealand's largest NGO and more than 18,000 individuals worldwide.

It is Heather's belief that people are at the heart of every business and they are, by nature, emotional beings – each with their own drive and sense of purpose as to why they are involved in the organisation. It's the identifying of the individual's 'purpose' and harnessing of their emotional capacity that is at the heart of Heather's work, and results in businesses reporting an increase in cooperation, cohesion and productivity that was previously not thought possible. One company even reported a \$46 million increase in revenue in just three months after engaging Heather's services. Put simply, when the people inside a business are doing well, so too does the business – and isn't that what we all want?

Heather's work is beyond change management, beyond workplace relations, beyond team building, beyond productivity; it is perhaps best described by her clients who coined the term 'the emotional enterprise specialist'.

Heather has enormous respect for the importance of structure and clear process and blends this elegantly with a capacity to work with the fluid dynamic of each unique group. She is humorous, energetic, powerful, inspirational, challenging, insightful, intuitive, and concise. She has that unique ability to engage with people in the context of a large group as well as addressing the needs of the group and business as a whole.

As well as her work with organisations, Heather is often called upon by people who have experienced the power of her work to assist them in their personal lives. As such, she has a select community of personal coaching clients she assists with addressing limiting beliefs



and other personal constraints that get in the way of people building the successful relationships, businesses and lives they desire.

Heather is also a renowned international speaker who has travelled the world sharing her message with audiences on four of the seven continents and was head-hunted by one of the world's leading speaker-trainers to deliver speaker-training to business people in Australia and the UK.

At the heart of everything Heather does is her ability to support people to know and express more of the truth of who they are; playing small doesn't serve anybody and Heather helps people realise that. She teaches people how to embrace and express their emotions and find the wisdom in their own emotional enterprise. After 25 years of working with people, Heather knows this is the perfect antidote to the somewhat 'numb' experience many people have of life.

Heather has been interviewed by and featured in some of Australia and New Zealand's leading media outlets, including Channel 10's *The Project*, Channel 7's *Sunrise* program, WIN TV Vic, ABC National News Radio, *Cleo*, Melbourne Talk Radio, *The Age Good Weekend*, *Body and Soul*, *Insight Magazine*, TVNZ 7 Breakfast show and Radio New Zealand National.

Heather lives in both Melbourne and regional Victoria, where she enjoys the company of her family, wonderful friends, great wineries, beautiful food, the mountains and really good music.

What beliefs around money did you grow up with?

I grew up on a farm in a rural community in North East Victoria with my parents, three brothers and my grandparents. We were asset-rich and cash-flow poor, though it fluctuated depending on the season. Hard work was central to our existence and we simply accepted that was the way things were in life. Our parents were incredibly supportive of us pursuing sporting, musical and academic interests and always seemed to find enough money to enable us to involve ourselves in these interests without considerable stress.

It wasn't until many years into my adult life that I came to realise that having a belief about there always being 'enough', which indeed there always was, had also inadvertently created in me an expectation that



I would never have more than *just enough* money; nor did I realise that I held a strong belief the only way to earn money was through really hard work. In fact, I think it's a by-product of our generation that we saw wealth as only ever being achieved through hard work. I guess you could say, like many people, I was blindly living the script my parents had set down for me – work hard, get a little bit ahead and work even harder.

How have your beliefs about money changed today?

Having discovered my limiting beliefs, I chose to change them and set out on a journey to discover smarter, leaner and more innovative ways of doing business and creating wealth. The first step for me was to get clear about my purpose, my legacy or, as I like to say, the difference I am here to make. The next step was to surround myself with a cohort or community of like-minded and indeed 'like-hearted' people who were also crafting smarter ways to make their difference, do business and create abundance in their lives, bringing ease and grace to wealth creation.

Many people have issues about money and it raises unsettling emotions for people. It is the willingness to explore these emotions and understand how they drive us, consciously or otherwise, that is at the core of our ability to shift our beliefs about money, create greater wealth and abundance, and indeed to experience greater happiness. In fact, it is this emotional exploration that is at the heart of my Emotional Enterprise™ Specialists work, which is helping thousands of people address and express their emotions, discover and change their limiting beliefs and create incredible new levels of wealth and abundance in their lives.

Did you always feel you would be someone who helped others?

In simple terms, yes; I feel like I was born with an old and wise spirit, though in my youth I didn't really know how to make sense of this. I always wondered what it was about me that made people seek out my counsel on things because I didn't recognise that I had any particular gift or wisdom to share.

The Buddhists believe spirits move from generation to generation as they grow on their path toward enlightenment and you see people whose cultures are steeped in Eastern teaching, seeking wisdom



from the new incarnation of the wise spirit and this somehow echoes my own experience. I can recall from my early teens having friends and people I knew who were well into their 20s and beyond seeking my counsel on things like relationships, making sense of their emotions, making decisions about study or careers, wanting to better understand their children – and I always wondered what it was about me that made people seek out my opinion and counsel on these things.

The quote, ‘To whom much is given, much is expected’, fundamentally describes how I operate. I feel very blessed, both with wisdom and ability, so I feel it is incumbent upon me to share this – to share, guide, teach, counsel, support and mentor those who seek what I offer. Through my Emotional Enterprise™ Specialists work, I am able to use my gifts and talents to assist people to discover more about their own.

Knowing what I stand for allows people to be clear about what they are getting from me, they understand what drives me and what my mission is and my experience tells me that people want to be around those with whom they have aligned values and who stand for ‘stuff’ similar to what they do.

How does someone become ‘coachable’?

Some people become coachable because they are in SO much pain inside from the old beliefs from which they don’t seem to be able to break free that they are driven to do something – ANYTHING – to escape that pain. They experience such incredible pain that, if someone told them to slap a dead fish over their head in order to stop the hurting, they’d do it, just to stop the pain, to put an end to the seemingly endless ache.

Some only become coachable because they’ve tried in vain to do it themselves for ages, possibly for years, only to find the same patterns and frustrations, the same lack of abundance, the same dodgy business partners, the same failed ventures, the same broken relationships come up again and again – they only become coachable when these patterns cause them to become desperate. They realise that ‘doing it themselves’ hasn’t worked and, if they want a different outcome, they need to try a different approach – and in deciding so, become coachable.



Others become coachable because they've always had mentors and coaches – school counsellors, sports coaches, music teachers, tertiary education tutors, career advisors, and business mentors – and their lives have always been supported and shaped by 'coaches'; so they see the great value of committing to ongoing growth. They have experienced the notion of one plus one equalling way more than two, so coaching, seeking support to guide their journey, is second nature.

In every case, I believe there are eight key characteristics that indicate the extent of a person's 'coach-ability':

- A willingness to explore things that may be painful or scary
- An openness to discover more about your inner world (especially your values and beliefs)
- A commitment to growth and change
- A willingness to take full responsibility for your choices and actions
- An ability to be challenged and stretched
- A willingness to embrace and express your emotions
- A capacity to see the possibility of a new way to live or work
- A readiness to commit to taking new action.

People come to coaching and to the capacity to be 'coachable' in a variety of ways, but having decided you are ready to be coached, the important thing is finding a coach with whom you feel a 'fit'.

While I fundamentally believe everyone is coachable, a willingness to be coached and your degree of emotional commitment to, and investment in, the change you wish to make will determine your level of success.

Do you have a coach yourself?

Yes, indeed I do; in fact, I have three, each of them chosen for their 'fit' with what I want to achieve in business and life and their particular area of specialty. Growing the Emotional Enterprise™ Specialists business has been a priority for me, so I sought out a coach who is one of the world's leaders in business development and wealth creation. This then led me to identify the need to promote my business



and ensure that I stand up and stand out from my competitors, so I sought the support of Australia's leading publicist. Finally, I know only too well that the way I am in business is the way I am in life (and vice versa), so I connected with a personal coach who assists me to strengthen my self-belief and challenges me to continue to grow and develop as a person.

In each case, my choice of coach has been very much informed by:

- a) The alignment of personal values and the vision we each hold about the difference we make in the world
- b) The extent to which we are like-minded and like-hearted
- c) The capacity of that person to stretch and challenge me to look at myself, my business and the world in a different way
- d) The ability of that person to see and hold to the highest version of me and what I am capable of (even, indeed especially, when I don't)
- e) The person's ability to hold me to account for the things on which I commit to take action
- f) The willingness to believe in me bigger than I believe in myself
- g) The capacity to create a space in which I can be completely honest, vulnerable and transparent with anything with which I am struggling, knowing that their commitment to my growth and development is equal to mine.

The role each of these people plays in my life and business is crucial and I have no doubt that the extent of my success is directly proportionate to the way each of these people supports me to be a bigger and better version of myself.

What is the biggest breakthrough you have had from working with a coach?

The greatest breakthrough would have to be creating the Emotional Enterprise™ System. As a qualified psychologist and family therapist, I was driven by a sense that the personal development and leadership industry was not in tune with what I call the human landscape and the need to live our lives differently in Western culture.



The personal development industry, while often facilitated by females, has largely been dominated by masculine thinking and teaching for many years and this seemed to me to be out of step with the changes people were seeking in their lives. The incredible pace of modern life calls for a new way of being – new ways of thinking, interacting and belonging that are far more honouring of the emotional aspect of life.

Time and time again I was working with people whose emotional state might best be described as numb. Those who did have a level of emotional awareness often took an ‘emotionally intelligent’ approach to the management of those emotions. For me, the notion of emotional intelligence is inherently contradictory, as there is nothing ‘intelligent’ about emotions. You feel what you feel and to deny or try and control or ‘rationalise’ those feelings is fruitless, as the emotion will assert itself in the end.

Ask yourself, why are we more depressed than ever before, more overweight, more medicated, with more broken families, higher youth suicide rates, not to mention obesity levels that make America look slim?

Clearly the new millennium calls for a new way of thinking and being. As Einstein said, the level of thinking that created the problem cannot be the same level of thinking that solves the problem. So, with the support of my coach, I went through my own transformational experience to step up and claim the truth I held about how we can address these things effectively. This led me to develop the Emotional Enterprise™ Specialists business, offering people a paradigm shift, a new way of thinking about who they are, how they live and how best they can make their difference in the world.

What has this enabled you to achieve?

I set about creating a new language around what it means to be, work and live successfully in this new millennium. The Emotional Enterprise™ System strengthens people’s emotional awareness and expression, which builds people’s emotional engagement, thus, in turn, increasing their productivity and sense of achievement, belonging and fulfilment.

This system is redefining the landscape of personal and business growth and the results speak for themselves. For example, after just



three months of working with the Emotional Enterprise™ Specialists, one client reported an unexpected increase of \$46 million in his business, which he credits to his 'new way of being' and greater emotional enterprise in his business.

Another client described her previous experience with personal development trainings and methodologies as being an 'intellectualised', cerebral approach, rather than one which got to the core of her being to create change. After just eight days of a tailored Emotional Enterprise™ process, she described the results in this way: 'I feel as though I am fundamentally a different person at a cellular level and I have strategies that I can apply to any challenges that arise in my life or business. Everything has improved – my parenting, relationships, business success, and most importantly, the strength of my view of myself.'

Of course, a great indicator of the success of what I teach is the effectiveness of how I apply it to my own life. Since developing the Emotional Enterprise™ System, my own business has grown three-fold, there has been a 280 per cent increase in revenue (with minimal increases in costs), I am regularly invited to speak by some of the country's leading speakers and event promoters, I get to travel internationally several times a year (if I so choose), I work where I wish and when I wish, and I was recently approached by one of the world's leading wealth-creation experts to partner on a project that will change thousands of lives.

Perhaps more importantly, I get to do what I am passionate about and make the difference I am here to make, changing tens of thousands of lives as I go.

For what length of time does a coach have a client?

Let's be honest, with the plethora of life coaches popping up all over the place, many people might believe the coaching relationship needs to be 'a minimum of six months to get the best results', or that 'anything less than 12 months will rob you of the success you deserve.' Now, while I understand the financial imperative for coaches who operate in this way, it is the antithesis of how I operate.

In my world, it is never about our cash flow and ALWAYS about results for the client and, because of the unique approach of the Emotional



Enterprise™ methodology; I have clients who spend as little as six sessions engaged with me. Certainly there's ongoing support available if necessary, but there's no 'one size fits all' or 'here's our range of coaching packages.' People are all individuals and I am invested in creating rapid and sustainable change for each of them in the way that best supports their journey and goals.

The way we work inside the Emotional Enterprise™ System is to design each coaching program according to the unique goals and aspirations of the individual or business. If there's one thing coaching should be in my view, it's tailored; tailored to your unique requirements and the current context of your life or business. In this way, you have control over the length of the coaching support.

What could a client expect to get out of coaching?

Whatever else you get out of the coaching experience, it should always give you a greater sense of the truth of who you are. What I mean by that is, it should open your eyes and indeed your heart to a new perspective on your strengths, skills, talents and abilities; it should shine a light into the very essence of who you are at your core and should remove the constraining beliefs that stop you seeing your own beauty, truth and power.

It should also increase your confidence; clarify your purpose; help you to know and express your own truth; assist you to set goals; support you to communicate effectively and build strong relationships; boost your energy and help you get on purpose with where you invest that energy; hold you accountable for the choices you make and the actions you take; strengthen your belief in who you are and respect and honour your own needs. In short, it should leave you loving yourself, the people around you, your business and your life in a whole new way.

However, more importantly, it should give you the strategies that can be applied and adapted to meet any future challenges, so there's no need to be plugged in to the umbilical cord of coaching forever and a day.

What are the attributes that make a great coach?

A great coach is one who equips you with strategies that empower you to face the challenges in your life in such a way that you draw



the maximum learning and growth from those experiences and go forward with greater confidence, certainty and joy. I also feel very strongly that a great coach is one who supports you to create and sustain measurable change. Too often I hear people say they enjoyed their coaching experience, but didn't achieve measurable and sustained change as a result.

Sometimes the unsustained changes people report are the result of choosing a coach trained in one of the 'Become a Life Coach in Just Six Weeks' programs, so I urge you to exercise caution.

Life experience is great and the 'school of hard knocks' is a valuable teacher, but the effectiveness of a formal and structured process like my Emotional Enterprise™ System is the result of braiding my life experience with formal training in arts, psychology, systems and family therapy and business. Certainly, compared to the run-of-the-mill \$150 per hour coach, I am expensive, but my clients tell me over and over that given the results they achieve, I am incredible value for money. In short, I certainly believe you get what you pay for when it comes to coaching support.

In the absence of value, people will always argue about price, but my clients rarely do. One of New Zealand's leading scientists completed a four-day tailored Emotional Enterprise™ program and said, 'To begin with I thought the cost was a bit steep, but now that I've experienced the power of what you do, I'd be happy to pay double. I'm amazed at what I have achieved with you in just four days.'

Do you think everyone should seek a business mentor or coach?

Well, I'd hardly be invited to contribute to this book unless my answer was 'yes'. Having said yes, I do want to add a couple of qualifying statements.

Firstly, I encourage you to seek a coach or mentor **ONLY** when you are ready and willing to go on a journey of change. Many people choose a coach because they think they '*should*', or because everyone else has one, or because people like me in a book like this say it's a great idea and talk about how it's dramatically influenced our success.

Coaching will not serve you well unless you know you are ready, you take responsibility for the changes you wish to make and you choose the right coach – one with a proven track record of success, happy



clients, decent credentials and, most importantly, the right 'fit' for you. If those things are all in place, then go for it. Seeing the incredible results achieved by individuals and businesses I coach is one of the most humbling aspects of my work.

Let me be clear that I am not a fan of coaching because I'm a coach – I'm a fan of coaching because I know the incredible power and impact it can have in people's lives and businesses.

Who is your typical client, and how do you make sure your clients achieve what they set out to achieve with you as their coach?

At the simplest level, my clients are people unswervingly committed to growth, development and abundance for themselves, the people they love, the people around them and their businesses.

Having said that, the bulk of the clients who engage with us and our powerful and life-changing Emotional Enterprise™ System are people in business who turn over at least \$1 million each year, have a minimum of 10 employees, have projected growth rates of 15 per cent or more, have a solid infrastructure within their business, have values that are aligned with my own business and provide a service or product that significantly impacts the quality of people's lives.

Building people's emotional capacity, increasing their emotional engagement and thus productivity, is at the very heart of the Emotional Enterprise™ System. As I said before, people are at the heart of business and they are by nature emotional beings – each with their own drive and sense of purpose as to why they are involved in the business. It's the identifying of the individual's 'purpose' and harnessing of their emotional capacity that is at the core of our work. I support businesses to build singularity of purpose, while harnessing the diversity of approach that allows every individual in the business to be their best.

Building your businesses' Emotional Enterprise™ is the cornerstone of innovative business excellence and allows you to cultivate, maximise and harmonise the drive and capacity of every person in your business; this strengthens the all-important culture of your business and becomes a driving force behind your businesses' success and expansion.

However, there are people who haven't quite reached that level yet or



may not be in business at all, but see the incredible value in investing in their own growth and development in a way that uses proven methodologies and produces rapid and significant change in very compact periods of time. So, in order to cater to people who want the same dramatic change my large business and corporate clients achieve, I run retreats for groups of people, where in 10 days they can achieve the same powerful and sustained changes that the corporate Emotional Enterprise™ System clients achieve.

At these retreats people are able to take time out and invest in who they are and who they want to become, emerging at the end of it a newer, bigger, more expanded and satisfied version of themselves. These retreats, like the work I undertake with businesses, are incredibly humbling as I am in awe of the courage, strength and commitment of each and every person who attends.

What mindset do you believe you need to create success?

Sadly, all too often people measure success in terms of money and possessions. Sure, I enjoy my financial success as much as anyone, but it's not the money that matters; for me, success is waking up every day and being able to do what I love, to feel great about myself and the life I have created, and invest my time with incredible people, sharing the great joy they feel when they discover and express more of the essence of who they truly are. It's about knowing 'WHY' I do what I do – what fundamentally drives me; my vision, purpose and legacy; these are the true measures of success.

In my life, being in 'flow' with what matters to me, and the difference I am here to make is what has created the greatest flow of wealth – and by wealth I mean money, opportunity, freedom, inspiring people, a sense of satisfaction and an often overwhelming feeling of happiness.

In short, I think the quality of our life is defined by the level of happiness we feel on a day to day basis. We live in a culture determined to have us measure success in terms of things – the size of our house, the number of diamonds, our annual income, the car we drive – yet in my experience, it's not money that makes us happy. Sure, we need it and I for one am glad to have plenty of it, as this allows me to do more great things in the world, like establishing a philanthropic arm to my business that runs programs to inspire children to be their best (www.supercampaustralia.org); but it's not the money that matters;



it's how I can *deploy that money* and make it work for the greater good and create the changes I want to see in the world.

Therefore, a 'success mindset' comes from knowing and valuing yourself, understanding what it is that really matters to you, – your 'big why?' – the quality of your relationships, creating your life 'on purpose', making your unique difference in the world and being clear about your values and beliefs and living in a manner that is congruent with them.

One of my clients makes well over \$100 million a year, but his success is the experience of freedom and self-determination he has because of the life he has created for himself and his family. His commitment to his own growth and freedom is in fact the foundation upon which his wealth is created and it certainly provides the drive that allows him to be so effective in business.

Another client makes several hundred thousand dollars a year and could indeed make a great deal more, but, for her, success is measured by her ability to be available to her two beautiful children. She's really clear about her 'big why?' and it's all about being the best mother she can be, so her business success is structured in order to serve her commitment to her children. Does that mean she leaves some money on the table – sure, but it also means she's 'AT' the table with her children more than most (and provides them with an amazing life that includes an abundance of travel and different experiences) and THAT to her is success.

'Success is getting what you want. Happiness is wanting what you get.' *Dale Carnegie*



What are the common barriers for people in their success?

Themselves! People too often run away from the very things they need to face in order to change and grow and, in the process, they give up their power – the power to choose a different way of being in the world that gives them greater happiness.

Whether it's self-judgement, numbness, the tendency to distract by being busy, a lack of self-worth, negative self-talk, no sense of purpose or direction, being consumed by fear, not investing in learning and growth, blaming others, stoically living by limiting beliefs or resignation to a mediocre 'that's just the way it is' life – they are all ways in which people give their power away and choose to stay stuck.

In the Emotional Enterprise™ System we explore the difference between being 'Insightful' and 'Ex-sightful™'. Insightfulness is the measure of a person's capacity and willingness to take responsibility for their own choices, circumstances and situation and to look within to find the learning and the answers, thus giving them the greatest personal empowerment. Exsightfulness is the measure of a person's tendency to focus outward and pay attention to what others think and feel or how *others* should change or alter the way they behave, thus inviting blame and surrendering their personal power and ability to create change.

How do beliefs affect an individual's success?

Beliefs are often unconscious and it's not until we keep banging into something that causes us pain and we notice there's a pattern, that we are even aware of our limiting beliefs. Our beliefs are like the map by which we live our life and they are in large part formed during our first eight years of life. Take eight years off your current age and ask yourself, how smoothly would you navigate through the nearest capital city using a map or even a GPS program that old? Scary thought really, yet that's what most people do, they use an old version of the map or GPS and expect it to 'match' the current landscape, never stopping to explore the value or 'currency' of the map or the extent to which it enhances or constrains their journey through life.

In my view, limiting beliefs are the single biggest cause of distress in our lives and lack of success in our businesses. People fail to realise



they need to update their 'map' as the 'territory' of life changes and this is at the core of the work I do. Remember, it's not what happens to you that matters; it's what you believe about who you are as a result of what happens that defines how you go forward.

How can someone change a belief from the past?

Sadly, lots of people don't think they can change limiting beliefs and they use this as an 'alibi' for staying stuck; 'Oh, it's just the way I am', or 'It's the way our family was raised', or 'It's the way all Australians/business people/new immigrants (fill in the blank) think', or, 'My mother and grandmother before me always believed this', or 'I'm naturally cautious, pessimistic, bad with money'... and the list goes on, playing sometimes consciously, sometimes subconsciously like a 'stuck' record.

I want to assure you, beliefs can be changed and changed to great effect; I see it every day. You may not know HOW to change them, and that's OK, but it's the choice and willingness to explore and change them that matters.

There are fundamentally five steps to changing limiting beliefs:

1. Face yourself: It begins with a willingness to explore your beliefs and a preparedness to change what's not working; it is only through awareness that you have true choice.
21. Know you: An awareness of what's going on inside you is crucial, as this allows you to notice changes that may indicate something is out of alignment; and, yes, it also means stopping the 'numbness' that most people live with.
3. Be alert to patterns: We all have patterns, some of which serve us and others that don't; seeking to recognise constraining patterns will provide you with indicators of where things are not working smoothly in your life, probably because of constraining beliefs.
4. Check your glasses: Pay attention to where your focus goes, because that's where your energy flows, and energy is creative; remember, what you see is always what you get, and you can choose, moment-to-moment, which 'glasses' you look through.



5. Get the picture: Create a clear picture of how you want things to be so you can focus and invest your energy intentionally and develop positive beliefs that support you to create a life you love; you need to be more emotionally invested in the new belief and what it can give you instead of the old, or the change won't happen and even if some change does, it won't stick.

It can be difficult to identify constraining beliefs and that is the true value of working with a coach, because a coach will help you discover and change the beliefs you hold that get in the way of you living life to the full.

**'It's not who you are that holds you back,
it's who you think you're not.'**
Attributed to Hanoch McCarty

If you could teach everyone one thing that would impact their lives, what would that be?

Self-love – it's that simple really.

Imagine living your life and what people thought of you didn't matter anymore; imagine if you were able to wear that dress or drive that car you love without regard for the judgement of others.

Imagine being able to be the attentive husband that you know you can be and that your wife craves, without fearing your mates will think you're soft.

Imagine being the best role model to your children you can possibly be and feeling great about the foundation you give their lives.

Imagine looking in the mirror and loving all of what you see there, without ridicule or judgement and taking that sense of respect into every connection and relationship you build, every day.



Imagine a world where everyone was like that. This is what self-love looks like, and strong relationships across all aspects of your life is how it manifests.

You can see why, if I could wave a magic wand and give everyone one thing, self-love is exactly what I'd want to give them.

You get to choose if that's a worthy pursuit for you. If creating brilliant relationships across all connections is important; if giving the love you know you have inside you to give is important; if being open to receiving the love you know your soul craves is important; if knowing yourself as perfect and living life from that place of ultimate strength and power is important – then self-love is the key that will unlock all those doors and many more for you.

And if you don't feel it's a worthy pursuit, I invite you to look into the eyes of the people you love and tell them that you don't love them enough to be YOUR best and live the biggest life YOU can – because *they* are the ones that miss out; *they* are the ones who have to be happy living with a mere 30 per cent of your greatness; *they* are the ones who might never experience everything that's in your heart.

Now that you've read this book, now that you KNOW the distinction that IS self-love and its benefits, you get to choose – so go ahead and make a choice.

Because even not choosing is choosing!

'The most terrifying thing is to accept oneself completely.' *Carl Gustav Jung*

Apart from material possessions, money brings significant opportunity. Can you share with us the opportunity you are most fond or proud of that money has given you?

I love children, not just my six stepchildren, all children; so, I wanted to find a way to teach children the strategies we teach people through



our Emotional Enterprise™ Specialists work. Imagine if you'd realised the importance, value and power of self-love at 11, 14 or 17? What would your life look like now?

This is a gift I wanted to give the future generations of Australia – to give to our young people.

Rather than re-invent the wheel or try to adapt the Emotional Enterprise™ System to kids, I researched the best programs in the world that delivered the sort of transformation and change that I experience daily with my adult clients, the sort of excellence that we demand – and I found SuperCamp®.

SuperCamp is the world's leading academic acceleration and personal development camp for young people – it has an impressive pedigree of graduating more than 65,000 children and has been running in the US, Canada, Europe and Asia for 32 years.

I contacted the company that created the program in the US and told them I'd like to run SuperCamp® in Australia – they were delighted, having tried unsuccessfully to bring the program here for more than 18 years.

From the moment of my first conversation with them to the first-ever SuperCamp running in Australia was a short, sharp and sometimes frantic six months!

Yep, what they had tried to do over 18 years, my team and I pulled off in just six months. THIS is the power of being in flow; THIS is the power of knowing your truth and stepping into it; THIS is the power of self-love and how that ripples out to Affect and INfect others.

This would not have been possible without the financial success I have achieved in my business and I'm incredibly proud of the opportunities this program, birthed from the philanthropic branch of my company, creates for Aussie kids.

I believe it is important that young people are equipped with the skills, abilities and self-belief to work through any struggles they encounter with a sense of hope and possibility. I want to empower them with a strong foundation of self-confidence, self-love and personal leadership, and then support them to build on this through drawing the very best out of their educational experience.



And make no mistake – kids' lives change at this camp.

High achievers know themselves to be capable of greater things and they step up to a bigger life; suicidal teenagers finally realise they are worthy and lovable; shy kids find their voice; kids labelled with 'learning difficulties' realise that by using the Quantum Learning Techniques we teach they are actually smart; kids who have been bullied realise they aren't all the things the bullies said they were and they develop strategies to combat the bullying – the successes are many and real and happen at every single SuperCamp® run in Australia.

If this sort of transformation would help a child you love then I invite you to visit www.supercampaustalia.org – it'll be the best gift you ever give them.

What are your favourite ways to relax and enjoy the wealth you have created in your business?

I love spending time with family and friends and travelling internationally to experience new places and people; I enjoy good wine and great food and I adore beautiful music and dance; I also like to invest time in ongoing learning and things that feed the soul. The simple pleasures are high on my list too – like massages, long baths, beautifully scented candles, laughing with friends and long bike rides.

I think the greatest gift of the life I have created and the wealth and abundance I enjoy is the freedom to be available to support, nurture and celebrate with the people I love.





To Coach or Not To Coach – that is the question!

Remember when I said getting a coach was a good thing but you need to be ready? Before you spend a dollar on a coach it's worth taking your own 'pulse' to see if you really are 'coachable'. It will mean a lot less money wasted and a lot more results achieved, and it's our gift to you.

Simply complete the ***Emotional Readiness Coaching Quiz***, which will give you an insight into your own readiness for coaching as well as a coaching blueprint which will help and guide you to choose the right coach from a powerful and informed position.

Scan the QR code in the book or go to www.MillionaireCoachBook.com.au/coachme to claim your gift.



Chapter 5

Richard Day

People. Passion. Performance.



A handwritten signature of Richard Day in cursive script, written in black ink. The signature is positioned below the portrait and is underlined with a dashed line.

'The vision of our business is to change
the world one conversation,
one experience, one business and
one person at a time.'

Richard Day is a dynamic professional speaker, corporate facilitator and a successful life and business coach who has been working within the leadership, business management and personal development industry for 25 years, nationally and internationally.

He has a Bachelor's Degree in Human Performance as well as a Diploma of Education, and in the years after graduation worked with elite level sports athletes and teams as a sport-conditioning specialist and an executive health coach in the corporate sector.

During this time he became increasingly interested in strategies for the achievement of sustained high-level performance in the corporate sector and began working with executives and business leaders, initially in the area of health management, then progressively in the area of leadership, behaviour modification and team leadership.

Richard is a partner and director of the Life & Business Leadership Institute with his wife and business partner, Jenny, and has been self-employed for 25 years. Their business specialises in topics specifically relating to advancing people, developing passion and maximising performance.

Richard consults broadly with small and medium-sized businesses in areas such as leadership, specific self-leadership skills, stress management, change management, communication and time management, success coaching and team-building. He is currently writing a book on leadership and the simple secrets for life and business success to be released in 2013.

His experience in the presentation, design and delivery of leadership seminars and programs has resulted in him presenting on these topics and others at international, national and state conferences since 1989.

He also consults for the Chifley Business School and facilitates regularly on programs aligned to leadership and team dynamics. He is also a fully qualified MBTI (Myers Briggs) facilitator and uses 360-degree survey software to support his work with individuals and teams.

Richard is a registered licensee and experienced facilitator of the Integrity and Values Personal Profile instrument, which identifies personal and professional development opportunities for individual and team success.



This breadth of experience and expertise allows him to offer a complete coaching consultancy for both business and individuals; he has consulted with many companies and organisations in these areas and is well aware of the importance of these skills in successful business management.

As a speaker, facilitator and life and business coach, Richard inspires individuals, businesses and corporations to improve personal performance and productivity, this knowledge and his style making him such an inspiring, entertaining and motivating speaker and successful coach.

What beliefs around money did you grow up with?

I grew up with a paradigm, as I think did most of my generation (I was born in 1958), that you avoided debt at all costs, and that there was no such thing as good debt, only bad debt.

My Dad once said to me, 'Son, all you have to really be concerned with in life is getting a secure job so that you can buy a house, pay it off over time, start a family and that's pretty much the journey.'

The amazing thing is that, despite being told that, my life couldn't be more different because we've embraced debt – or good debt, as I prefer to call it – and I have now worked for myself for more than 25 years.

I certainly followed Dad's paradigm when I left school though; I went to university, got a degree in human performance and got a comfortable and enjoyable job that I stayed in for 10 years.

After that period my wife and I decided that we wanted to work for ourselves, and that really shifted the paradigm from safe job and mortgage to one of identifying our vision around money and why it is necessary and then to develop a success plan to achieve our goals with respect to money.

We built into our success plan the lifestyle we wanted while achieving our goals, so it wasn't all about work.



Did your career begin in the health and fitness industry?

Yes, I was managing a fitness centre as well as working as a peak performance coach with elite sports teams in AFL/VFL, State Cricket Squad and elite-level rowers and pistol-shooters.

Health and fitness has been part of my personal philosophy for as long as I can remember and it's been a fundamental foundation for my success as a professional as well as the wonderful relationship I have with my wife, who actually graduated with the same degree from the same university.

How did you transition into your own coaching business?

I was very fortunate that I worked with somebody with whom I got on well and who encouraged me to pursue my own interests; so when I identified that I wanted to work for myself he allowed me to transition across quite seamlessly, and I am forever indebted to him for that.

I had been working with people in the gym and in sporting teams to get the best out of their physical health through exercise and healthy eating, but I realised that most of them, like most of us, had self-limiting behaviours, which stopped them from reaching their full potential.

Because our bodies and minds are so connected, I realised I needed to be able to support my clients in both areas and so I started studying Executive and Organisational Coaching and have been doing that now for 14 years.

When I started both personal training and coaching it was the very early stages of both professions in Australia and not many people had actually heard of a coach. I was fortunate to have the confidence in my own skills and the ability to realise that there was demand for both professions with the potential for massive growth.

You refer to yourself as a 'Potentialist' rather than a coach. Why is that?

My wife and I coined the term 'Potentialist' because it really described the work we did and, when we work with our clients, our primary focus is to give them the tools to realise their strengths and abilities so they can reach their full potential.



Why do you think it's important to have a 'Potentialist' in your life?

I believe everyone needs somebody who can recognise behaviours and beliefs that are limiting their potential; it's like having an independent set of ears and eyes to point out your 'blind spots'.

I also think coaching is a really valuable mindset to have because it makes you open to feedback from others who can appreciate your blind spots. If a coaching colleague notices that I am limiting myself they will understand I am open enough to hear their thoughts without behaving defensively or displaying other behaviours that may prevent them from being honest with me. This is the basis for the level of trust that is the hallmark of a powerful coaching partnership.

Who are your typical clients?

I actually don't have a typical client; my clients range from corporate executives and middle managers to new business-owners and students from across a variety of industries.

As a coach, I believe it is my role to help clients get clear on where they are at, where they want to be, what they can do to get there, and what's holding them back.

Do you think everyone is coachable?

No, I don't. There's one fundamental rule in coaching for it to be effective and that is that you have to be open-minded as well as acknowledge that you have flaws – we all do. Unfortunately, unless you can embrace that mindset of openness and humility, coaching will not be successful.

How does someone choose a coach?

When I am contacted about coaching, I like to meet with the person face-to-face over a coffee to have a chat about what they want and what I'm able to provide, and then we can determine whether we're a good fit.

It's very important that you 'click' with your coach as well as having complementary skills; otherwise the coaching process will not be as effective as it should be. I suggest meeting with the coach in person if possible in the first instance and, if the timelines allow, suggest that the client meet with a couple of different coaches before making their decision.



You also need to establish what their preferred coaching process is; are you locked in for six or 12 months, or is it a month-by-month relationship. I am very flexible with my clients and I develop a success plan with them that will allow them to achieve their goal. What invariably happens in our business is that people will start with intensive coaching and then drop back to a session every three to four months, or even one session every six months in some instances, so that they can stay on track with their goals and outcomes.

Can you share with us an outcome you have helped one of your clients achieve?

I have been working with an awesome couple that wanted to move out of employment and start their own business. We worked through everything from establishing a clear vision, identifying the logical steps they needed to take to make it happen, writing action plans, setting goals and then celebrating the wins along the way as they left their jobs and became self-employed.

They love their business vision, they love what they are doing and they are making an incredible success of it. It's been great to be part of this journey and to hear them actually talking about themselves as entrepreneurs; they've got more business ideas they want to explore now too.

The couple said to me the other day, 'We don't think we would have ever had the confidence or the courage to move to this space without your involvement.'

It is really important to realise that I'm not responsible for their success because they are. I think a coach can open your mind to the concept that you are more powerful than you realise and help you to work through your doubts and fears.

**'Courage is not the absence of fear
but the mastery of it.' *Unknown***



Do you have a coach?

Absolutely, I have a few different coaches for the various areas of my life because I think coaching is an important part of personal development; coaches and mentors add to the flavour and richness of your life.

In addition to coaching I am involved in a group I started six years ago named 'Strike Team', which is a team of like-minded people who meet once a month to grow professionally and personally and give something back to the community. We sponsor a child through World Vision and we talk about what goals we've achieved, what's bothering us, what's good within our lives, what we are challenged by, our next opportunity, etc. To be with the same core group of people for six years is very cool.

Why do you think people don't get a coach?

Unfortunately, the people who need a coach are often too close-minded to consider it; and, ironically, the people who are open enough to consider a coach are usually already performing at a high level of effectiveness and they just want to go to that next level, or they need some assistance to overcome a challenge that's in their way.

It's unfortunate that those who could benefit the most from coaching tend not to be open to it because they could gain so much from the encouragement and clarity they could achieve around their direction in life.

Most importantly, they might start to believe in their own ability – coaching with the right person can be very powerful.

Have you ever ended a coaching relationship because it wasn't working?

Yes, and it's important that coaches do this if the relationship is not effective. I've said to a couple of clients that I thought a review of the relationship was necessary as we had not achieved the goals that had been identified and that I was not satisfied with the progress being made. I then ask how they are feeling about it. I think it's good to have those discussions because it's common for people not to connect; it needs to be a comfortable fit for both parties with a strong focus on the goals and objectives being achieved.



How did you grow your coaching business?

From the outset, we've had the mindset that we wanted our business (Life & Business Leadership Institute) to work for us and not for us to work for it; so we've grown our business organically through word of mouth. I do quite a deal of speaking and professional development work, so often I'll meet people who would like to work with me or in our business.

The only marketing we do is through our website, Twitter, my blogs and our newsletter.

What does your coaching business offer?

The vision of our business is to change the world one conversation, one experience, one business and one person at a time; so fundamentally our business vision is to develop leaders for success in life and business.

Most people have latent leadership characteristics within them, they just might not have realised them or recognised them in themselves. Our role is to give them insights around what they're currently doing well and what they could improve on, and start to move them out of their comfort zone so they can see where their strengths lay and whether they are being open and honest with themselves and those around them – we work with individuals, executive teams and work teams.

When I am speaking to groups I focus on leadership opportunities and developing yourself as a leader in terms of personal development, assertiveness, effective communication, and stress management. The reason for this is that I believe you can only lead other people effectively if you work hard on yourself first. It's like anything in life, you need to manage your own space so that you can then devote your time and energy to watching others grow and develop.

'The individual within the system that has the greatest number of available behaviours controls the system.' *Unknown*



What makes your business different to another coaching business?

Our business philosophy and focus is about leadership in business and life and working with a tool we call the Integrity Values Profile, which is a fundamental part of our business that's actually helping people identify their leadership traits and their value propositions.

We're also very much about walking our talk. We, like most business people, want to enjoy the fruits of our labour, so we are focused on getting our business to a space where we can go away more often on working holidays and with the increasing improvement in technology and the internet this is now possible.

What event or person has had the biggest impact on your life and why was that?

My wife, Jenny, has been a massive influence on me in so many different ways, as have my children Tyson, Dylan and Tahlia, who are just as extraordinary. The ability of these vital people in my life to hold me accountable is incredibly important to me.

My Grade 5 teacher, Winston Broad, was an inspiration; though it was 45 years ago, there is still so much that I remember from his classes. He was the first teacher that really made me think, 'Wow, this is what a person who's really passionate about what they're doing looks like.'

A high school teacher, Dr Shann, was also important in my life because of his integrity around upholding his values. I've always been impressed by people who profess to believe in something and then demonstrate that they're genuine in that space; congruency is incredibly important to me and it's becoming rarer to see people who are the 'genuine article' and behave as they espouse they do.

A mentor of mine, Rodger Anthony, has also been very influential in my life; he taught me an enormous amount about leadership and gave me the opportunity of leading seminars in his program, 'Crocodiles not Waterlilies'.

And, finally, my parents for the fun that we had as a family and for creating an environment in which we were encouraged to openly communicate.



What do you believe is a millionaire mindset?

A millionaire mindset is the ability to believe that you can learn to control your reaction to any situation and that you can create whatever you believe you want to create.

When you're coaching do you often learn something from your clients?

Definitely. I learn an enormous amount from the people I interact with because there is so much to learn from every discussion that you have. I don't restrict my learning to my clients and coaches, though, as I like to learn from everybody ... wherever I am.

I was at a coffee shop the other day just doing some work and I would look up every now and then and notice the interaction between the staff and customers; there was a great vibe in the shop and the lady working the coffee machine welcomed everybody by their first name. When I left I told her how much of a pleasure it was to see the way she greeted her customers and the atmosphere she created. That business is a great example of an element of success to me because of the atmosphere and energy that was in that space. It is easy to miss the small things that really make a big difference.

How can someone achieve a millionaire mindset?

The first thing you have to do is look for what I call 'interference', which is anything that distracts you from being in a space of personal power. Most people know when they're in a powerful space because they feel confident, relaxed, they're enjoying the experience; life is great and they just 'drink it up'.

At the same time, most people should also be aware when the reverse is happening and they're preoccupied, concerned or worried about something. It's the difference between feeling empowered versus disempowered.

So, the first step that I carefully work on with people is getting a feel for whether they have a good understanding of their emotional system, which means fundamentally they know when they're feeling good or bad. The second step is to say, 'Okay, so if I know the two different states I must also know what's causing me to be in the really good space and what is the cause of me being in a disempowered space'. Then I teach my clients how to recognise what's holding them



in the space that they don't like and how they could change that.

Most human beings have the ability to change any behaviour they want to; it's just a question of whether you want that change enough and whether you're in enough 'pain' to want to change. As humans we tend to move away from pain and move towards pleasure.

What I think is sad is that everybody has the right to live an extraordinary life, but a lot of people live in what I call the 'twilight' zone, neither connected nor totally disconnected, and yes, it's an existence, but it's not to be recommended. You've just got to be courageous enough to face what is preventing you from having a great life and redirect your thinking and efforts in the direction you want to go.

How do you think beliefs affect an individual's success?

I think powerful self-belief is at the core of what ensures a person will be successful. Most people have within their paradigm self-limiting beliefs and, in my opinion, the degree of limitation for a person's growth and potential is directly proportional to the number of self-limiting beliefs they have. For example, if you grow up in a confident family unit where you're encouraged and supported, you believe in yourself and believe at a fundamental level that you are positive and confident and have lots to offer then it's amazing what you can achieve.

It's also about knowing what your definition of success is; I ask my clients this question during coaching and often times, once we've really discussed it, their idea of success is not what they thought it was. I remember one particular guy I worked with was making an enormous amount of money, but he was doing it in a space he didn't like, he didn't enjoy it; so I asked him what success meant to him. He listed about seven things from health and respect to contentment, achieving goals and financial security plus a few others. I then asked him which answer he would choose and one of the rules of the exercise was that he was only allowed to choose one and whichever option he chose he would have for the rest of his life. After some contemplation he then suddenly exclaimed, 'Oh my God. The one that I think is real success is inner contentment, but I've been living my life wanting to achieve all of the others and leaving that one out.' And wow! Once this guy got it he started making some big changes



to his life; he realised he'd been working too much and that he didn't like his job so he resigned; he started to look after his health and fitness, and started spending more time with his family. It was just extraordinary, and this is what can happen once you know what you want for yourself; you can then start dismantling or challenging anything that gets in the way of having what you really want.

When you think about it, inner contentment is really at the core of what we all want. Someone who says they want financial freedom fundamentally wants inner contentment because money gives them security and inner contentment as a result. If they want a loving relationship, fundamentally they want inner contentment because again, that's what a loving relationship gives them.

When I did this same exercise and realised that inner contentment was what I wanted, I went home and made a two-page list of everything in my life that had little or no inner contentment and I set about changing every single one of them. On the other hand there are people who realise they don't have contentment in any area of their life, but they're not willing to change anything either and would rather live an existence that's less than what they should be prepared to settle for.

Perhaps you want to change things, but you don't know how; here's what I suggest you do: Write a list identifying the areas in your life in which you don't feel contentment. For example, I may be unhappy in my relationship or I don't like my job, I may be overweight or maybe I'd rather be living in another part of the country. Keep writing until your list is exhaustive and then decide which one of the options on your list you feel most strongly about, and on which you want to take action; then work out what action you can take and get going!

This is when it's great to have a coach because, together, you can work out your plan of action and how to work through any challenges that might be in your way.

How do you define success?

Success to me is sustaining a level of inner contentment in your life. This doesn't mean sleeping in a hessian bag on a mud floor and repudiating all material wealth, but it does mean finding what it is that makes you content, and doing it. It might be pouring everything



into your relationship, or that you love your job; for me, it's helping people – that's my purpose in life and it sets me on fire; I'd do this work even if I wasn't paid for it.

As a society I really believe we have to start challenging the definition of success that centres on the car you drive or the amount of jewellery you wear etc, etc. I don't believe success should be just about money, but rather about how we live and how good we feel. And if it is about money, focus on your passion and the money will come; it will happen as a function of your passion.

Further to this point, your passion can and will change over your lifetime and so it is powerful to continue to stretch and learn more skills throughout your life and business journey. Society conditions people to think that a specific career is a lifetime commitment, when I think that it is possible to evolve and experience several complementary career paths during your lifetime providing you are passionate. When you have the courage to step out of your comfort zone, pursue your passion and follow your dreams then your wealth will be assured.

You don't have to jump in feet first and quit your job tomorrow, but you definitely need to start taking steps towards doing what you're passionate about. For example, if you decided you wanted to be a coach, start by enrolling in a course and, once that's complete, you could speak with your employer about working four days a week so you could start coaching on the fifth day, and bingo, off you go. There's an enormous number of employers who are happy to have someone work three or four days a week and if they're not they'll tell you; and you'll have to think of another strategy, but it's just about having the courage to put the steps in place to make it all happen.

What stops some people from following their passion?

It's a four-letter word: fear. People are frightened; I didn't realise how frightened people are of the unknown; it's extraordinary; it's almost like as human beings we have to know that it's all going to work out.

Interestingly, people can also be frightened and intimidated by success as much as they can by failure, which is an interesting concept.



**'I have worried about many things in my life,
some of which actually happened.'**

Mark Twain

How do people manage that fear?

It's about mindset. As I mentioned earlier, my clients don't pay me unless they genuinely think I deserve to be paid and I could live in fear of never being paid, but I believe that I'm good at what I do and I like being out of my comfort zone, so I don't need to worry.

I never want to be complacent and feel as if I'm in a comfort zone; unfortunately most people are really happy to live in a comfort zone. This is where the struggle begins because, when they live in a comfort zone they actually lose their ability to be a warrior or to be powerful; they just do the bare minimum, yet they expect different results.

When I ask people what they are frightened of, the answer is often that they don't know if, or how, they will cope if things go pear-shaped. Well my answer to this is that if everything in my life was to go pear-shaped that I will cope so long as I have my wife and I'm with the people I love the most and I have a roof over my head; and if this happens there will be a lesson in it for me to learn. The funny thing is that when you're comfortable with losing everything as a destination it never is the destination because you do not fear it ... we attract what we fear.

Do you believe in the Law of Attraction?

Yes I do, and you see it at work all the time. I believe that people who are frightened by death generally die early. I believe that people who are not frightened by death at all, who are comfortable with what they've done in their lifetime and they're genuinely happy, usually live to a really old age because there's nothing for them to be frightened of.



It's the same with money; if you fear not having it, then what will you attract?

I do a lot of my coaching in coffee shops and what I often do is pay for an extra two cups of coffee and ask the barista to give a couple of coffees away over the course of the day to people they think deserve it; all I ask of the barista is that next time I'm in they tell me what the people said. Some people freak out and don't know what to say, others love the surprise. One of the baristas told me that on one particular day 15 other people followed suit and paid for the next person. I thought that was pretty cool; it's just a small thing but I share the story because when you're not attached to something and you're kind and generous, you attract the same into your life.

What are your tips for getting through a difficult time in life or business?

I'm of the fervent belief that no matter what the situation, the quicker you tune your mind to the opportunities it presents, the quicker you flip it over. There's a principle I use called 'Flip 5:1', which works like this: as soon as I register a problem on my 'radar' I will feel some level of frustration and disappointment and then the question becomes how long do I want to stay like this?

I will give you two simple examples and something that I am sure you can all associate with. If I get a parking ticket, at first I will be annoyed and possibly even a little angry, but it doesn't help me to stay in that feeling nor does it deliver on my definition of success – inner contentment. So, at the earliest opportunity, I 'Flip 5:1' it around and look at the positives of the situation and push myself to think of five opportunities. The kicker for me is that when I do get a parking ticket – which I invariably do – I have trained myself to think that the money I pay will help to upkeep the parks I like to sit in. Now, rest assured, that doesn't mean that I like to go ahead and park my car illegally just so I can donate to the upkeep of the parks in my area, but it does serve to get my mind back in the game.

Another example is ending a relationship after 10 years. Naturally, you will experience a range of emotions including despair and disappointment, but at some point you need to turn it around and look at the lessons you learnt from the relationship: 'What great insights has it brought me? What am I going to do differently next time and



when am I going to start that and who should I now be looking for?' Unfortunately, a lot of people go into that mindset of, 'Well I'm never having another relationship because this has happened to me.' This is an unfortunate trap of thinking that every experience is going to be the same, when in actuality they're never the same.

I think a leader has to know in their heart that they can cope with any situation. One of my favourite quotes is, 'The individual within the system that has the greatest number of available behaviours controls the system.' What that means is that the person with the most control over their behaviours and mindset, controls the experience. Most people believe that life controls them, but it's actually the other way around; you have control over the decisions you make that impact your destiny. No one is blessed with the perfect existence in this world; it's a question of how you choose to make the most of whatever situation you find yourself in. By making the most of every situation, you gradually get more and more confident in your ability to control outcomes and that confidence flows into the next situation and so on. You begin to realise that life has so much to offer and every experience you have allows you to develop better skills for getting better outcomes. Being in this mindset is when your true power is unleashed, and when your power is truly unleashed other people will grow and develop as a result of it.

'Those things that hurt instruct.'
Benjamin Franklin

What do you recommend people do if they want to start making some positive changes in their life?

Firstly, have an open mind and then start reading, and read broadly; there are many inspirational books available that can help people change their life around. It's incredibly difficult to recommend just one book, but *The Art of Happiness* by the Dalai Lama was quite powerful for me, as was *Courage* by Osho.



There's also a movie I recommend people watch called *What the Bleep do We Know?* It is difficult to attempt to explain this movie – just watch it as it has a very powerful message.

Thirdly, keep the company of people who have a positive mindset that you can learn from and grow with. Negativity can cause you to doubt your ability and take you back to a place of uncertainty.

Do you set goals in your life and business?

Every year I complete my success plan and I get an enormous amount of satisfaction from going through it at the end of every year with my wife and business partner and ticking off what we've achieved.

We set goals in eight areas of life: physical, emotional, spiritual, behavioural, business, intellectual, environmental, and social. I am quite goal-orientated and, although I strive to achieve my goals, I don't beat myself up if I fail to achieve all of them, but I like to have them to strive for because it keeps me on track.

With clients, we use a goal setting formula called G.R.O.W, which stands for:

Goals – What are your goals?

Reality – What is your current reality?

Options – What options are available to you?

Will – What is your will to both write the goals down and put a timeline on achieving them, and be kept accountable?

Goals help people to get concrete evidence of their ability to commit and achieve things as well as serving testimony to their potential and power.

If people are frustrated that they're not achieving their goals, what's your advice?

The first thing I would ask them is whether they value the goal as much as they think they do. Often times a person will commit to a goal, but, if they don't achieve it, it's not because they don't have the motivation, it's just because they didn't value it enough. It might be what someone else wants for them, or they might be achieving this goal in another area of their life.



A great little goal assessment tool I use is called VALDESPA, which my friend and mentor Roger Anthony introduced me to and is an acronym for four separate stages: 'VAL' represents the amount of value a goal has for the person; 'DES' represents the level of desire the person has regarding the goal; while 'P' relates to the power, which is the energy that can be applied to 'A', achieve the goal.

Fundamentally, the greater the value and desire someone has for a goal the greater the chance that the goal will be achieved.

Do you use visualisation boards?

Yes, my success plan is pretty much a visualisation board on my iPad and I flip through it as a pdf. I think visualisation boards are great; they keep people's goals and objectives in front of them.

What is your favourite inspirational quote?

'For those who joyously march in rank and file, they have already earned my contempt, for they were given a large brain by mistake when a spinal cord would have sufficed.' – *Albert Einstein*

I love this quote because it implies that most people walk around in a state of ignorance not thinking about their existence; it's about people just turning off to the opportunities that life presents and going through the motions. It's sad and it's tragic and it is the way many people behave, but it's not the way we were designed or created to be. If people could use more of their brain, be more confident in their ability and think more independently for themselves they would get such different outcomes.

I also really like the statement that, 'Life equals risk', and the more risk you take, provided it's calculated, the greater the quality of life you will have.

There's a really cool concept, that when you pick apples from a tree, the best apples are usually right on the end of the branches because most people take the apples that are easy to get to; so the people who have the courage to crawl out on the branch away from the trunk and take a bit of a risk, get the best apples and that's pretty much what it's like in society. Those people who are prepared to say, 'I want to live my life on my terms, not on your terms', will always get the best results.





Richard Day has generously offered readers of *Millionaire Coach* a copy of his *Success Plan Blueprint*, to help get you on your way to achieving your goals.

To access this life-changing gift scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme



Books authored by Richard Day

'YOU' - nification: Leadership Strategies for Increasing your Level of Impact, Influence and Income.



Chapter 6

Kylie Hammond

The Career Guru



A handwritten signature of Kylie Hammond in black ink.

‘Success isn’t about having the biggest house or a Lear jet, it’s about those simple, core things - good quality family life, good health and being able to do something I really love.’

Kylie Hammond is the founder of Board Portfolio, the leading board search and advisory group in Australia. Nearly a decade earlier, Kylie founded the Amazing Results Group, now the largest executive coaching and mentoring group in the Asia Pacific region. She is a leading board and executive search, board talent management consultant, and Australia's foremost CEO business mentor. Kylie represents executive clients via her exclusive board and talent management programs, manages a number of executive search engagements for them, and coaches a range of clients across executive, leadership, sales, business, women's issues and career development areas.

Working in partnership with many of the top CEOs in the Asia Pacific region, Kylie's career management support has helped hundreds of senior executives execute highly confidential career moves. She has implemented portfolios of employment and business activity, secured non-executive director and director-level board appointments, and combined with not-for-profit, public speaking, coaching and mentoring engagements, created fulfilling and exciting career portfolios.

Regarded by many as a leading 'career guru', Kylie brings unique experience and extraordinary levels of passion and commitment to each and every career coaching engagement. She has developed a highly regarded, unique HR consulting practice with exclusive candidate-centric offerings, and partnerships with many of the top global executive search firms to provide one of the most comprehensive career and talent management services available in the region.

Kylie has many years of experience leading human capital management and performance management programs, working as a trusted advisor in global corporations including Cisco Systems, PeopleSoft, and Deloitte Consulting. She is a certified Human Resources Practitioner and Fortune100 Executive Coach as well as being certified to deliver and implement Full Circle Feedback 360-Degree Assessments and HR performance services projects, leveraging industry best practice, knowledge and experience.

One of Australia's pre-eminent CEO business mentors, with more than 10,000 hours of practical coaching experience, Kylie works with senior executives in both public and private sector environments.



Through her board portfolio and executive career management offerings, she works with many executives on a one-to-one basis to help execute significant career change. Earlier in her career, Kylie worked in a variety of senior management positions with a strong focus on building high performance teams. This background has helped Kylie bring a unique perspective to her clients, and the career management process.

Kylie Hammond is a co-author of *In the Spirit of Success: Inspiring Stories from Entrepreneurs Around the World*, and the author of *The Executive Candidate's Survival Guide*.

What beliefs about money did you grow up with?

I grew up in a family of entrepreneurs. My Dad was a self-made millionaire having run a number of successful businesses and grown several high-profile businesses in the car rental industry. My brother and I often worked in the business on holidays, weekends, and even right through Christmas; we rarely had a Christmas together as a family in the early years.

We grew up in fairly affluent circumstances, but we never took that for granted, because very much underpinning that was a strong work ethic. We knew it took a lot of work to accumulate wealth and we really pulled together as a family, so we grew up with a healthy respect for money.

Do you still have the same beliefs around money today?

I have definitely gone through quite a journey where money is concerned.

After I worked for my Dad, I went into the corporate world for about a decade and eventually into my own businesses – that was when I encountered my first stresses with money.

Even though I grew up in an entrepreneurial business environment, no one had ever taught me the basics of running a business such as watching your cash flow, managing your debt, expanding the business, and those sorts of things. I had accountants, but they weren't the best of advisors.



I was running a national recruitment business with a multi-million dollar turnover, but over time I found myself out of my depth and became very stressed. I had to let go of the beliefs that were making me stress about money, because when you stress about it, it makes the problem that much worse.

It almost took a cathartic experience for me to change. I had a sort of spiritual shift and developed an inner belief that the universe would provide what I needed; it transformed my business success dramatically. Once I really started to trust and believe in the universe, the money came more substantially than it ever had before.

Another change I experienced around money is that I'm not a materialistic person anymore. In my 30s it was all about having the best car and the biggest house, but I realised that doesn't bring a lot of happiness; now I'm more conservative with my material aspirations.

I'm more focused on building businesses that satisfy me personally and make a real contribution to society; this makes me feel more in harmony with the universe and with what I'm doing.

What person or event has had the biggest impact on your life and why was that?

I have made a significant shift in my business thinking since engaging Siimon Reynolds as a personal mentor. He has taught me such a lot in a short period of time and it has been inspirational working with him.

He is obviously very successful himself and has been really generous in sharing his knowledge, expertise and information. We really click on a personal level.

Fundamentally I've changed the way that I work; I thought I was efficient before, but now I'm super-efficient. I brought a number of staff into the business, which at the time was a quantum shift for me, and now I have a team of assistants, which makes a big difference to where I put my efforts and how I focus my days. Siimon also changed my thinking on how to grow businesses and how to grow them rapidly.

It has probably been one of the most instrumental partnerships that I've ever engaged in.



What made you get into coaching?

I was involved with coaching in the corporate world 15 years ago and saw how it could make a dramatic difference to performance; this was long before it was trendy to be involved in coaching.

When I got into the business myself there were a lot of well-intentioned coaches starting to creep into the market, but not many who were actually able to achieve a result, and by that I mean getting someone to move from point A to point B within a reasonable time period.

I felt there was a huge opportunity to make a real difference through results-orientated coaching and that was how I attacked the market.

It was really about helping people get a result they would not otherwise achieve on their own. People can sometimes achieve a result over a longer period of time on their own, but what I'm talking about is rapid change within three months. Some of these changes and breakthroughs are often life changing so I feel that what we do is very important.

What was your career before coaching?

I had a blessed career in the IT industry for about a decade where I travelled around the world with various high profile IT companies. I was predominantly in sales and human resources, and then I moved into executive recruitment.

My first foray into business on my own was in IT executive recruitment. We had found that no one was adding value in the executive recruitment business. Once companies placed a candidate into a business and accepted their fee, they didn't pay much attention as to whether the candidate went on to be successful or not.

We decided to guarantee our candidates for 12 months and assigned an executive coach to the candidate for that period. We did this because we knew coaching worked – we knew it would lift the person's performance and help them become a long-term contributor to the company.

This became a very successful offering to the market because we didn't have to replace our candidates very frequently, if at all. Also the candidates experienced working with a coach, and in turn they became ambassadors for coaching to their colleagues, friends and peers.



So I originally started out in recruitment, but eventually morphed into an executive coaching company, and that's how I became involved.

Why do you believe coaching is so important to someone's life or business?

I think business is a lonely world and the corporate world is equally challenging, so it's invaluable to have somebody who can be impartial, can see your strengths and weaknesses, and help you achieve goals that would be hard to achieve on your own; it's the most invaluable relationship you can have.

All the top CEOs and executives engage with a mentor or a coach and it's not something the company is necessarily paying for; they're recognising that this is a very powerful way to lift their performance, and engage the coach themselves. That's why the coaching industry is flourishing today.

'Alone we can do so little. Together we can do so much.' *Helen Keller*

Do you think everyone is coachable? If not, how does someone become coachable?

No. When we take on a new client we screen them first as to whether they are coachable; to me that means they're open to new ideas and willing to see the potential for the coaching partnership to be an effective one.

You do get people who, for various reasons, have very set views on things and no amount of coaching or cajoling is going to change that. Some clients have the attitude, 'Well, prove to me that this works,' so I don't take them on.

All our clients are *by invitation only*. Being able to pick and choose clients is one of the nice benefits of being one of the leaders in the



market, but even if I wasn't in that luxurious position, I still think it's fundamental that the coach has the choice to decide whether they want to work with a person.

The coaching relationship is a very intimate one based on trust, so you have to genuinely like the person; if I don't feel there's chemistry between myself and the client, or that the person isn't equally committed to making the partnership a success, I won't engage.

It's very important that coaches stay true to themselves. Sometimes the key to success is the businesses you turn away.

How does someone find a suitable coach?

The most logical way to find a good quality coach is by recommendation or referral, versus jumping on Google. Peer-to-peer recommendation is very powerful. Now that doesn't mean every coach is for every person, but it's a good place to start.

It is important to meet with the coach before engaging them, to see if there is rapport and chemistry between the two of you. We offer a complimentary no-obligation chemistry session of about an hour; we discuss what the person is hoping to achieve, their background and why they want a coach, and the client can ask about the coach's experience and credentials, and anything they want to know about the coaching process. If they've not had a coach before, that's very important.

I would suggest doing two or three chemistry sessions with different coaches, to see which coach you resonate best with, and make a decision from there.

Do you have a coach?

I have a mentor, Siimon Reynolds. For me, there is a difference between coaches and mentors. Mentors, in my mind, are people who have business experience that they share with you during the engagement. I would classify myself as a very senior executive coach, and I occasionally step into the mentoring role and offer my opinions or views, if it will get the right result for the client.

I think you should have different coaches and mentors at different times in your life and career. At the moment I am working with Siimon because I am growing businesses rapidly, and need someone with prior experience in this area.



Can you share a really great outcome you've had with one of your clients?

These days all my clients engage me regarding career transition. They're quite senior CEO level executives, and are typically looking to change jobs and in many instances, also looking at putting in place a portfolio of board appointments.

A particular client came to me post-initial GFC when he had been made redundant, and was struggling to get back into the workforce. Our first aim was to help him transition into a new corporate role, but more importantly we needed to put in place a number of mechanisms to reduce his risk of redundancy going forward. Male executives have to be very careful about this in their mid-40s and should have other sources of income; so after we secured his first major employment contract, we also put in place a portfolio of board appointments.

He is now earning three times the amount he was earning previously, but more importantly he's doing really interesting work. He came back and thanked me for changing his whole mindset on career management and getting him set up to operate like he's a business, and not necessarily an employee.

If you can get people to see things from a fresh perspective and implement change into their life, to me that is a result.

When you can get such great results from coaching, why do you think some people don't get a coach?

I think there are a number of reasons. There is still quite a lot of scepticism about coaching, because there was a time when everyone had a shingle up saying they were an executive coach, and a lot of those failed, which gave coaching a pretty bad reputation.

Also some people zero in on the cost, 'It's going to cost me \$2000 a month? I can't afford that,' rather than thinking that \$2000 might change the way they're running the business, and make them \$10,000 profit in the long run.

Why do you think some people start coaching but don't continue with it?

I think it's a bit like when people join the gym and don't continue with the membership – if people don't see a result quickly enough, they quit.



In coaching you need to be realistic about how long it will take to achieve the change the client desires. Early wins are important to keep you motivated, so if a client has a big goal, a good coach should break it down into manageable stages.

The client also has to be willing to take action; if they're not, it's the coach's responsibility to get them into action and hold them accountable. The client is paying you to help them get a result, so some tough conversations might be required.

The coach has to figure out what will motivate the client to maintain activity between sessions, because that's what will ultimately drive the right result.

Can a coach end the coaching relationship or engagement?

Absolutely. Our contracts are set up so that either party can terminate by mutual agreement if the program is not being successful. You have to look at why the client is not following through and understand the reasons for that, but if they're not pulling their weight, it's not a very effective use of anybody's time, and it's better to end the engagement.

What can people typically pay for coaching in Australia?

A good mid-level qualified executive coach is around \$500 per hour. They will have done formal coach training and certification, and usually have business and corporate experience, and several degrees. At the top end of the market, rates are between \$1000 and \$1500 per hour. I'm comfortable charging at the top end because my clients always get results, and that's what they're ultimately paying for. The figure is kind of irrelevant, as the question is whether they are getting value from the engagement.

How long can someone typically expect their relationship with the coach to last?

Personally, I often work with my clients for many years, but I like to see deliverables at the end of each three-month engagement.

Three months usually involves about 10 to 15 hours of coaching, and is a good length of time to achieve something quite significant. I like to see those bite-size results coming through during a lengthier program as it keeps you on track.



When people engage a coach can they expect to have an agreement in place that their deliverables will be achieved by the end of the engagement period?

Ultimately the client is responsible for achieving their own goals, but yes, what you are trying to achieve from the program should be documented and jointly signed; there should be a very clear contractual engagement.

These are sometimes quite high value commercial contracts, so all the commercial terms need to be clearly articulated. Make sure it's clear what you're going to be given in terms of hours and commitment, and where the meetings are going to take place. There also needs to be a clear understanding of what would happen if either or both of you want to part ways midway through the program.

Does everyone come into coaching with a specific problem, or do some people just want to accelerate where they're going?

It can be both. There's always some problem that comes out as you build trust with the person, because at the absolute outset most people don't fully articulate all their reasons for engaging with a coach, plus it can be quite hard to tell you all the issues in the first meeting.

Improving top performers is one of the major reasons for engagement. Interestingly, they are usually the ones who are the most willing to engage with these sorts of services, because they recognise there's always another level of performance they can achieve.

Are you the only coach in your business or do you have a team?

I have a number of businesses, but my main top-end coaching business is called Board Portfolio, a very large coaching practice with approximately 300 CEO-level clients.

I also own a business called Amazing Results Group (ARG) with approximately 150 coaches and mentors under contract. We provide the coaches with engagements they would otherwise find difficult to secure because these days, big corporates like Optus and Telstra won't engage *ad hoc* with individual coaches. The lion's share of corporate engagements are now happening with panels of coaches through major consortiums like ARG, so ARG is quite a substantial entity and an extremely busy business.



Does social marketing play an important part in your businesses?

Yes, and increasingly so. A large part of our business leverages off LinkedIn, and I have about 15,000 connections. It's obviously important to have Facebook business pages, and ensure you have Google+ on all your web pages, but thankfully we have a team of web professionals who help us with our social marketing and media strategy, because it's becoming quite complex.

I don't think social media will ever replace a recommendation from person A to person B, but it certainly cannot be ignored. It's a key part of our business strategy.

What do you think are the attributes of a great coach?

First and foremost, they have to be passionate about coaching. The only people we take into our coaching team are full-time professional executive coaches. I'm not interested in people who have a foot in two or three different camps.

The second attribute I look for, and that is key to being a good coach, is to have either business or corporate experience. There's no point coaching somebody who's a CFO in an ASX-listed organisation if you don't understand the pressures that that person is under, or if you're coaching a business owner and you've never grown a business or understood cash flow pressures. You don't have to be an expert, but you have to bring empathy to the table.

Thirdly, I look at formal qualifications. Top coaches have invested time in various programs and are qualified to the highest levels, and they are constantly studying the latest techniques.

Finally, the key differentiator for me is the ability to get results consistently. When I'm coaching someone, I'm leveraging so many different skills and experiences, there's almost a psychic element to it – I know when to push someone a little bit harder and when to back off.

There's a certain *Je ne sais quoi* about what I do that gets a result every single time I engage; it's not a one-off, it's not every now and then, it's every time, and that's what puts you in the top one per cent of coaches in the country.



As a coach, do you also learn from sessions with your clients?

Oh absolutely, this work is a major source of inspiration. Clients teach me an awful lot plus I'm naturally interested in people's careers. I get enormous comfort and enjoyment from working with clients, which in turn motivates me to provide an even better service.

I feel very privileged to do the job I do, because I am in the inner sanctum of people's lives, hearing about career decisions they're making, and their philosophies and values around how they're making those decisions. I get an enormous sense of satisfaction from that.

How do you stay organised and fit everything in?

I don't have a lot of staff, but I have a very good team who help and support me.

I also have a very good line of sight of how I want my business to look, and how I want to spend my days, so I am strict with myself around time management. Coaching can engulf your life, and in a candidate-centric business like recruitment, the phone never stops ringing.

Tim Ferris, who wrote *The Four Hour Work Week*, is a huge advocate of outsourcing any aspect of your business that is not mission-critical. I've adopted that philosophy across my whole life so now I have people who help keep my home running properly, and I have people in business who help me in key areas of IT, administration and finance, wherever it's not mission-critical that I'm involved in decisions.

Do you focus on having a work/life balance?

You've got to have a work/life balance; there's no point building a multi-million dollar empire if you turn around on a Friday afternoon and have a heart attack; plus you're not productive if you're consistently working 15-hour days.

I have strict diary rules to manage my time – typically, I take weekends off and have certain times in the day when I won't coach and won't meet with people. I have to stick with that otherwise it takes the sparkle out of the work I'm doing.



What is a millionaire mindset?

It's the mindset that money will come to you, that you have the ability to make money in a relatively easy way, and that you have no worries or concerns about money. I know if I keep my course and keep my mind positive the multi-million dollar contracts are there for me, and the universe will bring this money to me when I need it. I've worked very hard to develop this mindset.

I think the millionaire mindset is about changing your relationship and beliefs around money and taking the stress out of it. I work with Sandy Forster and that's been about changing my philosophy and beliefs, and being a lot more open to having a more abundant, prosperous approach to things.

What is the mindset you need to create success in areas besides money?

I'm a big fan of visualisation boards and in dreaming much bigger than you think is even remotely possible.

Find a visual representation of what success looks and feels like to you in each area of your life – relationships, career, finances and so on – then make a time each day to concentrate on that. A lot of the top success mentors recommend doing this first thing in the morning.

You really have to live and breathe it – put it on your screen saver, put it on your visualisation board – you've got to get your mind into the habit of thinking positively about that vision. If you do that regularly it will make a phenomenal difference.

My success goal is that I'm going to be the CEO of a multi-million dollar human resources enterprise. I'm going to have businesses across Australia and clients across the globe, and I'm going to travel internationally first class. I've got all these details in my mind as to what my destination goal looks like.



'Success means having the courage, the determination, and the will to become the person you believe you were meant to be.'

George Sheehan

How do beliefs affect an individual's success?

People have very set beliefs based on what their family or partner has told them, or what they've told themselves. If you believe you're never going to be something, you must consciously change your thinking and once you do that, you can really start to see changes.

A coach can help because they can see where your beliefs are limited, whereas you can't recognise these yourself. A good coach may challenge that belief or suggest other values, beliefs or ways of perceiving something that just might give you a breakthrough in your thinking.

What does success mean to you?

Success is living a happy, healthy, prosperous life at the heart of which are good family relations. I've been very fortunate in that I've been able to discover what my passion is from a work perspective, and so my work doesn't feel like work, it feels like my life, and I love coming to work and working with my clients.

So success for me is that I've been able to find a business that I love working in and, as it turns out, a profitable business too. Success isn't about having the biggest house or a Lear jet, it's about those simple, core things – good quality family life, good health and being able to do something I really love.

What are some common barriers for people achieving success?

The number one barrier I've noticed with clients who have limiting beliefs is they think much smaller than what is potentially available to them. They think, 'Oh well, I could grow this business, but I could



never sell that technology to Woolworths,' or 'I could grow this business, but we'd never be the number one company in the industry'. They need to see the bigger picture of what's actually possible and visualise the potential.

Family, friends and partners perceive you and your potential in a certain way, which is often limited. With a lot of my clients, you can see the views and values of others coming through. It can take a while for people to get to a point where they start to have their own views and opinions.

What are your tips for getting through a difficult time in life or business?

A few years ago I went through a very challenging time; I experienced a relationship break-up, then my business, finances and health all went pear-shaped; everything happened at once, as it often does; it was like a perfect storm and was overwhelming. To get through, I went back to my core values, my core beliefs and my belief in myself.

I've always had at the heart of things a very strong self-belief: I believe I'm a good person, I believe I'm a hard worker and I believe that I'm destined for success. When I was at my lowest, there was that little bit of self-belief left in me and that got me through. If you're encountering something quite serious, no coach in the world, no sitting with friends and family is going to help. You have to listen to your inner voice because the messages come, depending on your faith or spiritual views and you have to find self-belief because, with that, you can navigate through the most difficult of situations.

I've learnt from working with all my different clients that everybody has tough times, no matter how successful they are – everybody has experienced a death or health or career crisis at some point in their lives; it's inevitable; and I think it's fascinating how the human spirit is able to deal with what can seem like very grave circumstances.

Also, when I think back to my situation, it probably would have made my life a bit easier if I'd surrendered to the experience and said, 'Look, I've got to go through this, life has thrown me this lesson so I'm here to learn it'. If I'd gone with the flow more, rather than berating God as to why this was happening to me, it might have been better.

Going through challenging experiences allows me to empathise with people as a coach. Everyone's pretty much the same underneath.



How important is goal-setting for life in general?

My whole life and business is based on goal-setting; I set goals on a daily, weekly, monthly, quarterly and annual basis. I constantly revise them to make them more relevant as circumstances change. If you do that regularly you will automatically, by default, lift your performance to 110 per cent.

I'm a big believer in goal-setting and do it religiously. I believe that you should commit to your goals in writing, and I have a very nice leather journal in which I write my goals. I travel quite a lot too and love to use my travel time in planes to do lots of writing and goal-setting.

Every morning I read my goals and visualise my big and mini-goals. I also have a little visualisation board that shows up on my web screen in the background on my computers.

It's little techniques like this that make it fun and interesting, and a bit of a game. Thinking about your goals on a consistent basis is the key to success with goal-setting.

**'The establishment of a clear, central purpose
or goal in life is the starting point of all success.'**
Brian Tracy.

What makes a good goal?

It has to be something that excites you and something you'd be really proud of yourself for achieving. It shouldn't be a no-brainer or be too easy to achieve, as otherwise you're just documenting things that are about to happen in your life anyway. It has to be a stretch and you should have both short and long-term goals.

So a longer-term goal might be to own an estate in Bowral in the NSW Southern Highlands, but the short-term goal is to achieve the



\$200,000 deposit. You need to break it down into manageable pieces so you can celebrate the short-term wins along the way.

Life's here to be lived, so celebrate along the way; go and buy that piece of jewellery to sparkle your day or go on that holiday. Don't only make it about achieving big-picture goals like the big house so there's no celebration till you get there, because that doesn't create a very fun, happy environment.

If there was one thing you could share with someone that would have a big impact on them if they're looking to change, what would that be?

Sixty to 70 per cent of our lives is taken up with work and, for most people, it's their main source of income; so the best advice I could give someone is to do something in their work life that gives them true satisfaction. Find something you're passionate about and interested in, and that has some personal meaning to you. You can have the most amazing breakthroughs if you get that side of your life working really well.

I can't necessarily fix people's personal lives, but I can help somebody see that they have skills, talents and abilities that can be applied in different areas or industries. If they move to a new role where they love what they're doing, automatically their performance goes through the roof, and the rest of their life is enhanced too, which is pretty exciting.

Some people feel locked into their current job because they have to pay the bills. So how can they change careers and make it financially viable?

When people we've worked with have made career moves into areas where they really want to work, we've always been able to address the financial issue. I'll give you an example.

I work with someone who used to be a very high profile advertising executive; she was at the top of her game, a creative director and earning big money for her industry, but she really didn't like what she did; she didn't like the clients, she didn't like the company and it was a struggle everyday to show up for that \$120,000.

We sat down and had a bit of a chat. I asked her what did she really love to do, and she said, 'Well I really love food. I'm a real foodie.'



I love celebrity chefs and cooking, and growing food and produce. I'd love to be able to create a career in this area, but I don't know how that would even be remotely possible because I have to earn \$120,000.' People sometimes get very focused on having to earn a certain amount and there's no alternative.

Anyway, in time we were able to identify another job in the market representing one of the top celebrity chefs in the country. She became his project director and executive assistant, and her job was to book his celebrity events. She was heavily involved in the food community, earning just as much money if not more, and absolutely loved it; she was in heaven.

She built her reputation as the 'go to' girl in this area to the extent that she actually created a business out of it supporting other celebrity chefs with their engagements and book contracts; so, it's quite phenomenal the shift that's occurred, and I now coach her in her business.

She was able to take her skills, which were advertising, marketing, client relationship management and project management, and transfer them to something she genuinely loved doing; she was able to marry her passion with her skill set.

There are examples of that everywhere, so you can definitely replicate the same income doing something you genuinely enjoy.

Is there a particular book you would recommend?

There are two. *The E-Myth Revisited* by Michael Gerber is the bible for anybody with a business in terms of getting yourself clear about working *on* your business and not *in* your business. It is absolutely 'A-class' and you'd be hard pressed to find anything better.

The other book that I absolutely adore, and I've read it till the pages are dog-eared, is Dr Norman Vincent Peale's *The Power of Positive Thinking*. This book came out before *The Secret* and all the buzz around the Law of Attraction. It's quite religious; he was a pastor apparently, so you might need to put the religious aspect aside, but it's a fabulous read.



How do you start your day?

I'm usually up at 5am and go down to the park with my two Cavalier Poodles, Max and Cisco, who are a big part of my life. They have their run, and then I come back and get dressed for the day.

My best time of the day is 7am to 9am; that's my thinking and planning time – I set the agenda for the day, think about what meetings are coming up, and I might answer a couple of quick emails. I accomplish so much in those two hours; it's an absolute powerhouse for output.

You're not a procrastinator but if there's a task you really don't want to do and keep putting off, how do you get yourself to do it?

I usually delegate it. If I'm really not enjoying doing something or I keep putting something off that's been in the diary for several weeks, I will give it to a staff member to play around with and they will make a start on it for me.

If there are regular tasks I don't enjoy, I make a conscious decision to get them off my desk. Resume writing is a good example: I run one of the largest resume writing businesses in the country called Resumes Australia, and from time to time I used to do the resume writing myself, but I lost interest so now I have a team of people who are much more passionate about it and can do that task very quickly; whereas if it were on my desk, it could take me weeks to get motivated to do it.

There are studies that say you should do the easiest tasks first, but my view is to just find a system or routine that works for you.

What was the one thing that when you got it, everything else seemed to fall into place?

My biggest 'Aha' moment was in business, around expenses and cash flow. Having always been an entrepreneur my philosophy was, 'Don't worry too much about expenditure, it'll take care of itself, you've got to spend a bit to make a bit,' but at some point I found we were constantly spending more money than we were making, and chasing the revenues; then I found a really good accountant who changed my thinking on this.



Now when I start up a business, I do the complete opposite, I spend so little it's not funny. I will grow revenues without the marketing materials or the fancy office, or hiring a business development manager. I'm focused on the top line, whereas other people are the other way around. You can have as many fancy letterheads as you like once you're making a million dollars.

Apart from material possessions, money brings significant opportunity. Can you share with us an opportunity that you're most proud of that money has allowed you to do?

I recently had a small windfall and while the temptation might have been to spend it all on a material item such as a holiday, I made a significant decision to invest the money into two businesses that I'm growing at the moment.

I'm quite proud of that because I think it's a fabulous achievement to be able to invest in your own business and not have to go to the banks or other sources of funding; it's being master of your own destiny. It was a real coup for me and came about partly because I have a brilliant accountant.

When you look at where your superannuation funds end up, especially with the GFC, I'm really pleased that my funds are invested in businesses that I have intimate knowledge of, and am very confident will be successful.

What are your favourite ways to relax and enjoy the wealth that you've created?

On weekends I spend time relaxing, reading, doing a bit of gardening, being with my dogs and all those fun sort of things.

I also love going to new restaurants and having weekends away; it's such a joy to head off spontaneously for a weekend. I also take one decent holiday a year and really switch off; travelling internationally and seeing different parts of the world changes your perspective on everything; to me it's the absolute bee's knees, and much more exciting than buying 12 new dresses or 10 pairs of shoes.





Kylie Hammond has generously offered readers of *Millionaire Coach* a FREE copy of her new e-book *The Executive Candidate's Survival Guide* to help get you started on your search for your dream position, with a follow-up complimentary 30-minute career coaching session.

To access your copy of Kylie's e-book scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme



Books authored by Kylie Hammond

In the Spirit of Success: Inspiring Stories from Entrepreneurs Around the World

The Executive Candidate's Survival Guide (e-book)



Chapter 7

Jennie Brown

Live an Extraordinary Life



Jennie Brown

'Your purpose in life is what lights you up, it's what gets you up in the morning and drives you; and when you're passionate about something this all happens without effort.'

Jennie Brown is an international best-selling author, professional speaker, mentor and experienced property investor.

As a child her father was her greatest mentor, teaching her property investing strategies. She bought her first house when she was 20 for \$28,000, renovated it, and sold it several years later for \$94,500; she was hooked.

With a dream to be a millionaire by 30, Jennie started to expand her property portfolio, but life had other plans for her. By the time she turned 30 she was destitute. Living in a refuge following a divorce, Jennie had lost her job and couldn't afford the payments on her properties; she had hit rock bottom.

However, Jennie's drive and determination saw her beat the odds. Starting from scratch, she found a job, started saving and, with a clear vision, promised herself she would never allow her future to be in someone else's hands. She built a house that made her enough profit when it was sold to allow her to quit her job and have the choice of never having to work for someone else again.

Along the way, Jennie discovered that success is all about attitude and mindset, and as a consequence she has spent more than 15 years studying successful people.

With a passion for helping others to achieve their goals and attain financial freedom, Jennie now travels the world mentoring and educating others about mindset, wealth and success.

She is passionate about facilitating positive, lasting life-change in people and inspiring her clients to be proactive in the legacy they leave with family, friends, and the people they come in contact with.

Her events are run in a variety of different settings, including a one-week overseas experience called 'The Wealth Retreat', which has received rave reviews.

While Jennie is extremely serious about changing people's lives and making a difference, she firmly believes in fun and lifestyle, particularly her own.

She travels extensively and enjoys holidays, 'works' from home, takes her business calls sitting with her feet in the pool, loves animals, and supports a number of charities.



Jennie writes regularly for international magazines and is the Abundant Living Editor for *DARE Magazine*. She has written several books, and was a co-author in the bestseller *Property Millionaire*.

In 2012 she featured with world success experts including Brian Tracy in *Cracking The Success Code*, an international bestseller that ranked at #2 on Amazon.

Jennie and her husband Warren live in Queensland – when they're not travelling!

What beliefs around money did you grow up with?

My parents were quite poor when I was born and throughout my childhood. My Dad had broken several vertebrae in an accident and didn't think he would ever walk again. It was tough, but with sheer determination Dad managed to get back on his feet. When I was growing up, there were times when he would be flat on his back and this meant added pressure on Mum to bring in the family income. Mum worked in various jobs to afford extras like school excursions; we were never denied these opportunities even though it meant Mum had to work extra hours to pay for them.

Looking back, my beliefs about money were that you had to work hard for it, and over time this instilled itself into my actions. If I ever wanted anything I worked hard for it. At 14, I got my first 'job' doing the milk run after school in my flared jeans with big red heart-shaped patches on the backside to cover the holes where I'd worn them through. Over the years people have told me that they still remember the milk run girl with those big red hearts on her bum.

After the milk run, I worked in the local shop two days a week and taught piano to put myself through a business certificate in college. Dad and I actually graduated together; he had gone back to college while I was at high school to study teaching – this was a job he could do from a wheelchair if necessary. I think we were the first father and daughter to graduate together from that college.

My upbringing inspired me to want more money and definitely instilled a great work ethic in me.



Did you know what you wanted to be when you grew up?

I didn't have a clue what I wanted to be, but I always knew that I was going to be 'somebody', and somebody that helped others.

I read a lot as a child, and growing up with a very strong Christian influence, the books I read were about missionaries, adventurers, and pioneers – people like Marie Curie and Thomas Edison. I remember as a child thinking that I would like to write and inspire people like I was being inspired by the people in the books.

I didn't want to be ordinary and even as a teenager I started to stand out from the crowd. I was different in that I stood up for what I believed was right and always fought for the underdog. I never drank, smoked or did drugs – these were choices I made as a child and never felt pressured to do otherwise by my peers. I just knew who I wanted to be and how I would stand in this world. Because I made these choices I was also able to help other kids who had had too much to drink or had been experimenting with drugs. I would make sure they got home safely and that they were okay.

And while I knew I wanted to help people I learnt early on that you can't 'rescue' people, and by that I mean they have to want to help themselves to make life changes – you can't force changes upon people even when you know it could change their life for the better.

'Be courageous. I have seen many depressions in business. Always America has emerged from these stronger and more prosperous. Be brave as your fathers before you. Have faith! Go forward!' *Thomas A. Edison*

What person or event had the biggest impact on your life?

My Dad had a strong impact on me in many ways. He set firm boundaries and was very strict on me as a child. I didn't think so at



the time, but it was good for me – It taught me to seriously consider my actions and decisions. Dad would sit down with me and ask me the pros and cons of decisions I was making – this taught me how to weigh things up – then whatever the outcome was, I could just move on and be okay with it either way.

Dad also had a major influence on my love of reading; he would buy me books by the dozen and often at night there was a new book on my pillow. I would read half the night with a torch. I also learnt a lot about property and sales from my Dad, as he did well in property and explored all different strategies.

My Mum has also had a major impact on my life. She taught me so much about life including how to write, that is, the actual ability to use a pen, along with the ability to pen words. When I was a very young child in church she would write out the alphabet in cursive and I would copy it. She had such beautiful handwriting and I was very proud to be able to copy it.

Mum also taught me a lot about writing – she used to write the most amazing, long letters, telling all the news and stories about what was going on at home. I didn't realise until recently how much influence that had on my ability to write now.

Mum was quite sick when I was young and for a period of time we needed to stay with our 'adopted grandparents'. They were beautiful people and really accepted us into their lives. My real grandparents lived quite a distance away so my parents deliberately sought out adopted grandparents for us. We called them Ma and Pa and we spent a lot of time with them. Ma was the church organist and taught me how to play the organ. Both Ma and Pa had a significant impact on my childhood, they provided a safe place, they never judged, and they always encouraged us.

What made you get into coaching and mentoring?

I believe that every single one of us is unique and there will never be, and never has been, anyone like us. That means that we all have a place and we all have a part to play in this world. I really feel that our society is so distracted from that. We're brought up in such a way that we lose our ability to be creative about who we are; we lose our ability to extend ourselves.



As children we're encouraged to walk. It's a great thing when you take your first step; it's filmed and celebrated, yet after that you're told not to run around. You're encouraged first of all to run and then you're discouraged from running. I think we do that so much with children in all areas of life and in a way we become like robots – you have to grow up, you have to go to school, you have to get good grades, you have to go to university, you have to go get a job. But the truth is you don't. I keep telling those around me that you can be, do, have whatever you want as long as you look after yourself and other people; be respectful.

My passion is to help people find their purpose and start living it – to leave a legacy of being that unique individual. That's why I do what I do.

'A man cannot leave a better legacy to the world than a well-educated family.' *Thomas Scott.*

How can people find their purpose in life?

Your purpose in life is what lights you up; it's what gets you up in the morning and drives you. And when you're passionate about something this all happens without effort. My purpose is to help people and at the moment that's through writing, speaking and running events in Australia and overseas.

If you are not sure what you are passionate about and what your purpose is, think about the things you loved doing as a child and you will start seeing glimpses of your passion and purpose; then, ask yourself the question: 'If I could do anything without limits, what would that be?' Your passion will start to become evident.

Most people who attend my three-day wealth and success mastery event walk out with a much clearer picture of their passions and life-purpose. They walk out looking much happier and focused people.



It's extremely sad that most people hate their jobs and spend 40-plus hours a week doing it. I think this really impacts all areas of your life and you're certainly not going to give 100 per cent effort to a job you dislike. This is one of the reasons there are so many health problems in society. People go to work and spend hours there and they're unhappy, which means they're stressed and this impacts on their health; and on the cycle goes.

I really encourage people who don't like their job or are unhappy in their life to start working out what they're passionate about, and what they really want to do with their life. Then you need to start taking action and making change happen – the rewards will be worth it.

What do you believe holds people back from pursuing what they want?

Firstly, it's a fear of success. People start to think, 'If I really achieve this, what's my life going to look like? What are other people going to think about me?' People are worried about what will happen if they break out of the mould of, 'go to uni, get a job, get married' in any way, shape or form.

I also believe that people are too comfortable and it's easier to stay where they are instead of putting themselves out of that comfort zone to pursue what they really want.

'Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.'

Brian Tracy

What's the best advice anyone has ever given you?

Definitely that 'It's none of my business what others think of me'.



What is your coaching business?

Through my business www.JennieBrownEvents.com, I enable people to live a purposeful, extraordinary and inspired life.

The purpose of my business is to facilitate a process that helps people to identify their deepest dreams, desires, passions and purpose, why they are on this earth, and to encourage them to define and action a plan that enables them to boldly, bravely and courageously step out and live their lives to their fullest potential, leaving a lasting positive legacy for all the world to enjoy.

At the moment I'm running five-star wealth retreats, which involve whisking our clients away to a surprise, overseas destination for a week. The reason we go overseas is to remove all distractions and take you on a physical, emotional, and mental journey towards creating wealth.

When I refer to wealth I'm not talking about money, I'm talking about wealth in all aspects of your life including your ability to give to others. So part of the week might involve visiting children or families less fortunate to learn about the importance of philanthropy.

I also run a three-day wealth and success mastery course, which helps people to identify their purpose and be unlimited in their thinking. We spend time setting goals and working out how you will achieve them - it's a very powerful course.

Can you share with us a success story from one of your clients?

The feedback from my recent wealth retreat in Vietnam was amazing – everyone said they had the most incredible experience of their life and that they came away with so much more focus in their life; things really changed for people.

A specific example, though, comes from a young girl Candace who came to my three-day mindset mastery course. She came along trying to work out her purpose and what she was meant to do with her life. A few weeks after the course, her husband told me that she'd been going to seminars for years, but that my course was the best thing that had ever happened to her. She had become so clear with what she wanted in her life and what path she wanted to take. She wanted to work from home and so she quit her job and picked up work as a virtual assistant. She also discovered her true calling – animal welfare



– so she's embarked on a journey beginning with wildlife rescue and it's changed her life.

I received a card in the mail from someone who had attended my wealth and success mastery course saying it had totally changed the way their family worked. He had set some goals and had some big breakthroughs. One of his goals was to take his family on a six-month holiday, and they left about six weeks after he did the course; that's really taking action, and it is awesome to watch.

And just recently a property millionaire who attended one of my events told me that it had exceeded his expectations; he walked out of the event with his life's purpose and he considered that priceless.

It's so exciting to see people take time out for themselves at a weekend seminar or a retreat and watch them embrace who they are and their unlimited potential.

Why is mindset so important?

Mindset is about success, and that means different things to everyone. But to be successful you need to always be learning and growing as a person. It's really important that you never stop learning and that you put yourself in situations in which you can expand and grow. It's about being unlimited in your thinking and your potential, seeing opportunities, and thinking outside the box.

I love learning because the more knowledge I have the better I am as a person and the more I am able to impact other people's lives.

I often have multi-millionaires attend my seminars and people will ask me why they are there; the answer is that successful people are always learning because they want to take themselves to a new level. And more often than not, those successful people are the ones who have the biggest breakthroughs during events – because of their willingness to keep growing.

What stops people from getting a coach?

Often people say it's the cost, but when you sit down and talk to them about it you realise that the cost is just an excuse and that deep down something else is going on for them. They might have a real fear or concern coming up; they might be worried about failing, or succeeding if they start coaching; so I never take it personally – you can't force someone into anything.



I like to use the example of when you're driving along minding your own business and someone starts shouting at you as they speed on by. Rather than you feeling bad about it, you need to stand back and remember that their behaviour is a result of their own experience or feeling at the time; don't let it ruin your day or your experience.

Why is goal-setting so important?

Research of Harvard graduates found that the ones who had goals written down achieved far more than the ones who didn't write them down. In addition, they discovered that they were more likely to achieve the goals they wanted.

If you want success in any area of your life – whether it's financial, relationships, or health – the chances are that you are more likely to achieve it if you have it written down. Only about three per cent of people actually write goals and they are the successful people.

It's just so important to have goals. What I recommend to my clients is to write your goals down twice a day – morning and evening – and write them as if they have already happened, with a date by which you want it to have occurred. You also need to be specific about what you want.

The next step in the goal process is gratitude; it's vital to be thankful for everything, even the negative circumstances.

An example of a goal would look like this: I am thankful and grateful I now have \$20,000 in my savings account. It is 29 June 2013 and I am sitting at my desk reading my online statement and it feels fantastic to have saved that money. Thank you.

Or: I am thankful and grateful that I live in this magnificent house (describe the house, the property, the location) by 4 April 2015.

Visualise the goal as if it's happened, see yourself living in the house and enjoying the property with your family and friends.

What happens as a result of writing the goal and seeing it as if it's already happened, is that your mind starts to believe that you have it, and once you believe things start to happen.

It's also really important to revisit your goals regularly as things change, and you might realise that what you wrote wasn't something you wanted. Often our goals are what someone else wants for us,



and that's just not going to work either. If you were good at maths and everyone said you should be an accountant, this intention could override your own intention unless you decide to do something about it. Deep down you might want to be a rock star; if that's the case, dump the accounting and have a go at jumping around the stage.

I have five-year goals, yearly goals and short-term goals in all areas of my life: family, personal development, business, philanthropy, spirituality, hobbies, relationships and health. It's important to have balance in your life and not just be focusing on one area. My other advice when it comes to goal-setting is to not overwhelm yourself with too many massive goals. I think it's best to have one large goal and then a series of smaller ones.

I also encourage clients to teach their children to set goals. As a young girl I taught the piano and while I was at a student's home one day I noticed a list of goals on the wall. I asked my student what it was and she said they were goals for the family. She was about seven and her goal was to go ice-skating. So the family was working towards that goal with her so that she understood goal-setting.

I've always remembered that and it really impacted me, so I now encourage my clients to make it a family activity and to really celebrate together when goals are achieved. There's power in sharing your goal with people you trust.

How important is the language we use?

I think language is vital. One of the things I teach is what I call the Language of Success.

The language that you use is very powerful. I often hear people using expressions like, 'I can't stand it', 'He's filthy rich', 'I'm wracking my brain', 'I can't think', 'Don't forget the milk', 'Be careful', etc.

None of these phrases is positive, but we use them a lot. Our brains ignore words such as 'don't', so if we say 'Don't forget the milk,' our brain hears 'Forget the milk'; what we should say is, 'Remember to buy the milk'.

Think about what you are saying – be intentional about what you say – because what we say is what we think and we want to achieve everything we desire. Often a good way to reframe an expression is to ask a helpful question. For example:



Negative: I can't afford that.

Positive: What can I do to be able to buy that?

Examples of rephrasing include:

Negative: I want to be debt-free.

Positive: I want to have an abundance of money

Negative: Be careful, don't fall over.

Positive: Keep walking.

Negative: Don't be late.

Positive: See you there at 7pm.

Negative: I always get the red lights and never get car parks.

Positive: I always get green lights and find car parks easily.

Negative: I'm sick and tired of this situation.

Positive: The answers to this situation are coming to me.

Negative: I feel sick.

Positive: I wasn't feeling well but now I am feeling great.

Negative: I've lost my car keys.

Positive: I am putting my hands on my car keys right now.

Do you use vision boards?

Absolutely; they are an important part of the goal-setting and manifestation process. I have my vision board in my office right next to my desk. It's massive and I see it all day, every day. On it I have my goals, inspirational sayings, thank-you cards from clients as reminders of why I do what I do, pictures of what I want, pictures of my grandkids and a cheque made out to myself for a HUGE amount of money.

I change my board every two to three months to make sure it's up to date, and to make sure I am still seeing things, because when you look at the same thing all of the time you stop seeing it.



Who do you think should have a coach?

I think everybody should have a coach. As individuals we are very powerful, but when we share our thoughts, the power multiplies. We know what one person can achieve but when two people join together, the possibilities multiply significantly.

I pay a lot of money for education, coaching and mentoring because I absolutely see the value in it. I am also very fortunate to have two friends who are my accountability buddies. I know they are there for me and that when I share something the vision becomes so much stronger and the possibilities seem endless. I also have a mastermind group that I speak with weekly. Just last week we had a very quick call and I walked away with an idea that has the potential to make me thousands of dollars.

The power of sharing with someone you trust and someone who cares about you, encourages and supports you – without an agenda – is endless.

I love nothing more than coaching a client and seeing their face light up as we expand on their idea, or see what they thought was a hopeless situation suddenly look like an amazing opportunity.

Should you set expectations with the coach?

Yes, it's important to know exactly what you want to get out of a session, but it's equally as important to be open to other possibilities. When you get in a car or a plane, you know where you are going, but along the journey you are open to meeting new people and new experiences; it's the same with coaching – have the end in mind, and keep yourself open to different ways of getting there.

How long should people stay with a coach or a mentor?

I think you stay with a coach or a mentor for as long as it's working. It can be as little as a two-hour session, it could be reading a book, it could be spending an hour together once a month, and it could be that you continue the coaching for seven years or 17 years; there are no rules as long as it's working for you.

Outside of formal coaching it's also important to have other significant relationships with people who support and encourage you. I have been with my accountability partners now for more than four years



and my mastermind group for more than three years. My Dad was a mentor for all of my life until he passed away and my Mum is still cheering me on. Some of my uncles have impacted my life significantly and I have other people who come in and out of my life for different reasons. It doesn't always have to be rosy; sometimes people will help you the most by calling you to question on something.

Who is your typical client?

My clients come from all walks of life, but my typical client is someone who knows that what they are doing is not their passion and they are dissatisfied with their life. Usually they are aged 30 and over and have taken the traditional route in life and they are starting to question it – 'There's got to be more to life than getting up every morning, being stuck in traffic on the way to a job I don't really like, barely being able to pay my bills, etc.' They want more in their life than what they have, they want financial freedom, lifestyle and choice and they want better for their children.

One of my clients is in his 70s and actually came to me for help with property investing. I was able to give him some ideas and he took action on all of them and came back to let me know how he'd gone – it was just so amazing to hear how he'd progressed. Often people at that age feel they are in a helpless situation and that they can't do anything. This is a great example of being open to opportunities and then taking action – at any age.

If you are limiting yourself to the traditional route, look outside of the square and open your mind; for example, if you have always wanted to be a nurse, but you think you're too old now to go back to uni (which of course is never true), explore other opportunities in which you can care for people. I'll guarantee you that if you sit down and really explore it you will find a way to fulfil that urge, that desire.

If someone is stuck in a rut and not enjoying their life, what would be your advice?

My first tip is that you need to take some time out and write down what you're really passionate about. Take a few hours to sit down in an environment in which you have ample time, and turn your mobile phone off.



On the top of a blank piece of paper write, ‘What am I truly passionate about and what do I want to do with my life?’ Write down everything that comes into your mind. When nothing else comes to mind put the piece of paper in a drawer. Wait about four weeks then pull it out and see what jumps out at you. That’s your answer; that’s what you should do, and then you need to go and do it.

I was in Italy a few years back on a train between Venice and Florence, and while my husband was sleeping I took out my journal and just started writing. I wrote and wrote and wrote. When we got back from Italy about four weeks later, I opened my journal and circled the words that stood out to me: impact people’s lives, write, speak, travel and build homes for people.

That’s when I changed the direction of my business from purely coaching in property to coaching about mindset, wealth and success for all areas of your life, which is exactly what I am now doing. I travel regularly with clients to run retreats, I speak regularly at mindset events, I have co-authored three books and written several of my own.

I had a totally unexpected call early in 2012 from the publisher of an international online magazine called *Dare* (www.DareOutLoud.com) inviting me to be the Abundant Living Editor. I didn’t even know that online magazines existed, but I jumped at the opportunity and absolutely love writing for the magazine. This is why it’s important not to limit your opportunities – you never know when they will show up, or in what form.

Why do you think people give up on their ideas?

When you start out on a new venture, or take a chance on yourself and try something new, you are often tested to check if this is really what you want. It is often at this stage – when things seem too hard – that people give up, but what I believe is that anything worth pursuing comes at a cost, whether that’s time, money, negative comments from others, hard work and effort, and sacrifice. I would not be the coach I am today if I hadn’t experienced all of the situations in my life, and some were very difficult, but I pushed through them, and out of that came the knowledge and experience that has allowed me to fulfil my dream.

Often people give up on things because they realise they are pursuing someone else’s dream, and that it’s not really what they want to do.



Others give up because they fear success or failure, or simply don't have the courage to keep going, or feel more comfortable conforming – there are so many reasons.

'To get profit without risk, experience without danger, and reward without work, is as impossible as it is to live without being born.'
A.P. Gouthey.

How can people keep inspired and working towards their goals?

This is where a coach is really important because, whoever you are, you are going to have days when you're just not feeling unique or amazing. Even on your worst day you're still an amazing, unique individual; there's no one like you, never has been, never will be and you're put here at this particular point in time for a reason. It may be that you're here to be the most amazing mother, an amazing golfer, or a great friend. Whatever it is for you, do not compare yourself to others; stand in your own strength and your own abilities. When you limit your life, you are denying the rest of the world your legacy.

My other tip is to be thankful and grateful; it's easy to be thankful when everything is good, but being thankful and grateful when you're upset is not so easy. It might be that you have to start saying it through gritted teeth, but as you continue you will find that you're able to let go. For example, if you had an argument with your husband before work, say, 'I am thankful and grateful that I had a fight this morning with my husband and he's being a real jerk. I am thankful and grateful that I had to fight this morning with my husband and he's being a real jerk.' Keep repeating it; you will find that you're letting go of it. It's highly likely that you will remember some of the reasons why you married him and they will be the things you start to be thankful and grateful for. Before you know it, you will be finding the positive and realising that you really do have it good.



If you were bullied as a child, you could say, 'I'm thankful and grateful that kid bullied me all through school because that is part of who I am now, it's made me into the amazing person that I am, and it's part of a perfect plan for me being the best I can be'. What happens is it loses its control over you.

Another good example is, 'I'm thankful and grateful that I don't know how I am going to pay my bills, but it's okay'. When you repeat this during stressful financial times you should find that a peace comes over you and the worry stops controlling you, which frees your mind to other opportunities that will assist you financially.

My husband is thankful and grateful for every circumstance and this is where I learnt to use this in little things. We will be approaching a red light and he'll say, 'I'm thankful and grateful the light is green', and it will turn green; as he drives into a car park, he will say 'Thank you God for a car park', and he gets a car park right near the door.

I'm not saying that this always solves everything; please understand this is not about manipulating the result; in fact, really bad things do happen and this does not change that. What it does change is your response to it, it helps you to face the situation, and look for something positive.

What's the most difficult situation you've ever been through in your life?

My marriage break-up and divorce (from my first husband) was the worst experience of my life and I am so grateful for the support of my parents, and others, who helped me through it. People supported me in ways I never thought possible, even strangers. I lost some friends, but others came along to fill those gaps and I will always be grateful for that.

That experience has become like my life raft. I hang onto the fact that I got through the rough seas that lasted months and months. When I'm going through dark times now – and nothing has compared to that time – I just know I will be okay because I have made it through worse.

That experience has also given me empathy for others, which is a wonderful quality. While I can never understand someone else's situation because it's their circumstance and I'm not living it, at least



now I can say, 'This is what people did to me and it hurt, this is what people did for me and it helped, I want to be the one that helps'. I didn't know how to handle death until after my Dad died. Now when people lose a loved one, I just say, 'I don't know what to say to you, but I'm here if you want to ring me up for a chat or cry, whatever you need, I'm here'. Often all people need is to know that someone's there and available.

What's your advice to someone going through a difficult time?

Get out and scream your thanks and gratitude for it. Just start expressing thanks and gratitude; keep saying it. I find it to be a very helpful coping strategy and I've seen it change people's lives.

After writing out my goals, I also write down everything I am grateful and thankful for – the good and the bad. At the end of this I choose a word that I am going to be for the day. It might be gracious or peaceful or abundant or generous or ambitious or productive; you will know what your word is. We usually know it before we even get out of bed. If you wake up grumpy, you choose grumpy, but you can make a conscious choice to be happy and your mood can change instantly.

I actually do an exercise in my courses where I get my clients to stand on their left foot. As they shift their weight and step on to their right foot they say the word they have chosen for that day; it is that simple. One of my clients was working through a few issues and I asked him what he chose to be. He said, 'successful'. I had him walk up and down and up and down, saying 'I choose' with every step of his left foot, and 'success' with every step of his right foot. He will remember that exercise for a very long time.

I remember once being very hurt by a work colleague; there was a lot of emotional pain for me and it went on for weeks. I walked around my house saying, 'I choose to forgive you, I choose to forgive you, I choose to forgive you'. Making a conscious choice to forgive that person allowed me to let go of the hurt and move on. Forgiveness is a huge part of moving through difficult times; and forgiveness is for you, not the other person. Remember also that when you forgive someone it's not about forgetting, or becoming friends with them; it's about you moving forward in your own life, with freedom.



Look back on the difficult times in your life and even if you don't think you got through it well, you got through it and came out the other end; you know you can get through other circumstances that come your way.

My last tip for getting through tough times is the most important: form a relationship with God; just start chatting to him like He's sitting next to you; tell Him everything. There is huge power in sharing your troubles, and you always have someone beside you.



Jennie Brown has offered readers of *Millionaire Coach* access to her *Millionaire Mindset Success Secrets*. You can access some Millionaire Mindset tools to keep you moving toward your dreams ... enjoy!

- ✓ \$200 Discount Voucher - can be used to buy a ticket to any of Jennie Brown's events.
- ✓ *How To Achieve True Success & Wealth In Your Life* – on this video you will discover some of the secrets to creating true wealth and success.
- ✓ *Lifestyle Accelerators* – contains seven steps to living a more purposeful and inspired life.

To claim these amazing gifts scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme





Books authored by Jennie Brown

Your Property Questions Answered (e-book)

Get Real Get Rich

Property Millionaire (co-author)

Cracking the Success Code (co-author)



Chapter 8

George Mihos

Living the Dream Today



George Mihos

'To make massive changes in your life
live with passion, purpose and love as
this conquers fear today not tomorrow.'

George Mihos is widely regarded as Australia's foremost coach for outstanding success, peak performance, business and wealth. He has personally coached and trained people from a wide range of backgrounds including athletes, corporate professionals, academics, tradespeople and students.

One of the youngest players ever in national league soccer, George's life changed overnight at the age of 20 when his young cousin Stephanie was diagnosed with leukaemia and given just six months to live. After her death George was so disturbed that he decided to devote his time to finding out the meaning of life and his true place in the world.

It was not until nearly 10 long and difficult years into this journey that George finally discovered his true calling; it came to him via the almost miraculous birth of his daughter who he named Stephanie in honour of his mother and cousin. His proclaimed mission in life on this planet is to add value to the lives of other people by helping them discover their own calling, to live in the present moment with passion and purpose and to be the best that they can possibly be.

Tens of thousands of people have witnessed his financial, peak-performance and life transformational events across Australia. It is common to hear testimonies from everyday Australians of how they were able to rapidly take control of their lives and achieve abundance in their finances, relationships, health and personal lives after meeting George.

George is a successful entrepreneur and businessman and has developed a range of businesses that include education, coaching, property development, online and digital marketing solutions, joint ventures, commercialising start-ups and many more.

In honour of cousin Stephanie, George set up the Multi-Cultural Leukaemia Foundation to raise funds for leukaemia research. He is passionate about children and is excited about reactivating his Academy for Young Australians to educate future generations on the attainment of financial self-sufficiency. His goal is to set up unique self-supporting academies across the country for children and run away adolescents.

www.georgemihos.com



What beliefs around money did you grow up with? How has that changed today?

I was brought up in a loving family environment as the second of three children (younger brother and older sister). My parents immigrated to Australia in the early 1960s on a quest to provide a brighter future for their family.

It was this sole purpose that made them sacrifice living in their motherland (Greece) and moving to the other side of the world. My parents like most immigrants appreciated the fundamental core family values of life and creating a better environment for their children and grandchildren, but this also led them to having some limiting beliefs around wealth accumulation; that the fundamental and only way to attract money is working hard and honestly for it.

My fundamental values and beliefs around money have evolved massively over the past three decades; I've come to appreciate that the real purpose of money is using it as a tool to exchange value and transference of energy.

Having coached tens of thousands of people and continuing to do so both from the stage and on a one-on-one basis, I've Identified that most folks have some preconceived notions when it comes to focusing on ways to attract wealth. Such limiting beliefs tend to do the opposite and fuel the characteristics of repelling and self-sabotaging wealth instead.

As a bonus gift for taking some action and reading my chapter please email me directly at george@georgemihos.com and I will personally send a phenomenal gift exercise on the Laws of Attraction – one important thing I'd like to emphasise and that is none of my golden nuggets work unless you use them ... by the way it is that SIMPLE!

What person or event has had the biggest impact on your life and why?

One of at least five pivotal moments in my life was when my young cousin Stephanie was diagnosed with leukaemia and given just six months to live; the other four were getting married to my gorgeous wife Christina (18 May 2012 was our 21st wedding anniversary), the birth of my two daughters and fulfilling my childhood dream and representing South Melbourne Hellas at the age of 18, playing in the National Soccer League.



After Stephanie's death I was so upset that I decided to devote my time to finding out the meaning of life and appreciating my true place in the world; it was not until nearly 10 long and difficult years into this journey that I finally discovered my true calling.

It came to me via the almost miraculous birth of my daughter who we named Stephanie in honour of my mother (Greek tradition) and my cousin. My proclaimed mission in life on this planet is to add value to the lives of other people by helping them discover their own calling, to live in the present moment with passion and purpose and to be the best they can possibly be.

This led to launching my unique financial and life transformational events/seminars, which have been witnessed by thousands of people. It is common to hear testimonies from everyday people of how they were able to rapidly take control of their lives and achieve abundance in their finances, relationships, health and personal lives after attending one of my events and/or coaching sessions.

As a successful entrepreneur and businessman I have developed a range of businesses that include education, coaching, property development, renewal energy, online and digital marketing solutions and joint venture initiatives to name a few.

In honour of my cousin Stephanie, I was also inspired to set up the Multi-Cultural Leukaemia Foundation to raise funds for leukaemia research.

One of my many passions is children; I've set a goal to establish unique self-supporting academies across the country for children and runaway adolescents. I will keep striving and continue towards a commitment and dedication to adding value to people's lives.

Did you always feel that you would be someone who helped others?

Believe it or not the answer is 'absolutely'. Since my childhood I've always excelled and immersed myself in circumstances where I was forced to be the perceived weakest link. For example, in Year 8 I represented my school in various sporting activities and competed with students senior to me at Year 10-12 levels. I was also the youngest at that time to play premier league soccer in the Victorian Premier League playing against athletes up to two and half years my senior. In actual fact, my first game was marred when I received a



massive gash above my right eyebrow that needed six stitches; this experience became renowned as my 'baptism of fire'. Constantly playing outside my comfort zone has given me a 'gift' that has allowed me to significantly impact thousands and thousands of lives.

'Move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.'

Brian Tracy

What made you get into the career of coaching?

It was a very simple and yet profound moment in my life when I was driving one morning on the way to my last corporate job (wow! almost 15 years ago now); I felt extremely frustrated with the status of my life at the time and had been feeling like this for a couple of months; I kept asking myself the WHY and WHAT question?

It was no accident that I kept coming up with the same, unproductive 'stuck in the rat race' answer until one wet, dreary autumn day in Melbourne, stuck in peak hour traffic once again – you guessed it – on the way to that J.O.B. I recalled hearing something at the time, but I didn't appreciate how it would make such a significant difference to my life and thousands more.

I can hear you saying, 'Come on George, well what was it?' I recalled while looking in the rear view mirror that I caught a glimpse of my left eye as traffic had come to a standstill: 'The quality of your life is determined by the quality of questions you ask yourself.' What a BFO (blinding flash of the obvious) epiphany that was, and without hesitation I asked myself, 'What am I passionate about?' And the answer hit me like a bolt of lightning, 'I'm passionate about transforming people's lives.' It was that moment that I made a compelling purposeful decision to do what it takes to lead through pragmatic coaching, and not based on theory, so I could inspire those



who are serious and not just curious about changing their lives today – not tomorrow. This led me to establishing my Results Today Not Tomorrow Academy. Simply go to www.georgemihos.com for further details.

Why do you believe coaching is so important in life or business?

You may have already noticed a simple and consistent theme throughout my answers. Coaching is such a critical factor to anyone who strives for achieving constant improvement and results; it allows one to significantly leverage their time, money, energy and resources. I'd like to add one disclaimer at this point and that is as long as the student is willing to put their EGO aside and take massive action, of course.

How does someone become 'coachable'?

Firstly, without a massive desire to change, enhance and focus on moving forward it's pretty difficult to create sustainable change; and the only constant is change. They must be willing to listen, ask questions and apply new methods. We've all heard the clichés, 'when the student is ready the teacher will appear' and that the 'definition of insanity is behaving the same way expecting a different outcome.' When one is coachable, in most cases new possibilities come into their realm (Why most cases? Because it depends on the true results of the coach).

How does someone choose a coach?

Interview them; see their results. Testimonials are OK, but some testimonials can be manipulated, so you are better off meeting them face-to-face or find a way to connect and appreciate their true value and belief system.

Do you have a coach yourself?

I've had plenty of coaches/mentors and will always continue to seek more of them. My attitude is simple; if another human being is achieving better results than me in any endeavour then I can model them, as this will ultimately save me massive amounts of time, money, energy and resources. One question I challenge all my coaching friends (clients) with is, 'What is your evidence procedure?' Why? Because we will always attract the evidence to justify our current focus.



Folks, at the end of the day, we are all human and if we were to be put through a grinding machine when we finally leave this physical plane we would end up with approximately x amount of \$\$\$ worth of minerals, etc. Therefore, I feel it's important I reiterate that whatever anyone else has achieved before us, so can we.

What is the biggest breakthrough you have had working with a coach?

Simply being able to leverage my time cannot be measured enough; the value of time converted to money is an undervalued and underestimated tool. I remember hearing a story of how a particular gentleman went from being worth \$10 million to a billion in less than a couple of years and he credits being coached as an integral part of this. He simply learnt to delegate all items for which he could pay an hourly rate, for example, picking up dry cleaning, going to the post office/bank, etc. and he focused on the big-picture stuff.

Why do you think people don't get a coach?

It goes back to our conventional, **con...ditioned**, antiquated education system. Real coaches by design empower people with their pragmatic real life experiences and results, not the theory-based stuff our educators and media drum up on a daily basis. There is so much overwhelming evidence that conventional education does not guarantee financial prosperity; what it does in most cases is create an employee mentality and the idea that coaching and training is not the responsibility of the individual.

If they do get a coach, why do some clients stop?

My observation is that in most cases it's a combination of the individual and coach. At some stage the perceived value has diminished for the client and often times coaches tend to lose sight of one of the most important rules in operating a successful business – it tends to be 'six' times more cost effective to keep nurturing existing clients than to attract new ones. Also, when one finally decides to step up and say, 'Pick me I'm ready to be coached', or consider something new, the universe tends to test you; it tests whether you are serious or curious and in most cases folks tend to be more curious than serious; and in this case they go back to the path of least resistance.



We all have a pressure threshold. Peak performers are constantly thriving outside of their comfort zones, but the sad reality is that most folks have decided that this is too uncomfortable for them; they then rationalise why they are doing OK compared to people at their level and below, as opposed to comparing their results with people at their level and above.

How do you grow your coaching business? Where do you get your clients from?

I'm an advocate for multiple pillars of marketing; therefore, I challenge everyone to have a policy of always testing, measuring and monitoring every marketing effort. Once again, theoretical marketing tends to focus more on branding and positioning. Peak performers and entrepreneurs always focus on results-focused marketing known as direct-response marketing, which means you must be able to monetise all forms of marketing and everything in your business-life is always selling something about you or your products and services.

Do you use social media marketing in your business?

Social media is one of the most cost-effective ways to spread your message. One of the most underestimated tools at your disposal these days is social media and all forms of direct-response marketing. The key, as with all smart and effective marketing, is to ensure that you provide massive education and value to your client base and not to prematurely market your offering. However, you must have a commitment to do what it takes to get your message out at every possible scenario, as you have an obligation to stretch and challenge folks even though this might intimidate some. Remember when you focus on adding value first and you under-promise and over-deliver you have earned the right to transact accordingly.

What attributes make a great coach?

In one of my course manuals I share the unquestionable '19 Outstanding Traits of Peak Performers' and I actually dissect the core attributes of peak performers. As a GIFT for connecting with me via this book readers can email me at george@georgemihos.com and I'll forward you a summary of these qualities.



'Passion – Fires Up the Committed & Fries the Uncommitted'. *John Maxwell*

What courses have you done to enable you to get started as a coach?

My answer to anyone who asks me is that I have a PhD in Results and as you would agree, nothing beats that does it? I've also invested hundreds of thousands of dollars in self-education including the key, fundamental elements in building multiple streams of income. I hold various accreditations including a certificate in Neuro Linguistic Programming (NLP practitioner). I recently attained my Agents Representative Real Estate License and continue to immerse myself in daily readings, listening to success audios, watching peak-performance DVDs, etc.

As a coach, do you also get something out of a session with your client?

One hundred per cent! There is nothing more rewarding than continually sharpening the axe. One strategy I applied very early was this simple three-step process – Learn, Teach, Apply. When you move from the student to the teacher this always accelerates your personal growth.

Do you think everyone should seek a business mentor or coach?

Absolutely, as long as they are willing to do what it takes; they must have a massive desire, be willing to put their ego aside, listen and then take massive action.

'The path to success is to take massive, determined action.' *Tony Robbins*



Who is your typical client, and how do you make sure your clients achieve what they set out to achieve with you as their coach?

As a generalist (far wiser in booming and tougher economies) rather than a specialist, I have mastered the art of knowing a little about a lot. This is generally a trait of wealthy people as opposed to the masses who seem to have been **con...ditioned** to know a lot about a little. Remember our billionaire friend who identified how to leverage his time, money, energy and resources by delegating the hourly rate stuff? Well, my ideal coaching client is someone who is serious and not just curious, who is coachable and willing to put their ego aside, who will back up all their learnings via agreed actionable outcomes and be willing to either face the pain of discipline or the pain of regret.

What is the most common question you are asked and how do you answer it?

One of the most common questions I'm asked on almost a daily basis is, 'What does it really take to be rich?' What's the evidence George? At how early a stage of our lives does this start to show up? Do you have to show some signs of achieving massive wealth when you're young? Do you need a history of being active, that is, cleaning yards, cutting grasses, washing cars, doing paper rounds at 11 years of age? Or working for one of the fast food giants such as KFC and McDonalds, or local fish and chips shop at a tender age of almost 15 for a measly \$7.97 an hour?

Having the opportunity to reflect on my early years there was absolutely no way that anybody could have predicted that I would achieve any sort of financial success. At a recent visit with my parents I asked them what my attitude towards money was when I was young; not surprisingly it was a subject that we didn't spend a lot of time on back then. They said to me that I hadn't cared about money as it was never a priority and it neither disappointed nor excited me if I had it, or worse still, if I didn't have it. This may seem innocent on the surface, but totally insightful; their words were, '... never a priority, didn't care whether I had it or not.'

Let me ask you this, 'Is that a good attitude towards money?' Some of the cosmic cookies might say yes; however here's what I think and believe. As money was never a priority to me as a young person, I (we) lived a life of struggle and mediocrity – financially anyway. I got



to 31 years of age and was typically middle-class, just earning enough to survive, no more; basically, that means broke.

Then something pivotal happened in my life: I decided that enough was enough; I was not going to live like this anymore and I decided to get rich and wealthy. We all have values (our hierarchy of values determine our results) and I made the value of 'making money' the number one priority in my hierarchy of values.

I now know how insightful this is – that a lot of folks are broke because they simply have not made that decision.

Go ahead and test this for yourself – ask your parents what your attitude towards money was when you were young. By doing so, you just may attract the answer to completely transforming your financial future today. So, the obvious question to you today is, 'Have you really decided to be rich?'

Here's what I've come to appreciate more than anything else. It doesn't take a genius to get rich, nor any special talents, or looks; you don't need to be lucky; you certainly don't need to be privileged. However, you must make getting rich a priority in your life today and must be willing to focus the majority of your time and energy on doing what it takes to build real wealth today.

My decision to become rich at 31 wasn't just the beginning of my self-improvement. Having hindsight to lean on, I'd been doing that for at least 15 years – turning my car into a library, reading books, going to seminars, joining networking groups, brainstorming business ideas, and the list goes on. What is interesting is that before 31 I hadn't made making money my number one priority.

See folks, the bottom line was, I was putting off taking massive action and didn't realise I was BS-ing myself by just getting a kick out of learning and feeling motivated. Well, let me save you a lot of time and effort and that is, if that's all you are looking for you can stay in the comfort of your own home, wet your pants and get that same feeling. However, by reading this I know in my heart that you have decided to join the select few who are willing to do what it takes today.

Your circumstances and upbringing may have been different, but I know that as you get older, you get to the point where you simply are not willing to accept living and struggling through life financially any longer, are you?



The quicker you make it a must and come to a turning point and/or significant crossroad in your life, this leads to making some major life-transforming decision/s.

Some of you may have been there a few times and nothing's changed. You see, just making the decision isn't enough; it's a good start, but not enough. You must start changing the way you start living your life today; you don't go from struggle to wealth by making small changes; they will give you virtually no visible results; you have to make massive changes if you want to achieve massive results. And yes, it is that simple!

I believe anybody can be rich.

What is a millionaire mindset? How can it be achieved?

My unique coaching system includes a holistic focus on the four fundamentals of living life as a peak performer. My cycle of LIFE encompasses the four 'Fs':

1. Family – Friends or relationships
2. Fitness – for health
3. Financial – monetary wealth
4. Faith – whatever that means to you?

The sad reality is when you remove the letter 'F' from the word 'LIFE' you end up with a LIE. Most people are working through life in a quiet desperation hoping they will get there. Where? My attitude is that LIFE is awesome and that the number one must in becoming a millionaire and beyond is based on the Laws of Gratitude. If you'd like a copy of my awesome article and a profiling questionnaire on the Laws of Gratitude email me at george@georgemihos.com.

**'What you actually do within 24 hours of
actioning an idea will make the difference
between the success and failure of that idea.'**
Buckminster Fuller



What mindset do you believe you need to create success?

I could talk about this topic for days and those who know me intimately will attest to that, but I will keep it brief by referring to the table below. We all play on both sides of this equation, but the key to being a peak performer is to play LIFE as much as possible on the 'cause' side rather than the 'effect' side. Which side of the equation are you on?

Mindset vs. Strategies which side of the equation are you on?

CAUSE – 3 per cent of people play on this side	EFFECT – 97 per cent of people play on this side
<ul style="list-style-type: none"> • Responsible: ability to respond • Respect other people's model of the world • Solution, behavior, purpose-driven and results-focused • Laws of Attraction – universal principals • Constantly transforming • Abundance and gratitude • Model success = develop formula to emulate what they do • Invest in most important asset 'Themselves' • No failure only feedback – I am a learning machine • Pain of discipline • Focus on becoming better, more-skilled and more wisdom • Creator of circumstances • Inner empowerment – balanced 	<ul style="list-style-type: none"> • No accountability • Full of opinions, procrastinate • Problem, person & now focused • Repel – constant self-sabotage • Resistance –not enough rapport, inflexible communication • Scarcity and self-centered • Keep doing the same thing over and over expecting different outcome = insanity • Don't talk to me about that, it's too hard • Always looking for blame and shame • Pain of regret • Wish it was easier, less problems and less challenges • Creature of circumstances • Outwardly empowered – can lead to debt



I have a 'Painometer' - P. A. I. N TM – Passion Action Integrity Inspiration NOW; pain of discipline or pain of regret; the fundamental problem is that most people think they can avoid pain altogether, which is impossible; all you can do is experience that pain of discipline or the pain of regret.

What are your '7 Musts for Wealth' TM?

1. Must Know Your Exit Strategy – **Starting Point: always have the end in mind**
2. Must Formulate a Strategy – **Foundation Fundamentals absolutely 100 per cent**
3. Must Invest in Yourself First – **Congratulations, you are the most important asset in your world**
4. Must Diversify Your Knowledge/Investments – **the only constant is change**
5. Must Control Your Emotions/Ego; Slow Your Game Down – **model peak performers**
6. Must Mind Your Own Business – **what other people think of me is none of my business**
7. Must Invest & Expand Your Success Team – **Compounds \$\$ time, energy and resources.**

'I finally know what distinguishes man from the other beasts: financial worries.'

Jules Renard

Why is personal growth and self-investment so important in achieving success and wealth?

Once I was on a flight from Queensland to Melbourne and I sat beside a middle-aged gentleman named John; after we had introduced ourselves, John began to complain, 'I work so hard every day. I am



good at my job and my friends all say I am a good person. I love my family. Yet all I do is struggle from day to day to pay my bills. Tell me your secret for becoming rich quickly?"

After thinking a while I told John what I believe is the greatest secret I know to becoming wealthy; I said to John, 'When you stop working on becoming rich, and start working on YOU, only then will you get what it is you want. When you change, your results will change. That's the greatest secret I know.' John didn't like that answer so he replied, 'Lucky for you, George, but life is really unfair.'

There are so many people like John who work very hard and diligently and sacrifice greatly in an effort to create wealth, but they haven't undertaken the personal changes necessary to reach their goal; until they begin to think and act like wealthy people they'll never attract the wealth they seek.

Wealthy people don't think and act the way they do because they have wealth; they have wealth because they think and act that way.

No one can see wealth in their bank accounts for long without first becoming wealthy internally. It is said that more than 85 per cent of lottery winners are worse off five years after winning the lottery than they were before they won it. The same is true for people who suddenly come into wealth through an inheritance. Why does this happen over and over again? The answer lies in the simple fact that these people have the misfortune of seeing the growth in their bank accounts outstrip their growth as people; money comes to them before they become wealthy internally. Their thoughts, habits and actions that brought them financial scarcity in the first place are the same after they suddenly acquired money.

Sir John Marks Templeton, possibly the greatest stock market investor the world has ever seen, once said that the most important requirement for becoming and staying wealthy is an attitude of gratitude. How profound this simple statement really is; when you are grateful you are already rich; gratitude opens the doors to receiving.

The Law of Gratitude is the number one Universal Law of Wealth.

Why not commit to becoming wealthy and from now, start thinking and acting like the wealthy do?

Your first step is to pick up a journal; this will be known as your personal gratitude journal; at the end of every day, write down at



least three things you are grateful for and it might start with, 'I am grateful for the air that I breathe.'

If it's good enough for somebody like Oprah Winfrey to commit to writing in her daily gratitude journal ... well, no need for me to say much more is there?

How do beliefs affect an individual's success?

In her 2003 speech to receive the Female Athlete of the Year award, hurdler Jana Pittman pointed with gratitude to the little tattoo of a bumblebee on the side of her hip. Why? Aerodynamically, the bumblebee should not be able to fly because its wings are small and its body is big, but the bumblebee doesn't know it can't fly and so it flies anyway because it believes it can – it's as simple as that. Jana believed that, like the bumblebee, she was only limited by her imagination and self-belief.

Belief is everything – without it nothing else matters and this is why the people we associate with are so important, because it is these people who help to shape our beliefs.

How important is self-discipline in changing one's life and achieving success?

Self-discipline is the practice of focusing on the bigger picture and not simply what is most convenient for the moment.

It is our day-to-day habits and what we do consistently that make all the difference. If you come home tonight and you're feeling a bit tired and really can't be bothered cooking and order a pizza, that's not going to make much difference to your life one way or the other. However, if you come home every night for five years and order a pizza, it's going to make a huge difference to where you end up; chances are you will end up overweight, unhappy and feeling tired and sluggish all the time.

Self-discipline is the practice of not letting your thoughts and emotions control you; it's keeping your mind on the bigger picture and delaying gratification while you deal with the day-to-day issues of life. If you want to find a whole group of people with no problems at all, visit your local cemetery.



Is each choice you make bringing you closer to your outcomes or further away? The little choices you make on a daily basis make a big difference to the results you end up with. You can choose to exercise on a daily basis or not; you can choose to eat well on a daily basis or not; you can choose some short-term pain for long-term gain. Let's use an example: Imagine that you're overweight and feeling tired and you're simply struggling to make it through the day; you could simply do nothing about it at all and in five years' time it's almost a certainty you'll feel even worse and it will be even harder to get out of that rut. Or, you could choose to take action and begin exercising on a daily basis; at first, it's going to be hard; you may feel like giving up; there will be days you will feel even more tired than usual because your body is not used to exercising. However, over time you will begin to feel better; you'll sleep better and have more energy; you'll feel lighter in spirit and more focused. And in five years' time you'll feel fantastic after exercising every single day for five years. The short-term pain of beginning an exercise regime was well worth the end result.

When it comes to self-discipline, you can choose either the pain of discipline or the pain of regret.

Imagine if you also had a friend who was overweight and you both began your exercise regime at the same time. After a couple of months, your friend gives up – it's all 'too much' – but you keep on going. In five years' time, do you think your friend will regret the fact that he or she didn't stick with the exercise? It's the same with your financial and lifestyle goals; you might need to stop impulse-spending, pay off your bad debts and begin saving in order to achieve lasting wealth. Will it be hard at first? You bet it will, especially if your finances have been out of control for a while, but will it be worth it in the long run? Of course, there's nothing more satisfying than achieving an outcome(s) that you've had to work extra hard for. You know you deserve it and you also have the confidence and belief in yourself that you can achieve anything you set your mind to.

So, if self-discipline is a 'dirty word' for you, maybe you ought to rethink what it really means. Exercise some 'self-discipline' right now, and focus on taking action that moves you towards your desired outcomes and not just instant gratification for the sake of it.



How does one keep motivated and inspired on a daily basis in business and life?

People can keep inspired and motivated by applying some of my shared experiences and strategies so far. In summary, these are:

- Laws of gratitude
- Putting ego aside
- Adding value first
- Taking massive action
- Model others who have better results
- Applying George's 'Painometer', P.A.I.N – Passion Action Integrity Inspiration NOW – pain of discipline or pain of regret.

How do you start your day? Do you have a morning routine that sets the frame for your day?

One thing you will appreciate is that contrary to what most people have been **con...ditioned** to believe, peak performers are 100 per cent predictable in their actions, beliefs, etc. My daily routine tends to start the night before or, in most cases, the Sunday (first day of the week) as I tend to map out my time in weekly chunks. One thing I'm committed to and have been doing for the past seven years is taking my girls to school every morning; I love the time to connect in the mornings.

If you are serious about becoming a peak performer, email me at george@georgemihos.com and I will send you my personal self-reliance system including time and productivity system; remember, working with outcomes in mind is a must!

Does visualisation actually work?

Yes. One of the key questions I ask my clients is, 'What is your vision?' It's a very important question that we must know the answer to; otherwise we are just meandering along in life without really knowing what we want or where we are heading. Because we are mostly visual creatures, people tend to visualise what they want in their life, their goals, their achievements and this vision is a major influencing factor in moving forward in life.



Everyone wants success. What is success?

The definition of success can vary from person to person: for me, success is having the ability to influence – it's that simple.

What are the common barriers for people in their success?

I believe the barriers to success are playing at 'effect' rather than cause (see the table in my earlier answer), which means you are a person who blames others instead of taking responsibility for your own actions; you procrastinate and wish everything was easier. If you play on this side of life, you are just reinforcing your own belief that you are mediocre.

If you want success you have to be at 'cause' of your life, which means you take responsibility, you live in gratitude and believe in abundance, you take action and believe and invest in yourself.

What would you say to someone who is frustrated that they just don't seem to be able to achieve the goals they have set for themselves?

Frustration is actually good believe it or not; what you are really saying to yourself is that you know that there is more, a better way, and that you're not satisfied with mediocrity, etc. The key to managing frustration is to take action; if you don't take action, the frustration will become a problem as you will find yourself acting defiantly and this is not a good state to be in.

My personal observation is that most people get frustrated as a result of inconsistent action. You see folks, when you behave consistently this tends to lead to certainty, which in turn creates a more focused and convicted belief system that grows your confidence; it becomes a self-fulfilling philosophy

If someone wants to change, what is your advice?

Why is it that we humans find it so very difficult to change the way we act? Are we incredibly stupid and stubborn? Why is that nearly all heart patients who have had bypass operations fail to change their lifestyle and end up having yet another heart attack or bypass only a year or two down the track? Wouldn't the fear that you were going to die be enough to make you want to change? Surprisingly, research shows that the answer is 'no'. Fear may be a good short-



term motivator, but it never works in the long run. And what about change in business? Companies such as Xerox, IBM and Apple all had major turnarounds in the 90s; by far the hardest thing was getting the people involved in the company to change the way they thought and acted. It was obvious change was necessary, but getting people to change is incredibly hard. Why did these companies succeed in making changes and turning things around when others did not?

What was the secret to getting people to make changes? Oddly enough, the secret was twofold. Firstly, if you want to change you need to 'reframe' the way you think about your life and/or your business. If all you're focusing on is 'how hard it is' or 'why bother?', then that's not going to get you very far, is it? You need a powerful reason to want to change; you need a new 'frame', which says, 'This is why I am going to change and this is what I will get by changing.' You may or may not be surprised to learn that while focusing on the rewards, the joy of changing is the perfect motivator and the perfect way to reframe your mind. And the second part of the secret was that 'massive change' actually works better than smaller incremental changes. Heart patients who only changed their diets and lifestyle a little bit still experienced almost constant chest pain, shortness of breath and loss of vitality; but those who made massive changes actually found that their chest pains disappeared, they had more energy, and they felt better than they had in years. In other words, the joy of changing and their increased wellbeing were enough reward that they wanted to maintain the changes. So, if your life needs a bit of a 'tune up', then maybe it's time for some massive changes for you?

What challenges have you experienced in business and how did you overcome them?

My challenges have stemmed from being naive enough to trust too many people. As Donald Trump mentioned during his Australian tour last year this has been a similar experience for him. My attitude used to be to trust everybody until they proved otherwise, and unfortunately this has cost me millions. I'm not at all suggesting you become a cynical person, I am simply urging you to ensure that you do a lot of due diligence before making commitments with others.

The table below illustrates the stages of progress – and challenges – that people go through and this can be applied to all areas of our lives. Starting a new relationship, career, business, etc., we all start at stage one.



George's Seven Steps Cycle of Life™

STAGES	CHARACTERISTICS
1. Idealistic	1. Cause
2. Frustration	2. Inconsistency
3. Defiance	3. Total effect
4. Resigning	4. No accountability
5. Awareness	5. 'Mentor – Coach'
6. Decisions	6. Behavioral Flexibility
7. Commitment	7. Back to Cause

What are your tips for getting through a difficult time in life or business?

This is so important. Firstly, you must stay grounded and keep focused by being held accountable to your true beliefs and not losing sight of your core values. Secondly, you need to surround yourself with people and environments that are uplifting. It's important I clarify something at this point and that is I do not advocate being euphoric as most folks who behave like this tend to be financially broke. Positive energy and attitude is important, but it must be congruent to your value system and backed up with massive action.

If you could teach everyone one thing that you feel would impact their lives, what would that be?

Apply my Seven Musts of Wealth (see earlier answer) and make each and every day count!

Have any books been critical to your personal success?

This is an understatement – but absolutely and I am extremely grateful for that. I've learnt to appreciate that leaders are readers and they use books as a tool and not as the vehicle. Email me at george@georgemihos.com and I will share with you one of the all-time classics, *The Science of Getting Rich* by Wallace Wattles, with my introduction as a bonus.



'Rich people have small TVs and big libraries, and poor people have small libraries and big TVs.' *Zig Ziglar*

Apart from material possessions, money brings significant opportunity. Can you share with us the opportunity you are most fond or proud of that money has given you?

My philanthropic works with Make a Wish Foundation, establishing the Multi-Cultural Leukaemia Foundation, and my children's workshops academy.

In addition, knowing deep down in my solar plexus that I will never be a slave to any other man creates a real sense of peace and certainty. Of course being a positive role model to my family and friends is valuable too.

What are your favourite ways to relax and enjoy the wealth you have created in your business?

Most people can't relate to this, but when you live your passion every day, it doesn't feel like work; so I love what I do, but I also love physical activity, massages, meditating, eating healthy foods, entertaining, cooking and having fun with family and friends.

Remember, passion fires up the committed and fries the uncommitted. Living the dream today not tomorrow.

To keep in touch with George simply go to www.georgemihos.com, www.facebook.com/GeorgeMihosFans and www.twitter.com/george_mihos





George Mihos has generously offered readers of *Millionaire Coach* a free 30-minute coaching session via Skype, phone or in person.

To access this awesome gift scan the QR code or go to www.MillionaireCoachBook.com.au/coachme





George Mihos was introduced to one of the biggest Harley Davidson outlets in North America - worth riding them once...



George launched his children's wealth and peak performance events to empower children with the skills, knowledge and awareness to become a 'creator' as opposed to a creature of circumstances.



Exchanging powerful marketing insights with legendary direct marketer Peter Nicholas.



A more humorous moment during one of George's unique VIP workshops.



George was invited to present at a property symposium in Singapore.



With his gorgeous daughter.

On stage empowering people who are serious about creating multiple streams of income.



Participating in the Vinnies CEO Sleepout.



Presenting with passion and integrity.





Jennie Brown is the Abundant Living Editor of international online magazine, *DARE*.



A favourite thing to do – swimming with the humpback whales in Tonga (Jennie is on the right).



Running her Mindset Mastery event.



On one of their many overseas trips, Jennie and Warren had dinner at the foot of Michelangelo's David in Florence, Italy.



Jennie sponsors Lempaute the elephant, in Kenya.



Jennie and some of the *Property Millionaire* co-authors on stage at Versace on the Gold Coast during the Property Millionaire Mastermind Event.



One of Jennie's favourite events – The Wealth Retreat. Clients are taken on a week long journey in a foreign country. When they arrive, they have no idea of where they are going, or what they are doing – it's all part of the wealth journey and lives are changed.



During The Wealth Retreat in Vietnam, Jennie pulled off a surprise wedding for two of her clients.



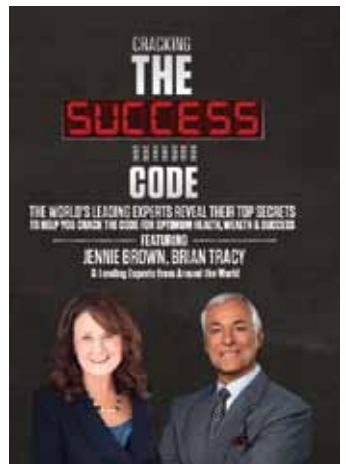
Jennie's most favourite thing – scuba diving.



A recent property investing project – four units in North Queensland.



Doing it tough on The Wealth Retreat (five star all the way) in Halong Bay.



International bestselling author – this book went to #2 on the Amazon bestselling list.



Kylie Hammond and her beautiful godson Rafferty.



Kylie and her Mum celebrate her 40th Birthday with a beautiful lunch in Sanctuary Cove Queensland.



Kylie and Sir Richard Branson in September 2011.



Kylie and her Mum Lorraine Hammond celebrate another business milestone.



In Noosa overlooking Laguna Bay, her favourite destination.



Penfolds Grange 1972 celebratory drinks on the 40th Birthday - a very good vintage.



Kylie and her lead resume writer, Tom Hannemann, a founding member of her Resumes Australia team.



Kylie Hammond.



Richard Day about to bungee jump 300 metres in Queenstown, New Zealand, with his two magnificent sons, Tyson and Dylan.



Richard, sea kayaking around a seal colony, with his wife on one their annual holidays.



Enjoying everything that life has to offer.



On one of his working holidays in far North Queensland.



Richard with his family glacial climbing; hard work and tired but exhilarating and so much fun!



The two most important woman in Richard's life... his gorgeous wife Jenny and his beautiful daughter Tahlia.



Richard, canyoning on a recent family holiday.



With the love of his life, his wife and business partner, Jenny.



Heather Yelland relaxing at the office!



Heather frequently appears in the national media – here at the Channel 7 studios being interviewed on Sunrise.



Lunching with Kate Engler, her publicist and sister in Candidasa, Bali.



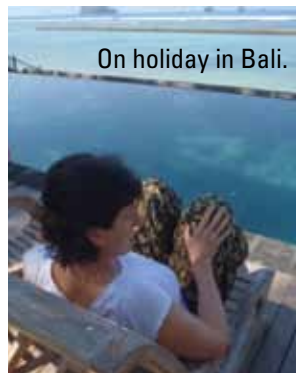
Speaking at Roger Hamilton's 2011 'Change Maker' forum in Melbourne.



Looking at life through 'Love Glasses' – speaking at the Magic Moments National Youth Leadership Summit.



Leaders, crew and participants of the first SuperCamp® Australia program, which Heather brought to Australia.



On holiday in Bali.



With graduates who qualified to receive a certificate for successful completion of a sales program.

Rob Borg and Barnaby Joyce at the Sydney Conservative Network event.



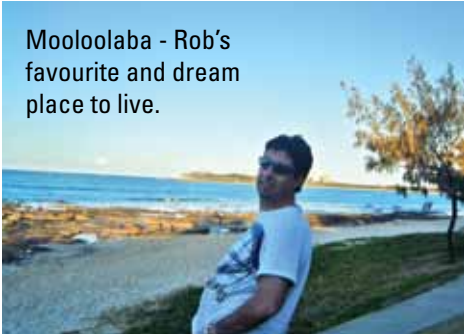
With his two lovely boys.



Rob and his wife Ramona on their wedding day.



Director of Lifetime Dynamics.



Mooloolaba - Rob's favourite and dream place to live.



A Sydney weekend while we were living in Melbourne (first ever holiday with my future wife).



Michael Yacoub provides his public speaking services at non for profit organisations; here at the Writers Association's event.



At one of his many seminars for small business owners.



Michael learned how to juggle his life and feels like now he has the perfect balance. He puts 100% in when at work and when with family and friends he puts everything away and enjoys life.



Sharing knowledge and inspiring business entrepreneurs is Michael's passion.



Michael helps start-ups and aspiring entrepreneurs; he is a highly experienced success coach, business coach and life coach with an exceptional track record of producing top results for his clients.



With daughter Olivia who graduated from Bond University and works in New York, Paris and Sydney.



Michael travels around the world, but his favourite place is the Gold Coast, Queensland.



Flying is Michael's passion.



Michael and Jewellery Designer wife, Susan at Osborne & Grace Galley where Susan's jewellery is exhibited.



Receiving a Telstra Business Award in 2003.



Michael with his favourite friends; his children Olivia, 22, Niz, 20 and Jordan, 16.



High-tea at Burj Al Arab in Dubai.



Delivering empowering presentations.



Gillian Skeer with husband David.



Bridesmaids with niece Ruby.



Milestone celebration with her parents.



Gillian enjoys time with her precious feline.



Cruising the Panama Canal.



Construction at Gillian's oceanfront beach house.



Turtle release program in Mexico.



Gillian visits her sponsor child in Brazil.



Gillian and friend.



Sam accepting her certificate in the Telstra Business Women's Awards.



Samantha McDonald in April 2012 with her children (from left) Selina (3), Amahlie (2 weeks), Jamison (2) and Tiana (6).



Sam as a trainer, always having fun.



Singing and playing up a storm in a piano bar in the 90s.



Commemorating 30 years of friendship on top of the Sydney Harbour Bridge with childhood friend, Melissa Quimby.



Sam's beautiful Mum, Sue, and Amahlie (2 weeks old).



Belting out a number on stage, backed up by DJV in Adelaide, in the 90s.



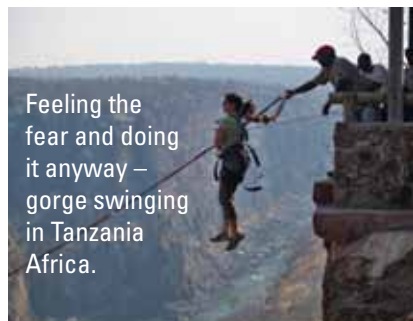
Celebrating 25 years of friendship with long-time friend, Scott Malpass.



Sam and Jason clowning around with Tiana as a baby.



Angelina Cirelli-Salomone presenting at the Shangri La in Kawloon, Hong Kong.



Feeling the fear and doing it anyway – gorge swinging in Tanzania Africa.



Unique Business Advantage Neuro Linguistic Program training in Melbourne.

Hands Across the Water Tsunami Refuge and Youth Centre Baan Than Namchai. What an incredible cause.



Angelina and Tony brave soaring heat and manual labor to build retaining walls because the smiles back at the orphanage will be worth it!



Entrepreneur Give Back Program for Baan Than Namchai Orphanage Foundation – Thailand.



Business coaching Fiji style.

I CAN ALWAYS FIND A WAY. NOW IS MY TIME
MY LIFE IS FILLED WITH ABUNDANCE. I HAVE ALL I NEED WITHIN ME.
MY BODY IS HEALTHY, FIT, STRONG AND HONORED.
MY MIND IS ACTIVE AND PASSIONATE. MY PASSION IS DRIVEN BY MY ACTION.
I LIVE A LIFE FILLED WITH PASSION. I HAVE ALL THE COURAGE I NEED
TO OVERCOME THE OBSTACLES OF LIFE. I AM CAPABLE WITH ALL THAT CONFRONTS ME. MY FUTURE IS TRULY AHEAD.
THERE ARE MANY MORE ADVENTURES AWAITING ME.
LAUGHTER IS FOOD FOR MY SOUL. MY GENEROSITY IS BEING RECOGNIZED.
I WILL CONTINUE TO ZAG TO THE ZIG OF OTHERS.
MY THINKING CREATES MY DESTINY. I AM THE BEST AT WHAT I DO.
I AM A SUCCESSFUL ENTREPRENEUR

Daily affirmations on the office wall at Unique Business headquarters in Melbourne.



Challenging 160 leaders to find their purpose.



Business building workshop in Melbourne.

Business Blueprint mentoring in Sydney.





Michael R. Dean and Don Tolman working on the *Health & Wellbeing Millionaire* book concept.



Spending one-on-one time in the USA with Dr John Gray launching the latest gender intelligence programs.



Michael and Susan Dean with Millionaire Group business partner, Fiona Jones and her husband at a Millionaire book launch party.



Doing business at the Trump building in the USA.



Debriefing Jeff Kennet backstage after presenting at a coaching conference.



With his family white water rafting in Indonesia.



Skiing in Queenstown, New Zealand.



Michael has a passion for flying and takes time out each week to fly.



The Millionaire Group was a major sponsor at the fundraiser 'Catherine's Cause' for teenage suicide. Michael (far right) is pictured here with the Teenage Suicide fundraising awareness group in rock and roll dress.



On a coaching assignment in Las Vegas.



Reeny Barron having some 'Absolutely Fabulous' fun.



Reeny and her son in Hollywood.



On 'top of the world' in Switzerland.



Having a great time with the grandkids in Fiji.



Sunset drinks while holidaying in Fiji.



On holidays in Turkey – the pelicans were 'helping' Reeny with her washing!



With her Women Creating Possibilities business partner.



Reeny's graduation day as a coach.



Reeny and her husband enjoying a Christmas in the Philippines.



Taking part in a charity sailing day.



Sailing in Turkey.



Reeny and friends - or is that the Wiggles?



The why behind the drive.
Kate Osborne with Kent,
Mikayla, Joshua and Harry.



Celebrating her 10 year
anniversary as a business
coach.



Kate and Kent mixing
business and leisure at a
client conference in Bali.



Happy clients because Kate
introduced them and they just
got married.



Making business fun. Kate
ready for clients to arrive
for quarterly planning and
awards afternoon.



The home of Kate's first mentor,
Mr Z, the 6th share holder of
Coca-Cola.



Kate with her big
brothers and sisters.



Presenting sales training to
another successful franchise
group.



Kate travelled solo through the Middle
East and Africa for 7 months. One of
her many traveling experiences.



Favourite place on
earth - Mermaid
Beach!



Kate and Kent out for the night
without kids!



Global Coaches conference in Fiji.



A young Clare in her Dad's arms on a beach... somewhere!



Hanging out with Owen and Cocoa, the couple's Labrador.



Clare with her Mum.



With her stepfather David.



Times Square, New York, on New Years Eve waiting for the ball to drop in freezing temperatures with Owen, sister Nicole and brother-in-law Peter.



Learning to hang glide off The Remarkables in New Zealand



Travelling around Europe with Mum and sister Nicole.



Celebrating with her family-in-law.



The first certified group of Values Pendulum Practitioners.



Clare Cope with her husband Owen skiing in New Zealand.



Federico Re celebrating his first year of Creative Entrepreneur in 2007.



Posing for a photo-shoot (cat-walk style) during the launch of his new website in 2012!



Federico having a good time with his wife Kristen in Kenya, Africa.



Presented the 'Telstra Small Business of the Year (Finalist) Award' with business partner and sister Cristina in 2001.



'Love at first site' with Federico's wife Kristen in Rio De Janeiro, Brazil in 2006.



Celebrating his son Sebastian's 5th birthday in 2012.



Federico coaching his junior soccer club with his son Sebastian near his home in the Macedon Ranges, Victoria.



Holding a giraffe bone on a safari trip in Tanzania, Africa... 'Rambo' style!



Scuba diving in Port Douglas with good old friend and business associate Stuart Orchard.



Federico's passion for flamenco guitar playing blossomed while holidaying in Seville, Spain, in 2008.



Sebastian's first year of violin playing... Daddy's very proud!



Having a good time at the beach in Dubai, UAE.



Giving a hand up to students – sponsoring prizes for university and TAFE students.



Masterminding with International mentors Eva Angel Diamond (left) Ali Brown (centre).



Inspiration and Motivation, networking with International Business Woman Jane Wurwand, founder of Dermalogica.



A passion for riding – Heidi's bike in the national scooter rally.



Heidi's parents at their 40th Anniversary.



Heidi's office: her sanctuary.

A beautiful Vietnamese child during a trip to Vietnam for her cousin's wedding.



Heidi Alexandra Pollard at an international women's day breakfast with Melissa Histon, Nerida Walker and newsreader Natasha Beyersdorf.



Teaching, training and presenting workshops.



International travel – in Scottsdale Arizona – view from her room!



Presentations in unusual places with leadership teams.



Chapter 9

Heidi Alexandra Pollard

Your Unique Power



HAJ Pollard

'If you want to elevate your life and business beyond the ordinary, then it's critical to understand how your mindset plays a part in all you think, do and imagine is possible.'

Heidi Alexandra is a proud Australian who is making a positive difference to the quality of life for many women both Down Under and around the globe. She is a sought-after leadership, communication and corporate social involvement expert who believes in standing on the shoulders of giants, travelling the world to learn from mentors such as Anne McKevitt, Ali Brown, James Roche, Brad Sugars, Eva Angel Diamond and many others.

Heidi, who became a self-made millionaire in her early 30s, is an entrepreneur, property investor, motivational speaker, philanthropist, humanist, author and leadership advocate. She is founder of the Leading Value group of companies, including Leading Value, UQ Power, Leading Ladies International and The First Firm Property.

She uses her experience as a successful corporate communicator, body language expert, certified business coach and NLP practitioner to guide companies and their leaders to gain a competitive edge through the way they communicate with their workforce, stakeholders and industry.

Heidi believes companies can greatly contribute to society when they have a strong company culture with a clear vision, a belief in their value, and commitment to sustainable growth.

Through her support companies find they:

- IMPROVE workforce engagement, performance and safety
- INCREASE stakeholder and community influence
- POSITION their company as an industry leader.

Heidi has enjoyed more than 15 years in management and senior leadership roles across a broad range of industries including health, education, government and occupational health and safety. She now works closely with women and leaders who are ready to step up and become true 'Expander Leaders'.

In 2010 she founded Leading Ladies International, a company that delivers innovative programs and events to support women in reaching their full potential in all stages of their career and life.



Leading Ladies' vision is to empower women to grow into confident leaders so that they will become happier, wiser, freer and, in turn, inspire and support others to do the same.

She has a degree in Public Relations, Graduate Diploma and Masters in Professional Communications, and is an accredited Myers Briggs Type Indicator trainer, Coach U Coach and Neuro Linguistic Programming (NLP) practitioner.

What beliefs about money did you grow up with?

My family was very wealthy if you measured wealth in terms of relationships and having love within the family, however when it came to financial wealth my parents had enough money to pay the bills and not a lot beyond that. I would sometimes hear my parents discussing money and finances in quiet tones so I knew it was a stress point for them.

Stability was everything to my parents and I know they worked hard and made sacrifices to buy and build their own house and pay off the mortgage so my brother and I would have our own family home to live in.

From the outside we looked like we had money because we had a lovely home, but beyond that there wasn't a lot because that's what my parents were paying for.

Did you grow up believing you had to work hard for money and not really take risks?

Absolutely. My parents are very conservative and they weren't risk-takers. They both had entrepreneurial parents but neither of them followed in those footsteps. My father's only income stream was his job and my mother worked a couple of hours a day in her brother's photographic studio.

How have your beliefs changed today?

In my teenage years I made the decision that I didn't want to struggle financially; I knew I didn't want to retire on a pension.



I saw that my parents' income rarely increased, but the cost of living went up, which was when I heard them talking, 'Oh, petrol's gone up and bread is now a dollar!'

Sometimes I wasn't able to attend school excursions and extra-curricular activities – I'd have to stay in the library and read. I was a dancer so Mum would say, 'You can either do ballet or you can do those other things, it's one or the other', as she had to prioritise expenses.

What impacted me wasn't so much missing out on these things; rather it was seeing the stress it caused my parents every time I asked. I just knew that I wanted to be able to be independent and provide for myself and, since no one was going to do that for me, it was up to me to make it happen. I wasn't money-driven; it was more about having freedom and flexibility.

I chose to go to university because that's what I knew to do at the time – go to uni, get a good job, have a good career and that will give you money. Over the next decade I worked my way up through the corporate world to higher paid roles and this was the way I looked at life until I started my self-development journey.

The linchpin for me was reading *Rich Dad Poor Dad* by Robert Kiyosaki in my early 20s; it started me thinking, 'Oh, there are actually other ways to make money than having a job?' I went on to read dozens of other books like *Think and Grow Rich* by Napoleon Hill, but the *Rich Dad Poor Dad* books were the trigger.

What person or event has had the biggest impact on your life?

There are several events that have had an impact; the first was starting my property investment journey. *Rich Dad Poor Dad* by Robert Kiyosaki got me looking at property investment and considering other ways of living big – not just financially, but seeing other ways of reaching my goals other than by having a day job; that's when I became interested in property and started going to every workshop and seminar in that sphere.

An Australian property investor, Brad Sugars, who has the coaching franchise Action International, was one of the people whose seminars really clicked for me at the time. He was very similar to *Rich Dad Poor Dad*, but for the Australian market; he gave me the confidence to go out and invest in property.



By the time I was in my early 30s the light bulb went on when I realised I had made more wealth and created more freedom through my property investments than I had through my day jobs; that was a turning point for me.

Another event that had a significant impact was when I was working in public relations at John Hunter Hospital in Newcastle; it might have just been a small blip on the hospital's radar, but for me it was huge.

A teenage girl from rural New South Wales was a patient in the Children's Hospital. She'd been in a terrible accident where a bull trampled her leaving her with massive head injuries; her parents had been told she wasn't expected to walk or talk again and that basically, she would be a vegetable.

The experience touched me because, when I visited the wards I always saw her Dad; he wore his cowboy hat and all his cowboy gear and was a really lovely man; he rarely went home to his property and had other people managing it so he could stay at the hospital.

He'd sit with her every day talking to her about all the things she was going to do when she got better; he would describe how she would look in her prom dress, talk to her about growing up, getting married and that sort of thing. He held this belief that she was going to be okay and talked to her as if it was real and happening already.

One day some bull riders who were in town for a show came to the hospital to visit the kids; unbelievably, they brought a one tonne brown bull with them. You can imagine our response, 'Oh my god, this is a hospital!', but eventually we agreed they could bring it into the courtyard. The kids who were well enough came out and had their photos taken with it; he was actually very tame.

Some of the riders had been to see the girl who was injured and had spoken with her father. He was really keen to take the bull to see her because he felt being with a farm animal and that familiar smell might help her; obviously we were a bit unsure but in the end we took the bull to her bedside.

Now, this girl hadn't blinked, moved or spoken in months; she'd just lain there staring into the distance, but when the bull came near her she reached up and held onto the rope under its neck and put her face against its face; we were all astounded and in tears.



Her father said, 'I just knew it. She just needed an animal from the farm to bring her back'; and you know, she went on to recover, have her school formal and live her life.

What it taught me is the power of absolute faith and belief, and the power of the mind. Her father, who was such a brilliant and powerful, yet humble guy, really held onto the vision for her. It taught me how much mindset matters.

Another significant turning point in my life and career was starting the Professional Communicators Network in 2003. This is for people working in the PR, marketing and media industry in the Newcastle/Hunter region and Central Coast of New South Wales. The network really spurred me along and helped me grow my business, not because those people became my clients necessarily, but it helped me get known and made me a connection point in the industry, particularly in the region where I live.

Today we have more than 480 members; it's based on the philosophy of sharing, where members share their knowledge and stories. We hold a variety of events; every month or two we go to someone's business and they host the event and do a presentation on their business. Recently we went to a charity and brainstormed some pitches and campaigns for them and every year we speak to students at Newcastle University and TAFE and present prizes for student of the year. It never ceases to amaze me how strong the network continues to be.

Did you always think you would work with people and help others?

I've always known that what I did would be focused on people, but for me business is 100 per cent about people – 100 per cent of your clients are people; 100 per cent of your colleagues are people; so as long as I went into business, I don't think it would have mattered what I did.

I studied the work of Robert Greenleaf on servant leadership at university and also studied the world's most sustainable long-term successful companies that were *Built to Last*, which is a great book by Jim Collins and Jerry I. Porras. What made them successful was that they were good at service and they knew who they were serving. That planted the seed for me in the way I've worked, the way I've managed people and in the way I've tried to be a good leader.



You reached an executive level in communications where you managed 75 people. What made you change your career direction to go into coaching?

I realised over time that the parts of my job I liked best were inspiring people, seeing their potential and helping them achieve it. So I started doing more jobs related to, ‘Can you come in and build a team, form a vision for our organisation and get people behind it?’ as opposed to, ‘Can you come in and create a PR campaign for us?’. I started to learn that my intellect was my security in life, but it was also keeping me small.

Originally I hired a coach while I was still working in a corporate job. I didn’t know what it would be like, but after a while I started to get a feel for it and thought, ‘Actually, I want to be doing what you’re doing’. Before I made the leap I interviewed 40 other coaches to find out why they became coaches, the parts of the job they liked and didn’t like, whether they worked in a company or a franchise or on their own and those sorts of things. This helped me determine what kind of coach I would be and confirmed that it was something I wanted to pursue long term.

Because of my conservative background I wanted to have some credentials behind me, but more than anything I wanted to understand what my boundaries would be as a coach. I studied with Coach U for more than 12 months; I learned that coaching is not therapeutic in nature and coaches aren’t psychologists or doctors; I became very clear about where coaching begins and ends and when I should refer people onto other services if their issues go beyond the scope of what I’m trained to do.

What do you think makes a good coach?

First and foremost, having highly tuned contextual listening skills; that means listening to what’s not being said and understanding human behaviour and why people do what they do. I’ve trained in NLP so I can understand what eye-pattern movements and body language really say about the words coming out of someone’s mouth.

Secondly, a coach needs to have the ability to plant a seed and ask the right question at the right time to open the client to their own possibilities. If you look at the Tell and Ask spectrum, coaching is



right at the 'ask' end, unlike for a consultant who goes into a business with all the answers. The coach's aim is to uncover what's already there and bring out what the client already has.

Thirdly, a coach should be a role model in the coaching process. I would never be without a coach myself because it keeps me balanced, my skills honed and helps me deal with my 'stuff', so I don't bring it to my sessions with the client.

Finally, coaches should be compassionate, non-judgmental and hold a neutral space for people to share and explore. They should understand that their clients are in the right place for where they need to be at the time.

How does someone find the right coach?

For me, choosing the right coach is again about asking lots of questions. When I'm looking for a coach I interview potential coaches and mentors like a job interview to make sure they're the right fit and meet the criteria for what I need at the time. I've had different coaches at different times for specific things; I've had a coach who's very good at internet marketing, because that's what I needed to learn for my business, and I've had someone help me transition out of work into becoming a business owner and entrepreneur.

I also want a coach to inspire me to a bigger vision, so I look for someone I aspire to become more like, or someone who's going to challenge my habits and thought processes; I don't look for someone who's a copy of me, because that won't help me grow.

**'If you want to go somewhere, it is best to find
someone who has already been there.'**

Robert Kiyosaki



Currently billionaire businesswoman Anne McKevitt is your mentor. How did that opportunity come about?

I met Anne several years ago at a conference in Las Vegas and I knew then I wanted to work with her. What I loved about her was she made no apologies for who she was; she's a straight shooter with innate wisdom and natural business acumen, and she has a massive presence; but she's definitely not for everyone. I monitored Anne's work and watched what she did and, when she moved to Australia, the planets aligned.

She offers 10 scholarships each year for people to work with her as she is quite expensive for individual coaching. Someone from her office rang me two days before the applications closed asking if I knew about the scholarships and would I like to apply. She had about 350 applicants and I was one of the lucky ones to get in.

As a scholarship winner, I have a call with Anne every week as part of the group and we also meet with her in person. The group spends several days with her in LA a couple of times a year. A day with her is like a week because she starts at 7am and by midnight you're saying, 'Can we stop for lunch?' She's very intense. She also contacts me individually via phone and email. I've been rebranding and launching my new UQ Power website and I always shoot my ideas through to her; she will send back comments and thoughts. Sometimes she just rings out of the blue to see how I'm going.

What do you hope to achieve from coaching with Anne McKevitt?

Anne has worked all around the world and has incredible insight into which businesses work and which don't. I currently have a new business, UQ Power, helping organisations in Australia with identifying and living their unique UQ Factor so they communicate effectively – internally with staff and externally with the community and stakeholders; I'm growing that and will take it global. For me, Anne's coaching is about building that business in a smart, sustainable way. As a mentor, Anne possesses a unique blend of being sharp, tough and perceptive while at the same time being intuitive, generous and caring. With her guidance and exceptional focus I have cut back the unnecessary to focus on profit and leverage. Today my companies are becoming commercial, profitable entities that work with and without me there.



What I love most about working with Anne is her business and branding genius; she swiftly cuts through the bullshit and gets to the point. With her guidance I can now see what's possible, I am more decisive and take action swifter than ever before.

'It's not how smart you are, it's how unique you are that counts.' *Heidi Alexandra Pollard*

Who should have a coach?

I think everyone can benefit from having a coach or a mentor or someone to hold them accountable and be a sounding board. However this doesn't need to be a formal coach, it could be a spouse or someone in the family, or a good friend.

I don't think everyone is ready for a formal, paid coach all the time, though there may be times in a person's life when they would benefit from this.

I believe that universal education is the key to empowering the wellbeing of individuals; the more people understand themselves, the better contributors they can be in their own life and society. If coaches can get people interested in becoming better at being themselves, then I think that's great, but I don't know it's for everyone.

What is your coaching business?

Leading Value is a coaching, training, and culture transformation organisation. Through our UQ Culture program we support business leaders of companies worldwide to inspire their people, build their brand, improve performance, and increase profitability; we do this by turning middle managers into leaders who then go on to be the pivot point of leverage for the organisation's culture and brand. Our job is to create a worldwide ripple effect of courageous, supportive, and innovative leaders who understand their UQ power– their 'Unique Quotient'.



I also run Leading Ladies International, a global mastermind and group coaching program specifically for female entrepreneurs; it's about supporting women with the tools they need to build a business that suits their lifestyle.

What's the biggest breakthrough you've had through coaching?

The biggest breakthrough has been around mindset and getting better at believing in myself; self-belief is everything.

Also, in my businesses I've shifted my perspective from a model of hours for dollars, much like a day job, to a leveraged business model where my business works whether I'm there or not. My property portfolio has been delivering me this for years and now my businesses are becoming more sustainable and could be sold or expanded by other people in the future. I'm building it more around a philosophy and the value we add as opposed to what I have to offer as an individual, which is what I did in the beginning.

How do you grow your coaching business?

I pay and invest to spend time with leaders in my industry; it increases my network of people and helps me fish in the pond of my niche market. I'm also a member of a number of international networks and masterminds that help me see how business operates in other cultures.

In Leading Value my primary clients are corporates, government agencies and some community groups; in Leading Ladies it's women who are in business for themselves; then in my property business I'm more focused on what I'm purchasing and the people I'm helping and supporting through affordable housing.

The thing all my clients have in common is they are people who have a mission and care about something bigger than just their company.

My businesses have also grown as I've learnt to be more comfortable with sharing my own UQ (Unique Quotient) and communicating with clarity and enthusiasm. Enthusiasm is contagious – people want to work with others who are clear about what they offer, deliver on their promises and are excited about what they are doing.



**'People don't buy what you do,
they buy why you do it.' *Simon Sinek***

Do you use social media in your businesses?

Because communication is so important to me I am constantly connecting with past clients, people in my target audience and contacts. My main social media tools are Facebook and Twitter and for corporates I use LinkedIn where I've been discovered by many clients.

I also believe you don't need to rely on fancy tricks or tools to grow your business and make meaningful connections; it is not necessary to have a flashy presentation, an expensive Italian suit or the right address. Your UQ Power comes from being your unique self and delivering the goods your way; for example, I dearly love sending hand-written notes via snail mail because, when you put a bit of yourself into what you do, people find that memorable.

My tips for communicating online are: stop targeting your message – start a conversation; ask more questions; stop interrogating; start engaging.

Once someone engages a coach, how long should they stay with that coach?

I don't think there are any hard and fast rules as it's different for everyone. Some coaches have set programs for 12 months and their clients need to work with them that whole time, but my aim is to support the person to achieve whatever goal they're currently aiming for and, if they meet another hurdle or need help getting clarity again, they can come back. I have some clients I've worked with on and off for three and four years who come when they need to, work on something specific, then move on again.



My goal is to empower people, not to create dependency; I want them to have enough tools to be able to check in with themselves and ask the questions they need to. So, for me it usually varies from three to six months.

What stops people from getting a coach, or not continuing?

I think coaching is still an unknown to a lot of people; they understand the concept of a coach in the sporting arena but they don't understand how a coach could apply in their life, business, or work.

For other people, it's the cost. When they compare it to the cost of their GP who charges \$50 or \$70 a visit, or their massage, hair cut or other services, they consider it expensive; they don't see the value for the dollar unless they've actually worked with someone, which is when they realise the benefit.

What would you typically pay for a coach here in Australia?

Because the industry is deregulated there is no typical price; some people bill by the hour while other people do packages or quote on a specific job or task, much like a consultant. There is a wide price range – some coaches charge only \$100 an hour; there are many who are in the middle range of \$1000 or \$2000 a month; then there are those who charge a couple of million dollars a year.

If someone is looking for a coach to help grow their business, is it important to have a coach who is more successful in business than they are?

To be honest, not necessarily, but it depends on what you're looking for; unlike a mentor, who is someone in your industry who has gone before you, I don't think that's necessary for a coach. A good coach is able to hold the space for you, be a good sounding board and ask the right questions to make you think for yourself.

I'd suggest seeing what the coach has achieved with other people in your industry and I'd like to see some sort of track record that shows they are practising their own principles and are a good role model of the coaching process.

To be a good role model you have to practice what you preach, but in reality no one is motivated 100 per cent of the time. There are many days when I don't feel like doing what I need to, but I've built habits



and rituals around what I do that make me get my butt into gear and, if not, that's my coach's job to start questioning what's stopping me from following my vision.

There are some people in the personal development market with a lot of power – let's call them 'gurus' – who represent themselves as brilliantly polished machines working perfectly and firing on all cylinders every day. I think this is misleading and can do more damage than good; it's more important to be real about who you are and, if that comes with some sloppy bits, then own them.

I'm a very strong believer in appreciative inquiry; I focus on what you have working for you and building on that, because you will get more leverage and growth from working on what you're good at than picking at what you're not; it's the 80/20 rule – 80 per cent of your energy should be focused on what you do well.

'Make a decision to be successful right now. Most people never decide to be wealthy and that is why they retire poor.' *Brian Tracy.*

What is a millionaire mindset?

A Zig Ziglar quote encapsulates this, 'Rich people have small TVs and big libraries, and poor people have small libraries and big TVs.'

If you want to elevate your life and business beyond the ordinary, then it's critical to understand how your mindset plays a part in all you think, do and imagine is possible; you have to master your millionaire mindset first.

The millionaire mindset means having a grasp on the main internal and external excuses that have held you back in the past. You may recognise those you have wrongfully blamed when the only person responsible for your results was yourself.



Again it's the 80/20 rule – mindset is 80 per cent of the battle. You can learn strategies and techniques to make money, but if you don't have the beliefs and mindset in place, you're not going to get off the starting blocks.

Is a spiritual belief important or necessary to achieve success?

Years ago I would have said, 'What the ... ?' but with experience and maturity I now believe that if you want to have holistic, sustainable, long-term success you need to have some kind of spiritual belief. Personally, I always listen to my intuition and I meditate every day, usually at lunchtime.

A lot of my high-end, senior clients will discuss the spiritual realm behind closed doors with me, but won't discuss their spirituality openly with their peers; in other countries where I work, it's a bit more open; you take your whole self to work so you can't leave that part behind.

How do you define success?

For me it's having clarity about where you're going in life and knowing you're taking steps to get there. In my business Leading Value, our mission is to help people and businesses identify who they are at their core – that is their UQ, their Unique Quotient – so they can communicate with themselves and others as best as possible. When they know who they are, they grow personally and professionally, become wiser and freer – I call that success.

How do beliefs affect an individual's life or life choices?

I think beliefs are absolutely the foundation for everything and, until you get them right, there's no point building anything.

If we imagine a large oak tree, beliefs are the roots grounding it to the earth; the stronger our beliefs, the more broad and strong our roots, the better we are at weathering storms and not being blown around in the wind. For me, beliefs are the core of who people really are as individuals.

The same applies to companies; they also have to know what they believe in. If they believe in nothing, then events like the global financial crisis will blow them around, they'll find they won't retain staff, and people won't feel drawn or connected to the organisation.



If someone has a limiting belief uncovered during coaching, how can they work on changing that belief so it's more beneficial for them?

'Limiting beliefs' is a phrase that's bandied around in the industry with a negative connotation, but I don't think beliefs are negative or positive; they're neutral. On some level a belief is serving you, otherwise you wouldn't have it; it's what you make of that belief and how you allow it to control you that makes you judge it as negative or positive.

Having said that, you can't set sail in the boat if you've still got your moorings attached, so there might be some beliefs you need to let go of, but the belief itself isn't limiting; it's how you respond to it.

Beliefs can be changed, but only when the person has the intent to do so and is willing to do the work; if a person doesn't have an inner wisdom or skill to do it on their own, they might want to find a coach to support them.

Have I worked with people who have changed beliefs? Absolutely, but they did the work, not me as the coach; they had to come to the table and be willing to change.

'The only limits in our life are those we impose on ourselves'. *Bob Proctor*

What are some of the techniques you use to change beliefs?

I use NLP a lot from the perspective of neuroplasticity and knowing that as humans we form habits. Our minds are like a ski field; when we do something it forms a groove in the snow, like skiing on a sled down a hill; the more we repeat it, the deeper the groove and the harder it is to get your sled out of it. NLP helps you switch and go down a different path; there's also a lot in just having the intention



to change and deciding you're going to point your sled in a different direction.

I also like to challenge people's assumptions and comfort zones. It is not uncommon for people to be shocked by some of the things I say or ask them to do and then later they often come back and say, 'Thank you I needed to hear that.' I always come from a compassionate place and wanting the best for people – it is just that often they have not come across someone who is willing to be courageous in their communication.

What's your advice to help people feel motivated about what they're doing in business or life?

For me, it's about getting the big picture and chunking it back to small daily steps that will help me live my legacy; on days when I'm not motivated I remind myself of the big vision and how it is contributing to the world.

More importantly though, I've built habits and rituals that keep me on track and support me when I'm not feeling 100 per cent on the ball; I come back to the practical daily things where I batch my time, I batch my tasks, and I have a schedule; I know what I'm doing.

How do you remind yourself of the bigger picture? Do you do this through visualisation?

I've used vision boards in the past and I've seen more than 90 per cent of those visions turn into reality. There's a lot of value in developing vision boards as daily reminders of what success looks like, but it's more than that; I think it's about stating an intention and making a claim of what you're going to do.

I love the written language and I love prose and having things in writing, so every year I write a gratitude letter which is where I pour my focus now. I write it as if it's the year ahead and express what I'm grateful for having happened that year; that's what I refer back to now when I feel I'm steering off course.

How do you start your day?

I tend to start most days with yoga; then, if I'm not travelling, I'll walk my dogs, Mintie and Chops, every morning, rain, hail or shine; if it's raining, I wear a raincoat and they blink. That grounds me and helps



me get centred and focused for the day; it varies as to where the day goes from there.

I tend to chunk and batch my weeks; in any given week I spend 30 per cent of my time on each of my three businesses. I chunk my days down too; generally, on Monday mornings I'll do admin and sign off on things; then every week I schedule three hours of strategic time where I'm brainstorming, mind-mapping, thinking about what other training courses I could do, looking ahead, building new businesses and all of those sorts of things; similarly, three hours a week is spent on marketing. I fit clients and workshops around all of that; sometimes I need to change my schedule around, but I fit everything in.

What specific things can people do to improve their mindset on a daily basis?

Knowing that the human mind can only hold so many pieces of information at one time, I give myself four things to do each day. As Brian Tracy says, then I 'Eat that frog' and do the hardest, most important task first; then I do the other three things on my list, and anything else I complete is a bonus. For me this keeps my mindset focused and me accountable to myself.

I have a To Do list and a Ta Dah list – my To Do list is all the things I need to do and my Ta Dah list are long term goals and nice to have things that I will do if time permits.

How do people find their passion or purpose in life?

Be open to looking for clues and be curious when they show up: 'Oh, that's interesting, why did that just happen to me?'; it's like a trail of breadcrumbs. Look back over your whole life at the times when you felt things were working well and flowing; look at every significant event and every time you achieved something special; notice where the trail leads you and start to piece it together.

This is exactly what finding your UQ Factor is all about – discovering the real you; the fact that who you are is more important than what you do. No one is going to kill you, or deport you to a desert island for showing a bit of YOU-ness; in fact, the world needs you to be a shining red UQ beacon.

Finding your passion or purpose is an inside-out job. Your uniqueness is your experience; your experience IS YOUR POWER! My advice



is not to look around at what others are doing, but to spend time looking within.

Discovering your UQ Power starts with three simple steps:

1. **Understanding:** taking the time to review where you have come from, your experience and history, accepting where you are at, and your situation.
2. **Uncover:** reconnecting with who you are, your true self, your interests and what lights you up.
3. **Unleash:** let loose your passions, unleash your goals and start creating the circles of support to lead your unique life, your way.

What makes achievement important in life?

As I did with regard to success, I will refer to my philosophy and our business's philosophy, which is that being who you are is far more important than what you do.

For me, achievement (and success) is about congruence and being myself: Do I feel I'm being who I really am? Am I celebrating my own personality? If you're not apologising for who you are or having to hide, then it's a great day. When you believe in yourself, you're more likely to be yourself.

It's that wonderful saying by Maya Angelou, 'I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

How can people learn to be more themselves?

Watch for clues, but also listen, pause and be still. I have some great colleagues in the industry who teach mindfulness and I encourage as many clients as I can to learn these techniques. Having quiet time alone and listening to your inner voice is so important; you can even do it on your commute in your car. I find my best ideas come when I'm alone in nature or with my dogs, that's when insight comes.

Again, it's about discovering and accepting your Unique Quotient. It is important to continually make time to stop, listen, pause, and be still; once you have clarity in your beliefs and you accept who 'U' are, your UQ Power will shine through authentically and naturally.



What makes for a good goal?

I think there's a lot of credibility in having a SMART (Specific, Measurable, Attainable, Relevant and Time-Framed) goal, but it should also be ecological. Is the goal really good for me and for those around me? If a woman wants to grow her business to \$10 million per year, but has two small children under the age of five, that's not going to be ecological unless she has fantastic support at home and at work.

The other factor is evidence, which for me is everything; I write the evidence of what I'll see when I achieve my goal in my gratitude letter a year in advance, that's how I know when I get there. I will have already lived it in my mind's eye.

'If you want to reach a goal, you must "see the reaching" in your own mind before you actually arrive at your goal.' Zig Ziglar

Because you've already seen your goals happening in your mind, do you still get excited about it when you achieve something?

Yes, it still gives me a buzz; I chair dance in my car to loud music and punch my fist in the air; if anything, it's magnified. It's like dancers and actors who may do a show 30 times, but every time they show up and hear the applause they still get a huge buzz; they're not blasé about it.

What would you say to someone who's frustrated with not being able to achieve the goals they've set?

I'd focus on their strengths, so instead of asking what's not working, I'd ask them what is working. If I'm working with someone who is 'trying' to achieve a goal, the word 'trying' is key; it means they're not doing it; you either are or you're not, there's no 'trying'.



If I'm working with someone who wants to have a more sustainable business, instead of asking which of their practices are making it unsustainable, I would ask them how do sustainable businesses thrive? Then they focus on what they need to do to make it work; it's about what you focus on.

What challenges have you experienced in business and how have you overcome them?

I've had challenges when I've had a big vision and not been able to implement it fast enough; also when I've worked in someone else's business as opposed to my own, I've had to have a different mindset and a different focus.

However, my biggest challenge was probably when I first started my own business. I'd left my day job where I'd been a director with 75 staff working for me to having no one working for me, and I tried to do everything myself; the cracks spread quickly; when I had to sweep the floor and put the toner in the printer, it was a huge challenge.

I even tried to do my own bookkeeping; I went to a local adult education class every week for eight weeks to learn how to use MYOB and I absolutely hated it; it made me cry to open that software. Sundays were spent data-entering invoices and receipts and struggling to make the books balance; here I was, someone who says, 'Go with your strengths,' and that was definitely not my strength. After six months I was recommended a wonderful bookkeeper and I rang and hired her that day; for her, that's her love job. Now I love the relief and joy it brings me that my bookkeeper simply takes care of everything.

It was a big challenge to reach out and ask for help and find the right support team because hiring people reflects the belief you have in your business and growing that belief. It's the responsibility of it.

Are you a big believer in outsourcing so that you make the most of the great skills and strengths you have?

Absolutely. There will always be things you have to do that aren't your *forte*, but again, it's the 80/20 rule. Eighty per cent of your time should only be spent on things ONLY YOU can do.

Do five things well and do them over and over 1000 times, instead of doing 1000 things and not doing any of them very well.



If you could share one thing that you feel would really impact someone's life, what would that be?

Be who you are – step into your UQ Power. I love that Dr Seuss quote, 'Be who you are and say what you feel because those who mind don't matter and those who matter don't mind.'

Have any books been critical to your personal success?

As I mentioned earlier, *Rich Dad Poor Dad* by Robert Kiyosaki had a huge impact on my life; also *Think and Grow Rich* by Napoleon Hill and Viktor Frankel's book, *Man's Search for Meaning*, have been important. I read at least a book a week so to list them all would fill up this book.



Heidi Alexandra Pollard has offered readers of *Millionaire Coach* the awesome opportunity to buy a special three-bundle book pack of any of her books for just \$30 (plus postage and handling).

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Books authored by Heidi Alexandra Pollard

Boost Your Career

The Power of a Woman

How to Break the Glass Ceiling Without a Hammer

Leaders in Pearls – How to be a Change Agent

Ms Millionaire (co-author)

The Power of UQ: Increase Your Income, Influence & Impact

Expander Leadership: Power up your Workforce



Chapter 10

Federico Re

Creative Entrepreneur



A handwritten signature in black ink, appearing to read 'Federico Re', positioned below the portrait.

'You are not born an entrepreneur.
You become one if you think like one.'

Federico Re was born in Rome, Italy, in 1973 and raised by two ambitious and entrepreneurial parents. When he was three his family migrated to Melbourne as a result of his father's successful career in a diplomatic role with the Italian government.

When he was 11 Federico and his family moved back to Italy for two years and he had to adjust to a new way of living, including fitting into a new regimented schooling system, which proved to be a real test of his character. During these challenging years, Federico developed the building blocks and a strong skill-set that would serve him for the rest of his life. At such a young age, Federico discovered the true meaning of survival, change, competitiveness, and perseverance – factors that later proved to be critical during his pioneering years of business. Federico's natural instinct and love for entrepreneurship started to form.

On return to Melbourne, Federico finished school and university, graduating with honours in mechanical engineering. He was not long into his first professional job when he discovered that an engineering career was not for him; his career was about to take a dramatic, but highly rewarding turn.

At 22, he co-founded his first business venture – a creative wholesale / retail stationery and giftware company that defied the odds and the sceptics. For 10 consecutive years, and from scratch, his business grew 50 per cent a year, reaching annual retail sales of \$10 million throughout Australia and New Zealand alone. Federico's passion and vision for business success was fuelled by well-known entrepreneurs including Richard Branson, Ray Croc, Amanda Briskin, Natalie Bloom, and Janine Allis. In just 10 years, Federico's business boomed and dominated its niche market.

Federico won numerous awards including the Telstra Small Business Award, My Business Magazine/Orix Award, Reed Australian Gift of the Year Award, as well as being acknowledged by *BRW Magazine*, *CPA Congress*, and numerous publications as one of the fastest growing and successful small businesses in Australia.

In mid-2007, after 10 triumphant years, Federico sold his business as a planned succession to pursue his growing passion and interest in business coaching and motivational speaking; Creative Entrepreneur (www.creativeentrepreneur.com.au) was born.



Since then, Federico has served small to mid-sized companies in Australia teaching the fundamentals of entrepreneurship and sharing his personal experiences of business success to business owners and other personnel.

He has also been instrumental in the growth of many companies by using his unique coaching systems aimed at improving overall agility and resilience. Federico has inspired thousands of people through his seminars and workshops, energising them to achieve greater things, and making them believe that anything is possible, if you possess the right attitude and mindset.

Federico lives with his beautiful wife Kristen and five-year-old son Sebastian in the foothills of Mount Macedon, Victoria. He enjoys travelling regularly to Spain and learning the art of flamenco music.

What beliefs around money did you grow up? How has that changed today?

Having sufficient money to survive was generally not an issue in my family; my parents were both very entrepreneurial, and made enough money to live comfortably, especially in the first 11 years of my life.

As a child, I was never exposed to, or made aware of, the attractive sums of money my parents made (especially Dad). As a result, the material possessions that typically came with money were never a core priority or focus in our lives; instead, Dad prioritised the need to provide food and shelter for his family, as well as nurturing his passion for music; my Mum prioritised raising her three children and giving us love at all times.

Also, my father's early childhood took place in Italy during the Second World War; he was raised in a family of six children during very difficult times and making ends meet was always a struggle for his parents. Because of this, my father was never wasteful and having material possessions or luxuries was not a priority for him (except for his musical instruments!). As a result, I was brought up in a similar and humble way, greatly appreciating the few things that I owned and never taking for granted the electricity we had in our house, or the food we always had on our plate.



Today, the core focus of my life is not about making excessive sums of money; instead, it is directed primarily towards spending time with my beautiful wife, Kristen, who has supported and believed in my pursuits and ambitions for the past 12 years; my son Sebastian, who means the world to me, and any chance to spend time with him is not compromised; and nurturing my primary hobbies including flamenco guitar playing, growing and nurturing bonsai plants at home, bike riding, camping, and travel.

What person or event has had the biggest impact on your life and why?

My parents had the biggest impact on my life, especially in forming the early stages of my entrepreneurial mindset from the age of five.

I've always considered my parents as entrepreneurs; my father began his career as a humble schoolteacher, earning a standard salary for 20 years; followed by work in an import / export business earning the equivalent of 10 times his teaching salary (unfortunately this only lasted one year); followed by work as a diplomat in the Italian Consulate earning \$10,000 net per month in the mid 80s; followed by work in the music industry where he taught music, and then later conducted his first musical orchestra in Melbourne at the age of 78.

My mother worked as a dressmaker in boutique fashion houses from an early age while living in Rome during the late 60s and early 70s. During this time, she took note of the local emergence and success of well-known fashion gurus like Gianni Versace, Valentino, Giorgio Armani, etc.

She observed first-hand the world of fashion, branding, retail, business building, and entrepreneurial success. She also discovered how ordinary people were making a name for themselves with their own fashion label, as well as lots of money operating a fashion business. This fuelled my mother's enthusiasm and interest in pursuing her own career and building another global fashion label.

Unfortunately, due to other circumstances including raising three young children (I was only one when my mother's own fashion label was taking off in 1974) and supporting my father with his ambitious and challenging career, her dream and opportunity to build another world-ranking fashion brand name gradually faded.



The experiences and stories told by my parents during their early entrepreneurial years taught me a few valuable lessons in business and life; these included believing in yourself, following your dreams and your heart, taking risks, never giving up, having passion and conviction in everything you do, thinking big, not being afraid of doing something different or unconventional, not being afraid of looking stupid, etc.

I am constantly reminded of this and my parent's humble years in business; as a result, my philosophy and entrepreneurial mindset is often hinged on those early childhood years and exposure to my parent's early business ventures.

'The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.' *Steve Jobs*

Did you always feel that you would be someone who helped others?

After 10 years of establishing and successfully building a wholesale/retail business into a multi-million dollar venture (since the age of 22), I felt it was time to move on, and provide my expertise and wisdom to like-minded people seeking the same level of success. It was at this point that my business coaching practise (*Creative Entrepreneur* – www.creativeentrepreneur.com.au) was born.

When looking back over those first 10 humble years, I discovered that my success at the time was a result of things like my sheer determination to not fail; my strong vision for growth and success; my willingness to learn from others; my tolerance towards sceptics who tried to constantly put me down and criticise the choices I made in business; my thirst for making lots of money; and my willingness to work damn hard and make something out of my life.



The sheer sacrifice, lack of money, constant failures and the challenging circumstances I faced in those first few years gave me the survival instincts, skills, and drive to push myself to new levels of performance. I was determined and compelled to find a career path that provided adventure, reward, and enjoyment in everyday life. It was for these primary reasons that I was able to build a multi-million dollar business from scratch in less than five years.

Today, my entrepreneurial beliefs, philosophies and strategies for business success are shared with my clients; only those willing to embrace change, accept failure as a catalyst to success, willing to give it all to make things work well, will most benefit from the unique services I offer.

I strongly feel that my success can be someone else's success, especially because I started with so little; my motto is, 'If I did it, you can do it!'

Since establishing my coaching practice in 2007, a key ambition has always been to help others achieve their goals and dreams in life; to help them face the ongoing challenges that lie in business; to help them always see the long term potential in their business venture and to stay focused; to believe in themselves; to think positive; to act smart; to make good decisions; and so on.

What made you get into the career of coaching?

My discovery and interest in coaching emerged when I met Anne McKevitt (www.annemckevitt.com) in 2006.

Anne is a globally renowned business leader, entrepreneur, philanthropist, coach, author, and keynote speaker; her story of humble beginnings and success in business was very inspirational to me; in essence, her journey reminded me about my journey in life.

Anne started her career in business at 15 and was to become one of England's most successful entrepreneurs, and to be recognised globally for her efforts and achievements spanning more than three decades.

My first encounter with Anne was during the final year of my wholesale/retail business. Anne discovered my product at an exhibition in Sydney, saw the potential and bigger picture for the product and was keen to take it globally and develop a world-ranking brand from the products I had created.



Anne's guidance, words of wisdom, and encouragement to take my business to the next level of success was a lesson that has served me ever since. During our encounter, which lasted about six months, I discovered the meaning and importance of mentoring and coaching in connection with my business endeavours.

Essentially, I discovered from Anne that anything is possible: If you have a vision for growth; you are prepared to risk failure to gain international stardom; and you take the right strategic steps – success will be yours. Essentially, Anne further propelled my enthusiasm to grow my business to new heights and to make more money.

After this experience with Anne, and following my departure from my wholesale/retail business in mid-2007, I decided it was time to start a new business venture. Soon after, Creative Entrepreneur was established and a range of specialist services was made available to small and medium enterprises and enterprising individuals; services included coaching, mentoring, executive training, business consultation and keynote presentations.

My passion for business and desire to see others succeed in their business venture has enabled me to continue this profession with absolute conviction and passion. My motto and core philosophy has always been, 'You are not born an entrepreneur. You become one if you think like one'. My coaching style and firm beliefs has enabled many people to adopt this 'entrepreneurial mindset' and become more successful in what they do.

Why do you believe that coaching is so important for businesspeople? How does someone become 'coachable'?

To be ready for 'coaching', a person needs to be prepared to make the necessary changes in their daily habits and mindset to improve general performance.

A fundamental objective in my coaching practise is to educate my clients in understanding the fundamentals of successful entrepreneurship; this involves instilling an entrepreneurial mindset into the minds of individuals, to help them improve their performance, produce better results and achieve ultimate success.

The ability to absorb and commit to objective advice provided by a coach is part of the recipe.



What is the biggest breakthrough you have had working with a coach?

My encounter and brief business relationship with Anne McKeivitt proved to be a pivotal experience that will serve me for the rest of my life.

In all, I spent a total of 20 hours in direct contact with Anne discussing my business ventures and ambitions, seeking her valuable advice and professional expertise on how to grow my businesses to new levels of performance.

Her coaching style, down-to-earth nature, humble beginnings and thirst for global success set a benchmark and a vision for my own coaching practise. I absorbed her philosophies and experiences in business and in life, which propelled my coaching practice in a new direction. Essentially, Anne taught me to see the bigger picture and to think smart.

I also discovered the importance of aspects such as 'branding'; the importance of 'outsourcing'; how to attract venture capitalists; how to form strategic partnerships with key stakeholders; the art of 'thinking big'; how to increase your competitiveness within the marketplace; how to drive sales globally and to a much higher level; how to leverage your brand; and how to attract the right target market.

Today, the philosophies and teachings shared by Anne McKeivitt, as well as those of other entrepreneurs, remains an integral part of my mindset and core beliefs. Those 20 hours spent with Anne shaped my mindset and gave me the confidence and vision to pursue my own successful coaching practise.

Why do you think people don't get a coach?

There is often a perception that a coach is expensive or lacks the right experience in the relevant profession, industry, product, or service; there is also a problem where people are often reluctant to make core changes in their core beliefs, habits, or daily business practices, to improve performance.

The fear of change and the unknown, facing cold hard facts, acknowledging their own weaknesses, taking some risk, etc. can sometimes discourage people getting a coach.



The ideal candidate who would most benefit from a coach is a person who is willing to accept change, able to listen and commit to the objective recommendations provided by a coach, prepared to re-prioritise their tasks and do things differently, able to properly address their own poor habits, etc.

What could a client expect to get out of coaching?

A client could firstly expect to see a change of mindset focused more on seeing the bigger picture and worrying less about the day-to-day operations of their business. Clients soon learn that strategic planning and having a vision for growth are the two fundamental components for achieving ultimate success in their business.

Clients also discover the importance of being 'proactive' rather than 'reactive' in their day-to-day management of their business operation.

A 'reactive' approach can be distracting and emotionally stressful; this method will produce long-term side effects including poor business performance and motivation, poor time management, poor prioritisation and execution of key tasks, failure to address critical issues within the business on a day-to-day basis, and failure to see the long-term vision for growth.

A 'proactive' approach hinges on strategy and planning, improving the overall outcome and increasing the chance for long-term success; a proactive approach increases the chances of doing what you really want to do, as compared to simply performing the task at hand because it is there to be performed; examples include checking your emails, answering the phone, paying bills and reconciling your accounts.

By redirecting your focus towards key goals that support your long-term vision, a coach will simultaneously build the client's motivation and confidence to tackle the challenging tasks at hand.

Clients will also learn the practical meaning of working 'on' the business, rather than 'in' it, and how this can dramatically shape the success of their business in the long run.

What are the attributes that make a great coach?

A great coach is someone who listens before he or she makes any comments or offers advice to the client; a good coach is someone



who offers objective advice that is not construed by negative or subjective emotion.

A great coach offers advice and support based on their many years of experience, across many industry sectors, across many products and services, etc.

A great coach is someone who has been personally involved in a business venture, from the beginning to the end; someone who has experienced the hardship and pain of growing a business from scratch; someone who has experienced failure time and time again to pursue an opportunity; someone who has taken a different or unconventional road to pursue their dream; someone who is committed to their business venture through good times and bad; someone who is passionate about the welfare and success of others; someone who remains positive, supportive, and focused while attempting to help others during their difficult times.

As a coach, do you also gain something from a session with your client?

I enjoy seeing my clients succeed in their personal or business pursuits. I love interacting with my clients on an intimate and personal level, where I can share my personal experiences to help guide them during challenging times.

The greatest satisfaction is when I hear my clients say that without me, they couldn't have done it; although, I believe that their success is more a result of their own hard work and determination than mine alone.

'With ordinary talent and extraordinary perseverance, all things are attainable.'

Thomas Foxwell Buxton



Do you think everyone should seek a business mentor or coach?

A business coach or mentor should only be sought after if the client is prepared to make the necessary changes to improve their personal or business performance; a business coach can only be effective if the client is willing to put in the hard work and listen to their coach to make things work better.

A business coach can be very instrumental in accomplishing specific goals that are both short-term and long-term, as well as improve business performance in areas that might have otherwise been overlooked.

A coach will enable the client to focus on the 'bigger picture' while dealing with everyday priorities; a coach will enable the client to perform more efficiently, to achieve the desired profits and growth within a realistic timeframe; a coach will listen and provide objective and professional advice based on their years of experience.

Essentially, a coach will be your mentor, your sales manager, your marketing director, your trainer, your partner, your confidant, and your best friend.

A client may be able to keep their business afloat, but without the help of a business coach it's almost impossible to 'thrive' in today's competitive and challenging economic environment.

Who is your typical client, and how do you make sure that your clients achieve what they set out to achieve with you as their coach?

A typical client can include a business-owner of a small to medium business, a person or enterprising individual seeking to explore a business opportunity, or keen to establish a business venture, a manager, executive, or senior person of an established organisation seeking to improve their own performance within their role, or perhaps wanting to advance their career to the next step.

Specific goals and aspirations are identified at the beginning of the coaching relationship; key objectives are then prioritised, and documented to ensure that both parties are clear about what goals need to be achieved; a formulated 'Action Plan', or strategy, can then be developed to ensure that ongoing progress is made across all areas. An assessment of progress and review of key priorities can



then be performed on an ongoing basis; depending on the nature of the relationship, these assessments may occur every week, every month, or every three months.

What mindset do you believe you need to be able to create success?

Possessing an ‘entrepreneurial’ mindset is the key to long-term success in business; a true entrepreneur is someone who is capable of tolerating the many obstacles and challenges that exist in business, especially in the early and critical stages of setting up a business venture, or during times of rapid and ongoing growth. Also, if you possess the various skills or attributes of a typical entrepreneur, you are more likely to survive in the real business world as well as capitalise on the unique opportunities that may exist.

Some key skills, attributes or words to best describe a ‘true entrepreneur’ include passion, vision for growth, commitment, tolerance to failure, not being afraid to look stupid, willingness to share success with others, patience, optimism, dreamers, creative thinkers, leaders, inquisitive, focused, goal oriented, see opportunities, integral, hands-on, visionary, purpose and process driven, empower other people, innovative, achievers, big thinkers.

The most influential entrepreneur that has shaped my mindset and career is Richard Branson. One of Richard’s famous quotes is: ‘The true entrepreneur will never have his antennae in switched off mode’.

Perhaps my most favourite quote is: ‘Entrepreneurs have a strong belief in their own ability to win. They are risk takers but they are not irresponsible. They may fail, and almost all have failed at some stage of their endeavours, but they don’t equate failing a task with failure as a person. Too often small business owners think small. If only they would think big, then so much more would be possible’¹.

My philosophy or definition of entrepreneurship is simple: ‘You are not born an entrepreneur; you become one if you think like one’. This quote implies that every individual has the opportunity and potential to be an entrepreneur regardless of their upbringing or family gene. It is more about self-belief, and having your own set of principles, rather than believing that you can only be entrepreneurial if you originate from the right type of family of entrepreneurs.

1 (source: Small Business, Big Opportunity, Rob Hartnett & Karina Keisler, 2008)



How do beliefs affect an individual's success?

Essentially, your mindset is the ultimate driver of your success (or even failure for that matter); a positive mindset enables you to pursue opportunity, to confront difficult and challenging circumstances on a daily basis, to attract and influence others to join you on the adventurous and often turbulent journey and to invest in your business idea.

Unfortunately, a negative mindset, which is often influenced by peers, the media, family, or the wrong type of friends, may prevent you from taking that first step into the unknown business world.

Therefore, your 'self-belief' or own 'philosophy' to life is the ultimate catalyst to your success; this is equivalent to adding quality fuel to your vehicle, and propelling it in the right direction and at the right speed.

Famous entrepreneurs or successful business people generally have their own set of beliefs, often stemming from their childhood or parenting.

Sometimes these unique and strong beliefs may stem from their challenging experiences in life that have shaped the way they think. It is often said that famous entrepreneurs or billionaires are considered 'outsiders', simply because they did not fit into the conventional or accepted system from an early age, or agree to the traditional or mainstream belief system; they were determined and destined to create their own unique pathway to success and satisfaction.

The strong beliefs that have been part of my psychology from an early age, that have enabled me to shape my success in my business career, include: the desire to work for myself and not for an employer; the willingness to embark into the unknown; the desire for adventure and exploration; the acceptance of financial failure and ridicule; the ultimate vision for success; the desire to share success with others; and the desire for financial freedom and ability to determine my own priorities.



‘Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy.’ *Norman Vincent Peale*

How do you start your day?

I always make sure that my daily and weekly routine is supported by a clear agenda of activities – these are always aligned with my long-term vision for growth and the key goals I am seeking to achieve.

Essentially, I always carry an updated ‘Action Plan’ or ‘Task List’ that details all the types of tasks I need to complete during the next month.

I always make sure that these tasks are prioritised between ‘operational’ and ‘business development’.

I try to start my day with the first half hour focused on my long-term vision followed by at least the next hour of work focused on performing business development tasks that supports this vision.

Generally, 20-30 per cent of my daily work is business-development focused; the remainder of my day is operational work.

This strategy ensures that I don’t get carried away with operational work (e.g. paying bills or responding to any email) that can easily distract, erode motivation and creativity, and confidence in one’s own ability.

Does visualisation actually work?

‘Creative Visualisation’ is an exercise that I try to perform daily, most easily practised in bed at the beginning of my day when I wake up in the morning. Visualisation gives me a sense of purpose and a clearer vision about my immediate and mid-term goals; it also instils positivity and a thirst for success.

As soon as I am wake up, I stay in bed for the next 10-15 minutes and focus on the activities that I want to perform that day, to inspire



me and provide the necessary motivation and fuel to perform those tasks.

Part of my visualisation is also about 'dreaming' and imagining myself in the distant future, performing activities where success is evident.

For me, 'success' can be defined as a level of financial freedom, a type of lifestyle or the exciting opportunities that my career or business can provide me one day.

Without visualisation, the risk is that each day rolls into the next, the tasks performed on a particular day lose meaning or purpose and my long-term objectives become cloudy.

What specific things can people do daily to improve their mindset?

A simple and effective exercise that can be performed each day is to quickly refer to a list of 'entrepreneurial' attributes or traits; essentially, this list is like a recipe for success (or tools of trade) that enables you to perform the duties and responsibilities of a successful entrepreneur; it's no different to a carpenter requiring certain tools to do their job well, like a hammer, screwdriver, saw, etc.

The 'tools' of an entrepreneur include tolerance to failure, strong delegation skills, team players, confident networkers, passion, creativity, ability to see the long-term vision for growth, willingness to work very hard, patience, risk taking, discipline, having their own mentors and thinking outside the square.

Another exercise is to have a meaningful quote for the day; this can be a famous quote from someone well known or a personal quote that you create yourself that fuels positive emotion every time you read it.

Famous quotes that have always worked for me include: 'If you can dream it, you can do it!' (Walt Disney); 'Business opportunities are like buses, there's always another one coming' (Richard Branson); 'If you're not a risk taker, you should get the hell out of business!' (Ray Croc).

A personal quote that works very well for me at the beginning of each day is, 'If you are willing to give it all it takes, success will be yours'. Another one is, 'Shut up. Just do it !'.



How do people find what their passion or purpose is in life?

Discovering your passion or purpose in life can often be a challenge when performed alone or during normal everyday work hours.

To facilitate this process, I firstly recommend that a person should meet their coach, mentor, spouse, or close friend outside of work hours and away from their office to explore opportunities. An effective meeting place can be a café, at the beach, or even in the country side.

The discussion should be focused around what really drives their passion and what makes them happy in life. The exercise is aimed at building self-belief, kick-starting motivation, thinking creatively and seeing opportunities, etc.

Ideas and key objectives should be noted on paper and then translated into an 'Action Plan', which should be referred to and updated as often as possible, to ensure that the long-term vision and zest for life (a derivative of passion and purpose) is not lost during every-day life.

Ideally, this creative brainstorming exercise should be performed once a month or at least once every three months with the help of others.

Also, a firm commitment towards achieving these goals outlined on the plan should be made, perhaps with a little help of that coach, mentor, or close friend.

What do you believe is the first thing a person needs to do, to achieve success in their lives?

I believe that each person should have their own personal 'philosophy' to success – this can be a short statement or a list of key points that outlines their recipe to success.

During the span of my career, I have discovered the key elements that have worked for me in business success. This can be summarised with the following ten key points:

Have a vision; have the right attitude; have passion and conviction; measure success or failure objectively; be process and purpose driven; innovate your processes and ideas; know your strengths and weaknesses; seek help; develop the brand; don't be afraid to look stupid; don't give up; think big.



What are the common barriers for people in their success?

A typical barrier is the failure to address bad habits or traits in one's personality, which may include complacency, over-confidence, lack of skills-set in a particular area of the business, inability to delegate or willingness to seek help from professionals, failure to take a degree of risk to pursue opportunity, inability to measure success or failure objectively, and the fear of failure or to look stupid in front of peers.

Another barrier is failing to see the bigger picture and long-term vision while simultaneously getting absorbed in day-to-day matters and issues; this creates a problem whereby too much focus is directed towards working 'in' the business and not enough 'on' it. This can erode motivation, self-belief and potentially create a negative picture on the future outlook of the business.

What would you say to someone who is frustrated that they just don't seem to be able to achieve their goals?

My best advice is to be patient, but also to seek help from someone objective and external to the business with a level of suitable and professional experience – this might be a coach.

A coach will most likely look at things in a different way and provide constructive and encouraging advice on how to improve the situation at hand which might entail the development of an action plan or strategy that clearly sets out the goals and objectives, but also draws attention to where things are going wrong.

This plan will act as a 'road map' or 'anchor' to guide the client through difficult and challenging times as well as keep them focused on the bigger picture, even if the present appears daunting and very challenging.

What challenges have you experienced in business and how did you overcome them?

The first challenge that comes to mind is the 'Tall Poppy Syndrome'.

On numerous occasions, especially during my earlier pioneering years of business, I have faced countless criticisms, knockbacks, and attacks from sceptics or peers, making poor judgement of my career choices, the types of business ventures that I got myself involved with, and how I went about managing my opportunities.



Most often, this judgement was hinged on jealousy or envy stemming from my success and skill set, or even failure to see that I was sacrificing my income and many hard years of study to seek a more inspiring and rewarding lifestyle. I simply could not work in an office, staring at a computer screen all day.

The truth was that at the age of 22, after completing my studies in mechanical engineering and one year of professional practice in a reputable Melbourne engineering firm, I chose to move away completely from this unstimulating role. Instead, I was drawn towards a more creative and highly dynamic market of fashion, photography, design, consumer goods, and retail trade. I was able to create a new path in my career and pursue something that really inspired me and gave me the motivation and opportunities to pursue my dreams in life.

My peers from my engineering background simply could not understand this choice I made at this stage of my life.

The second greatest challenge was my ability to build and successfully manage a team of 25 full-time professionals in my wholesale/retail venture, taking into account that during the first five years I operated my business from home. Issues included managing payroll and cash-flow, motivation, poor conduct and performance and co-ordinating this large team of people to perform at their best.

I gradually discovered, after 10 years of practice, that the key elements to successful people-management is to share your long-term vision for growth and to reward adequately the right people for their achievements; this in turn developed loyalty, trust, better performance, harmony within the business and a stable platform to work from.

I must also add that my early challenges in business and career (during my humble pioneering years) still continue to manifest themselves today. Unfortunately, choosing an unconventional career path and doing things differently will always attract the sceptics; you just have to learn to believe in yourself and follow your dream in life no matter what the sceptics have to say.



What do you believe holds most people back from achieving the financial success they so much desire?

The first key factor is the ability to take risks to seek opportunity; by this I refer to the acceptance and willingness to take measured and appropriate risks to take the business to the next level of success.

This could include borrowing money from the bank at the right time when an opportunity is knocking on the door; sharing the opportunities and outcomes with other partners or investors, which simultaneously enables you to share responsibilities, ideas, and workload with other people; or investing financially in the appropriate personnel or expertise that could add much needed /critical skills to the business model.

The second key factor is the ability to 'think big' and to have your own positive 'philosophy' to business success; entrepreneurs have a unique ability to do this, by seeing big opportunities, when others don't.

Richard Branson once said, 'Business opportunities are like buses. There's always another one coming'.

Janine Allis would say, 'There's nothing like having everything on the line to make a business work well'.

Ray Croc (predominant establisher of the McDonalds Corporation) once said, 'I believe in God, family, and Mc Donalds; and in the office the order is reversed'.

Have any books been critical to your personal success?

McDonalds – Behind the Arches by John F. Love was the most influential book that I first came across in the very early stages of my business career (aged 22); essentially, this book gave me the confidence to kick-start my own business venture and make lots of money.

The book told a story of an ordinary individual (Ray Croc) who had an extraordinary vision of transforming a normal hamburger restaurant into a global food-franchise system.

The journey described his vision for sales growth, national and global expansion of his food franchise system, his pioneering and delivery of a streamlined business model that could be replicated seamlessly



and efficiently throughout the world, the sceptics that challenged his vision and his ambition to create the first global fast-food brand name.

The most influential part of the book was Ray's self-belief, enduring passion for growth, commitment, ambitious goals, and long-term vision. One of Ray's key goals was aggressive sales growth; he was very eager to generate his first \$1 million from hamburger sales (in the 1950s) – a goal he set himself within the first five years of his start-up operation; at the end of his five-year journey, he had achieved this and much more.

Ray's sales vision enabled me to set the same unprecedented goal with my wholesale/retail business; in fact, within the first five years, my business turned over \$1 million in wholesale sales per year; and this was only the beginning, with more sales growth yet to come.

My business achieved the unthinkable by delivering and sustaining annual revenue growth of more than 50 per cent over 10 consecutive years, reaching annual retail sales of more than \$10 million across 1000 retail stores throughout Australia and New Zealand. Throughout those 10 years, sceptics thought my vision for sales growth was unrealistic and unfounded: I proved them wrong.

What do you say to yourself to get you to do the things that you don't want to do?

'No pain. No gain!'; 'Shut-up, and just do it!'; 'Work hard and success will be yours!'; 'Believe in yourself. You can do it!'; 'You see a problem. Walk towards it!'

These are just a few examples of remarks I have repeatedly said to myself when times were tough, or when I was getting beaten on the head by difficult circumstances, or when I was simply ready to give up.

I am a firm believer that good things don't just land on your lap; you have to work very hard towards achieving your life's goals and dreams.

I have carried this strong belief since the age of 11 when confronted by difficult learning circumstances at high school in Italy; that was when my family moved to Italy and I was thrown into a new schooling system that I wasn't prepared for.



At such a young age, I started to form a robust mindset or a set of core beliefs that enabled me to 'survive' and confront my peers, teachers, new surroundings, and my homework (all in Italian).

I again faced this challenge at university studying engineering, a subject that I found extremely challenging, and all I wanted to do was quit; I ended up finishing the four-year degree with first-class honours, despite my reluctance to be part of this curriculum.

What are your favourite ways to relax and enjoy the wealth you have created?

I am passionate about travel and discovering the cultures of beautiful countries. My business career has provided amazing opportunities to be flexible in my work schedules and to travel to exotic and distant places around the world including Tanzania, Kenya, Brazil, Turkey, Spain, Portugal, and Italy; I have also been fortunate to have conducted business in America, UK, Hong Kong, Singapore, Japan, New Zealand, and other countries.

I am also passionate about flamenco music, especially guitar and dancing. I started playing classical guitar when I was 16 with a dream to one day be able to play flamenco guitar and be part of a band that plays music like the Gipsy Kings (i.e. rumba-style flamenco).

The flexibility and opportunities my career has offered me has repeatedly given me the chance to travel to Spain and take lessons from great flamenco guitar masters. Today, I continue to experience this privilege in being able to continue my studies in the art of flamenco. Furthermore, I am working my way towards being part of a successful flamenco group, based in Melbourne, playing rumba-style guitar (www.larumba.com.au). I hope to achieve this dream by the early stages of 2013.





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Chapter 11

Clare Cope

Values Pendulum



'There's nothing in your world
that isn't a reflection of you;
the world is your mirror.'

As the younger of two girls, Clare Cope grew up in a family that was familiar with hard work, persistence and courage. Her sister always gave her a reason to strive for more, her Mum showed her how to serve and focus on others, and her Dad was a role model for daring to forge a path of your own.

When she was 18 Clare met Owen and an immediate friendship was formed; in 2005 they were married. In many ways, Owen has been a mentor for Clare, constantly challenging her thinking, opening her mind to new possibilities and supporting her on any path she wishes to explore.

Clare has a diverse background. Starting out as a psychologist, she worked in the areas of counselling psychology, sports psychology and predominantly organisational psychology. Seeking to broaden her knowledge and capability Clare joined global consulting firm Accenture where she worked for a number of years before taking a once in a lifetime opportunity to be the Games Readiness Manager on the organising committee of the Commonwealth Games in Melbourne.

Following in her Father's footsteps, Clare started her own business after the Games, consulting to large national and global organisations in a range of areas including strategy and business growth, talent management, workforce planning, leadership and culture development.

Together, Clare and Owen have created a number of businesses that harness and leverage their skills, capabilities and experience; they work together and play together, seeking to create and experience life on their terms.

Clare is the creator of the Values Pendulum, a dynamic, cross-contextual 'thinking-style' model, which identifies the causes of unrealised individual performance and business growth.

The Values Pendulum harnesses personal preferences with environmental factors to create workable models for change; it is used by psychologists, coaches, consultants, trainers and leaders, giving them a real-time indicator and predictor of behaviour and outcomes. It is considered the first step measure of individual, team and organisational performance.



Clare, who lives in Melbourne, is a specialist in the area of organisational psychology and works with organisations and business leaders assisting them to traverse business growth in rapid-change environments.

What beliefs around money did you grow up with?

I had what I consider to be a typical middle-class childhood in that I didn't come from either the richest or the poorest family. My parents were fortunate to be in a position to send me to a good school, though, and I had the opportunity to do the things I wanted, but we certainly didn't go on any overseas trips or regular family holidays as did some of my friends.

The mindset I developed from my upbringing was one of scarcity when it came to money in that there was a limited supply and it was a measure of what you were capable of doing based on your level of training. To me money appeared to be outside of my control; it was something that was needed to pay the bills and was hard to come by.

As I started my career and gained experience in the business world my view of money started to change to one of abundance. I started to realise that the more I invested in myself, in my knowledge and my experience, the more opportunities presented themselves, and the more opportunities I was able to create.

With this shift in mindset I started to see that there is an abundance of money – the difference is I now knew how to tap into it a bit better. I started to realise that the amount of money I have is a direct reflection of the quality of the relationships, the service, and the value that I provide; this realisation was transformational. Rather than being reactive to money and complaining about what I did or didn't have, or what others did or didn't have, I was able to develop a proactive mindset around money where I was empowered to increase my wealth based on the level of value, quality and service I provide. The moment I focused on adding value to others my income and income potential shifted considerably.

If you are tight, guarded and inconsiderate before you have money this does not disappear with more money; rather you become more



tight, more guarded and more inconsiderate. Likewise, if you are open, giving and considerate before money then you will be more open, more giving and more considerate with more money. In essence, money is a magnifier of the person; it makes you more of what you already are.

What person or event had the biggest impact on your life?

My Father was a very big influence in my life and I was just 15 when he died. Those teenage years when you are starting to embrace your independence and work out how you fit into the world are crucial, and so to lose my Dad in the midst of it was very difficult. I grew up very quickly after that and started taking more responsibilities on because, even though I was the youngest, there were now things that my Mum and older sister relied on me for, and I on them. Mum needed to get back into the workforce for the first time in 30 years and so the dynamics of our family and lifestyle really changed.

Losing my Dad and the affect that had on the family, in terms of the change in roles and increased responsibility, really crafted the person that I became. At times the increased responsibility was challenging and I would rebel just so I could feel irresponsible, carefree and without a care in the world; this is how I pictured my friends and how there were experiencing their world.

It was only later that I truly realised that each person has their own 'stuff' going on and ours is not to judge if our 'stuff' is worse than anyone else's purely to justify why we act in a certain way. We each have choices on how we are in our world and how we are with others, and we make these choices based on our experiences that shape us. I think for me, having had the life experiences I have has enabled me to have more a responsible approach to my thinking; this took time and wasn't easy, but it was worth persisting through those challenging times to develop that mental fortitude.

Dad also had a big impact on me in terms of my own business, the true impact of which I have only discovered recently. Dad was a businessman who created formulas for glues and paints that were then sold to manufacturers to use in their products. He was very inventive, took smart risks and explored his options to get the best results, and I am very grateful that I inherited those same traits; that's been one of the greatest gifts that my Dad has been able to pass onto me and has had the biggest impact on how I am in business.



Did you always know that you would be someone who helped others?

After my Dad died I realised that I had a natural tendency to want to help people; I found myself wanting to support people and help them to grow as human beings. Whether at that time it was truly to serve them or it was to help myself, I don't know; perhaps it was a bit of both. In any case, that desire to help others fuelled my interest in studying others and I began studying in that area as the opportunity presented itself at school.

For as long as I can remember I have been curious about how people think; how is it that people react in multiple different ways to the same situation?

In essence, how do we create our own reality?

This question has become the basis of the training I invest in to build my own knowledge and capability and forms the structure for the programs, models and tools that I create; for example, The Values Pendulum™ – a model for how we think, make decisions, behave, relate to others and view our world around us – was created after many years of study and research. It is a model that helps other coaches, psychologists and consultants increase levels of choice for their clients in how they perceive and interact with their world. I am proud about how my members are using this model to affect change in the lives of their clients – from mothers to single parents, to professional businessmen, to independent business-owners.

Did you always think you would go into business for yourself?

No, it never occurred to me; even while watching my Dad in business I didn't think that I would run a business of my own. Dad's business was quite industrial and masculine; lots of mess and manual labour, so I guess I didn't relate it to anything I would ever do. My business evolved over time as I gained more experience in my career and I realised that being in business for myself was ideally where I wanted to be in order to have the flexibility and the space to create something that could be bigger than me and perhaps create a legacy for my family.

After I finished my university degree in psychology I worked for a counselling psychologist, a sports psychologist, a child psychologist



and then I went into organisational psychology; it was here that I realised I could really add value. I also realised that to be truly effective in that area it would be useful to have some business experience; so I deviated completely for a while and worked for the global management consulting firm Accenture and the training I received from that company was phenomenal. It really helped me to explore how to view business, how you should be thinking about business, how you can assist a business to grow, to change, to innovate, to structure itself and to systemise itself.

This business knowledge complemented my knowledge of people and I wanted a way to combine the two in the work that I would continue doing. It was then that I started my own independent business in consulting; I consulted to national and global companies on strategic human resources, business growth and managing in rapid change environments.

As someone who is constantly investing in my personal development, I took note of the gaps in my knowledge and experience and sought out the training I needed to bridge those gaps and extend my thinking further. I trained in Neuro-Linguistic Programming (NLP), marketing and coaching skills and travelled internationally to explore business strategies with experts in their fields. During those studies and explorations I came across the work of psychologist Dr. Clare W Graves on the values levels of existence and that became the basis for Values Pendulum™.

What is your business Values Pendulum™?

The Values Pendulum™ is a dynamic, cross-contextual 'thinking-style' model that identifies the causes of unrealised individual performance and business growth.

The Values Pendulum™ harnesses personal preferences with environmental factors to create workable models for change. Psychologists, coaches, consultants, trainers and leaders use the model, giving them a real-time indicator and predictor of behaviour and outcomes. It is considered the first-step measure of individual, team and organisational performance.

What attracted me to the theory of Dr Graves was that it's an open-ended model of thinking which means, unlike other models, it doesn't



try to label you or fit you into a particular box; this is important because once you are labelled as something it becomes how you think and can prevent your ability to grow and challenge your thinking to enable you to have choice.

So the benefit of the Values Pendulum™ is that it enables you to get an open view of how you are seeing your world and how the world sees you. It helps inform how you think, how you make decisions, how you behave, the quality of your relationships with self, with others and with money, how you are in business and how you are in all areas of your life, and most importantly, what you can do to change your thinking to drive a different outcome.

Within a business context, you can harness the personal preferences of every member in the team and combine them with the environmental factors in the business and in the industry, to create workable models of change.

The Values Pendulum™ increases the level of choice you have to make more proactive and more informed decisions that shape and shift your quality of life and the results you are able to achieve in life and business.

Who is your typical client?

The Values Pendulum™ is ideal for coaches of any specialty, for psychologists and consultants in the professional services industry who seek to create transformational, long-lasting change for their clients.

Members of the Values Pendulum™ community are passionate about what they do and are constantly seeking ways to expand their own growth and knowledge so that they are always best-positioned to serve their clients.

I currently have a few private clients who are typically medium-size businesses with a turnover between \$10 million and \$75 million; the CEO is generally the person who created the business and is now looking to expand and develop the leadership team to adapt to the growth.

My role is to look at the business as a whole to ensure that all of the parts are working towards the same outcome. We look at whether the business culture, mission and values support the agreed outcome;



what structures and processes are in place to support growth; how strategic and innovative thinking is being used to stay ahead, or drive the market; how clear the company is with its messaging and how are they building quality relationships. Once all of that is clear, we turn our attention to the people within the organisation and start to realign where realignment is needed and that might mean some members of the team need additional training, finding new people or altering roles.

I liken what I do to a big jig-saw puzzle; I need to know which pieces of the puzzle are at play at any one point in time within a business to know which piece needs to be replaced or updated or added to or expanded, in order to keep it moving towards the goals and outcome.

Do you think all businesses should have a coach like yourself?

I think it is important that at each stage of business growth the business has access to a coach or a mentor or a consultant who can provide an external view; having a different set of eyes look over things can add significant value to the business and the individual team members.

Often when we are in a business we have a blind spot and, as a result, we're not seeing the whole picture clearly. If you have someone who can come in and who is prepared to challenge your thinking and the status quo, you can start to see the whole picture and have more accurate data on which to make decisions.

The needs of a business change as the business grows and it is important to ensure a business matches the advice they seek to the stage of growth they are at to help steer them through their journey ahead based on a path they themselves have travelled. This is true for business as it is also for those seeking a coach for personal reasons; your coach or adviser must have solved the problem that you are faced with; if they haven't they are unable to help you because they don't have the success strategy you need.

My advice is to interview your coach to ensure they have solved the problem you have and are willing to be your uncompromising friend, to have the hard conversations with you, to challenge your thinking and always demand more of you than you think you are capable of delivering.



Have you ever had a client that you couldn't work with?

When I am approached to work with a business, I always get together with the CEO for a coffee and a chat; this is a great way for both parties to work out whether we will work well together. If I don't feel it's a match I am just very honest and tell them that I don't think I am the right person for their business. Using this method I have never engaged a client I couldn't work with because we have had the honest conversation right at the beginning.

You need to know when to walk away and not just take on a client because you want the work. If you have an abundance mindset, you know that in any area of expertise there is plenty of opportunity for everyone so be prepared to walk away if it's not working for you or the client – at times the best way to serve someone is not to take them on as a client and refer them to someone that is a better match for them.

If a client doesn't want to initiate the changes you recommend, how do you manage this?

Resistance often shows up; with any resistance the client is communicating that they are afraid, that there is a fear holding them back; I encourage and welcome resistance as it represents the point at which change and growth is about to occur.

Rather than shy away from the resistance and try to smooth it all out to make it safe and comfortable again for either me or the client, it is at this point that I go even harder and push their boundaries. My clients are either willing to take responsibility for their change, or not. For those that choose to not take responsibility I have no problem firing them as a client; to do anything less is feeding their ineffective strategy. I will do whatever it takes to serve my client; I will not become part of their ineffective strategies by buying into their limitations on what they think is possible for themselves; they already have enough people in their world doing that for them!

I'm a very big believer that there are patterns in business and there are patterns in life. The more able you are to recognise patterns the more you can anticipate rather than react; so I'm very conscious of the patterns that are at play for my clients at individual, team and business levels and I serve my client or the business best by making them aware of those patterns so change can occur.



Can you share an example of when you've identified someone in the workplace who needed individual coaching and what outcome you achieved?

I was working with the executive team at a company and the CEO had a particular fear pattern playing out; he was resisting pressure and said it was because they didn't have the time or the resources. I knew these were just surface excuses and asked him where else in his life this pattern was occurring and all of a sudden it came out; he very bravely said he was conscious of putting pressure and stress on himself because every male in his family – his father, grandfather – had suffered a heart attack in their mid-30s and he lived in fear that, if he was under pressure, he was increasing his chances of having a heart attack.

I couldn't let that one go without dealing with it because living in fear, wondering if today is the last, was just so limiting for him and his family and the quality of life he was experiencing; we had a one-on-one session and explored his fear. He wrote to me and said that for the very first time in a very long time he was no longer thinking about when he was going to have that heart attack; he was now thinking of his beautiful wife and son, the great opportunities he has at work, and the life he has ahead of him. He was now choosing to focus on what he was grateful for and the abundance in his life instead of a moment in time that may never occur.

To help someone see a different possibility for themselves as a human being is the greatest gift I could help someone give themselves and their family.

How have you grown your coaching business?

I went into business for myself in 2006 and my business has grown purely through word of mouth and as a result of forming great relationships with people. I'm extremely fortunate to have had mentors in my life and early in my career who taught me how to develop and foster really great relationships with people. So when I got my first consulting role – it started as a three-month contract and ended three years later – I developed quality relationships with the client and that led to other work.

I am a big believer in developing quality relationships and, within those relationships, I always look to add more value than anyone



else. I take a 'don't hold anything back' approach and by this I mean I have certain skills and capabilities that I can use to help businesses grow; if I am working with your business you have complete access to all of my skills – here they are, let's go and explore and see what we can create together.

I think these qualities – quality relationships, serving others and adding value – are the keys to success and they are always evident in the endeavours of truly successful people.

One of my mentors, Sharon Pearson, shared one of her philosophies to business with me: 'Relationships before business and relationships after business'. If you are doing business for the transaction it represents and from what you hope to 'get', then your business will plateau and you'll wonder why you never seem to achieve the outcomes you truly desire. Focus on fostering quality relationships with people based on adding value and serving them to the best of your abilities. Businesses you develop may come and go but the people you meet along the way will hopefully be with you before business and long after business has occurred, otherwise what was it all for.

Who have been your mentors in life?

In addition to my Dad, my husband Owen has also been quite influential in my life; he's very passionate about business and has introduced me to many principles and experiences; he's been an amazing support and continues to challenge my thinking; and he offers a different viewpoint to ensure my thinking is sound.

There were a number of senior leaders at Accenture who really took me under their wing to nurture me; they taught me to think and communicate well, to foster business relationships and always to set and achieve a high standard of work.

When I left Accenture I worked for the Melbourne 2006 Commonwealth Games as the Games Readiness Manager. The head of the Melbourne Games was John Harnden and I was fortunate to observe the way John managed a diverse team and aligned us to the one outcome, towards a deadline that couldn't be shifted; it was an invaluable experience. His leadership was based around valuing each person in the team for their skills and contribution and truly taking the time to invest in others.



Sharon Pearson is someone I look up to for her mindset towards success, wealth, growth and innovation; she is able to blow apart limitations that hold people back and enable them to see for themselves ever increasing levels of potential.

I also have mentors I haven't met, but who I have read and learnt about – among them is Richard Branson, who has taught me that there is no reverse gear in business; Keith Cunningham, who was the rich dad in Robert Kiyosaki's *Rich Dad Poor Dad*, taught me that the results in your business and in your life are a direct reflection of you, so if you don't like what you see take responsibility and do something about it, but don't blame others or justify where you are at.

I have also learnt that having high-quality problems in business is a sign that my business has a life, has momentum, and that I am making the mistakes needed to progress forward. So I am constantly seeking out high-quality problems, but I make sure that I'm not seeking high-quality problems that I didn't need to have; the best way to do this is by having models and mentors that can guide you and help you traverse the road ahead.

'There are only two rules for being successful.
One, figure out exactly what you want to do, and
two, do it.' *Mario Cuomo*

What is a millionaire mindset?

There are a number of different principles that drive my mindset:

1. **Always focus on serving and adding more value to others before yourself:** Solve the problems that other people have rather than looking to solve yours; always look to give, rather than get; be prepared to do above and beyond what everyone else is prepared to do; a great book that I read on this was *The Go Giver* by Bob Burg.



2. **Keep turning up regardless of the obstacles that you face:** You hear stories of people who face obstacle after obstacle, after obstacle and then they give up because that last obstacle was ‘the straw that broke the camel’s back’; an outsider looking in says, ‘If you had have taken just one more step, you would have actually broken through and you’d be at the next level’; it’s not about the obstacle, it’s what you learn from the obstacle that is important; what lesson is the obstacle providing.
3. **Surround yourself with mentors and other successful people:** People who are willing to tell you how it is, not worse than what it is, not better than what it is just simply how it is and to challenge your thinking about what is possible’; for every mentor you have you must have someone you are the mentor for; pay your knowledge forward by investing it in other people so they too can use it for the results they seek in their life and business.
4. **Never see yourself as a finished product:** Never stop growing and learning; I am constantly looking for the next step in my growth and development; it’s a journey of exploration with no end point.
5. **Make more mistakes than anyone else – quickly:** With every mistake I make I learn quicker than if I played it safe and aimed to get ‘it right’; fail often; it’s the fastest way to grow.
6. **Have more questions than answers:** This is one way in which I measure if I’m challenging myself enough; for each question I get answered I create three more in it’s place to ensure I’m constantly finding new ways to do something, or think, or achieve; and more avenues to explore to further grow and expand the possibilities for self and others.
7. **Take yourself lightly:** Be the first person to laugh at yourself; nothing is ever as bad as it seems and, in fact, when you take yourself lightly you open yourself up to the abundance that is all around you.

What does success mean to you?

Success to me is when others around you seek you out for the value that you can contribute to them, the achievements they seek and



the mission they are on; even more than that, it's when you're able to contribute and add value to others to enable their mission to be realised greater than what they thought possible.

Success to me comes through collaboration with others. It is in the moments where we have had a 'meeting of the minds', so to speak, that the greatest ideas have been born. Working with other people who have strengths in areas you don't, and being able to use your own strengths to the best of their ability, drives more opportunities, faster results and greater success.

Why do you think it's important that we strive for success?

If you don't strive for success you're tolerating mediocrity. Your life is a perfect reflection of what you tolerate, and most people choose to tolerate mediocrity. I choose to tolerate excellence because I think it delivers a better quality of life for self and others.

Striving for success, whatever that means for you, ensures you are moving towards something; you have momentum in your life and you seek experiences, challenges and opportunities for improving the quality of your life and that of others.

What do you believe holds people back from achieving financial success?

A lack of hunger to get them through the work that's involved; if you're hungry for success you won't walk away because there's too much work or it's too hard. Hunger is critical if you want to succeed – an insatiable hunger – that you are willing to fight for constantly.

Do you want to be successful as bad as you want to breathe?

Truth be told: if you want to succeed as bad as you want to breathe, then you will be successful. One of the reasons why a huge number of people fail is that they quit at the very first obstacles and challenges they encounter.

Do you desire success so badly that you forget to eat, sleep or party? It doesn't mean that you should starve yourself to death or alienate your family and friends; it simply means you must keep your eyes on the prize – have an insatiable hunger to eat and breathe your goals, to attain success.



How do people find their passion and purpose in life?

What I say to people when I'm asked this is: 'While you're looking for your passion and purpose is it okay if you just be the best version of you that you can possibly be everyday?'

I find that people often use 'I haven't found my passion and purpose' as an excuse for why they're not doing something.

Most people wonder what they're on this planet to do – what is my purpose? What if the purpose of life was to discover that there is no purpose? What would that mean for you then? What would you do differently? What would you stop doing or start doing?

By saying to someone that their passion and purpose is to be the best version of themselves they can possibly be removes the need to 'find' a passion and purpose and the person is left with ... no excuses and the cold hard reality that action is all that stands in their way of where they want to be.

'Be who you are and say what you feel because those who mind don't matter and those who matter don't mind.' *Dr Seuss.*

How can people stay focused and inspired to achieve their goals?

Challenges and obstacles will always jump in your way and make you question what you're doing; this is when it's so important that you have a compelling reason 'why' to help pull you through. Why are you starting your own business, why are you exercising four times a week, why are you eating fresh, natural foods? If your reason is not compelling, it might be hard to stay focused when things get tough.

I have a vision board at home with images of how I want to think, things that I want to achieve and have in my life and how I need to be



in order to be worthy of the outcome I seek. I look at my 'why' every day, but it's particularly helpful when obstacles come up to be able to remind yourself why you are doing what you're doing. The absence of a really clear why causes an emotional disconnect between you and what you're doing and, without that emotional connection, there's nothing pulling you forward, there's nothing pulling you through at the times when you actually need it. So, start with the end in mind and be very clear on what you want, and get connected with the reason why it's important to you that you reach that outcome.

How important is visualising where you want to go in life and what you want to achieve?

It's absolutely critical because, if you can see it, you can think it and if you can think it, you can language it, and if you can language it you can have it. You need to have a picture of where you're going, be able to put words around that and be able to speak it. If you can't say what you want and be very clear about the outcome that you're after, then you can't have it. Sometimes I ask people what the outcome is that they're after or what they are trying to achieve, and I get this really vague answer back that could mean 50 different things, such as, 'To make a difference' – make a difference to what exactly? The quality of your life; relationships between others; political change; third-world hunger and so on. Their outcome is lacking specificity and without specificity how do you know what the outcome looks like, how do you measure success, how do you know when you've achieved your outcome?

So the clearer someone is on what they are specifically after and what that will mean for them to have that outcome, the better they are at being able to language the result they seek, the higher the possibility that they could actually turn their aspiration into reality.

Why do you think people give up on their ideas?

I think people give up on their ideas because once they start going down the path of figuring out what needs to happen to bring it into reality they decide it's all too hard; it becomes hard because ultimately any outcome you desire requires you to come face to face with your greatest fear – whether that be a fear of success or a fear of failure, a fear of not being enough, of not being worthy, a fear of being rejected or of not being loved.



To overcome our deepest fear takes courage, persistence and strength; it requires a certain level of vulnerability; some people view vulnerability as a weakness yet, in reality, to be vulnerable is the purest act of strength there is.

We tend to run our lives like little boys and girls; we do what's fun, convenient and easy.

Typically, ideas worth exploring and building are not always fun, and definitely not convenient or easy; so in order to take some of your ideas to fruition you have to be prepared to do what is hard, what's not convenient and what's not fun some of the time.

The most successful people are always willing to do whatever it takes especially at the most inconvenient times for them. You also have to be willing to traverse into unknown territory. If you're ever wondering what you should do next in your business or your life, do whatever it is that you are resisting doing, that scares you the most, that you fear the most; it is here that growth will occur for you and momentum will occur.

'Our deepest fear is not that we are inadequate.
Our deepest fear is that we are powerful beyond
measure. It is our light, not our darkness that
most frightens us. We ask ourselves, Who am
I to be brilliant, gorgeous, talented, fabulous?
Actually, who are you not to be?'
Marianne Williamson

What books critical to your success would you recommend others read?

There are a number of books that I would recommend:

- *Master Key to Riches* by Napoleon Hill
- *The Go Giver* by Bob Burg



- *The Thank You Economy* by Gary Vaynerchuk
- *The 7 Habits of Highly Effective People* by Stephen Covey
- Any Og Mandino book
- *The Places You'll Go* by Dr Seuss.

How can people change their mindset and their thinking?

Start by reading great books like those I mentioned above; then it is absolutely critical to surround yourself with people who have the success and thinking strategies that you want. They say that your income will average that of the five people closest to you, so if you want to be wealthy you've got to take a really hard look at who you are surrounding yourself with. If you want something more for yourself than what you have you need to surround yourself with people who are going to push you forward, challenge your thinking and give you the mindset and the strategies that you need to succeed.

'There are two primary choices in life: to accept conditions as they exist, or accept the responsibility for changing them.'

Dr Denis Waitley

How do you make the most of your time?

I am often asked this and my answer is about the choices you make and where you choose to put more emphasis; so when people say they don't have enough time to do x, y and z, I ask them to explore the choices they make in their life; if they made a choice to go shopping for three hours and not to do x, y, and z, then it's not about time, it's about choices they made.

When I look at the tasks I have to do I identify the 20 per cent that is going to get me 80 per cent of the results and that is where I put my



focus. To do this I create a categorised list of what I need to get done and I make sure I include everything on that list; once complete, I go back through and highlight five items to focus on that will have the greatest impact – where greatest impact is determined by:

- The value it adds to our clients and their experience of us
- The ability of the task to have a direct impact on sales
- How the task generates leverage for future growth.

This way I ensure that I'm directing my time, my most valuable asset, on the tasks that will have the greatest impact and greatest return for our business.

What are you favourite ways to relax and enjoy the wealth you're creating?

Family and friends are really important to my husband and me, so a lot of the time when we have fun and relax we're with our friends and family. We're not necessarily doing anything exorbitant; it's just about connecting with the people we love, spending the time with them, having quality conversations and hanging out with their kids, taking the dogs to the park or something like that. It's doing the simple things in which I'm enjoying the moment that I like.

Having the ability to travel to different places nationally and internationally is a definite perk of the hard yards put into our business; being able to travel where we want, when we want for as long as we want is priceless. And I'm proud that we are creating a lifestyle that will open our children to many varied experiences that they otherwise may not have had.

Apart from material possessions, money brings significant opportunity. Can you share with us an opportunity that you're most proud of?

Earlier this year, we were fortunate to have the time and resources available to us to travel to Thailand with a group of business-owners. Together, as a group, we supported a charity called Hands Across the Water by donating our time and money to the orphanages established by this charity group for children impacted by the 2004 Tsunami.

The looks on the children's faces as we gifted them with books, clothing, toys, games and so on, was priceless. We spent time with



the children in the orphanage sleeping on the floor, sharing in meals together and being there to welcome them home from school.

Hands Across the Water also put in place mechanisms for the orphanages to be self-sustaining through a rubber plantation that provides an income. One of our days at the orphanage was spent clearing land with scythes, replacing the roof on a dining hut and moving massive rocks to build a waterway to supply water to the plantation. It was hard work, work typically done by a handful of locals for less than \$2 a day, barely enough to cover their living expenses.

At the time, I was grateful to have the opportunity to give back and contribute in a meaningful way to those I perceived as being in need; what I wasn't prepared for was how much these children would give back to me in spades and to shine a light on what truly matters most.

If you could teach one thing that would really impact people's lives, what would that be?

There's nothing in your world that isn't a reflection of you, your world is your mirror.

The Values Pendulum™ model shows you how you view your world and how that is shaping your thinking so that you have the insight you need to proactively change your thinking and see your world through a different lens. The Values Pendulum™ is your mirror reflecting back to you how you see the world and how the world sees you.

So, if you don't like what you're seeing in the mirror, change it; change it by shifting your thinking; develop better strategies, better ways of approaching your world; get a different lens through which you can see your world so that you can shift your focus and ultimately your thinking.

'We cannot solve our problems with the same thinking we used when we created them.'

Albert Einstein





The Values Pendulum™ is a dynamic, cross-contextual 'thinking-style' model that identifies the causes of unrealised individual performance and business growth.

The Values Pendulum harnesses personal preferences with environmental factors to create workable models for change. Used by psychologists, coaches, consultants, trainers and leaders, it provides a real-time indicator and predictor of behaviour and outcomes. It is considered the first step measure of individual, team and organisational performance.

Clare Cope has offered *Millionaire Coach* readers a free download of the Values Pendulum Profile Snapshot valued at \$195.

The Values Pendulum Profile Snapshot will:

- Give you insight into the quality of your relationships and how they support or hinder your ability to become all that you can be
- Uncover hidden patterns present in your thinking and behaviours that impact the way in which you see the world and the world sees you
- Identify the pressure points you are experiencing in all areas of your life that you may choose to address through developing a trajectory for change
- Help you understand your purpose in life and get clear on the success and results you desire so that you can live life on your terms
- Increase your level of choice around how you wish to experience your life putting you in the driver's seat of who you are and who you need to be to fulfill your life mission.

To access this awesome free gift scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme



Chapter 12

Kate Osborne

Leisure Seekers



Kate

'It's about working on who I become,
knowing that when I become more,
I'll do more, and when I do more,
I'll have more.'

Kate Osborne is a leading learner. With a double major in Psychology under her belt, Kate packed her bags at 21 and travelled to more than 32 countries in three years to get the life experience to match the theory.

While in Surrey in the United Kingdom, Kate worked for Swiss millionaire, Fred Zollinger, Esquire and owner of the sixth share of Coca-Cola, with whom she was mentored in business, ethics and thinking. Applying this knowledge she joined Flight Centre Ltd aged 23 and over the next four-and-a-half years became a shareowner of two stores, managing a combined turnover of \$7.5 million per annum and 74 team combinations in total. Her talent was empowering leadership and Kate was 'poached' by Australia's largest business coaching company; within 16 months she was a global trainer of coaches and ran her own franchise, turning over \$80,000 a month.

When it was time for Kate and husband Kent to start their family in 2004, they were debt-free and able to relax and enjoy their lifestyle.

Selling her franchise after five years of intense learning was like her PhD was complete; out of all that adventure, Kate came to realise that true leisure comes from the contribution we can make to those around us – to family, friends, colleagues and strangers.

Her vision for her coaching company, Leisure Seekers, is to help others clarify their definition of success, ensure they have the awareness required to allow that success and then facilitate them on the journey.

It is her hope that her contribution relieves stress and promotes joy and balance.

Kate lives on the Gold Coast with her husband Kent and their three beautiful children.



What beliefs about money did you grow up with?

I grew up in Brisbane as the youngest of six children. We had strong Catholic values and went to church every Sunday, we did a lot of charity work; my Dad was always asked to be on different committees or to run the parish purse, so I had a very strong and steady community base.

I didn't really think that much about money when I was young as the focus was on relationships and feeling safe, but I do recall when money started to come into my conscious. I remember thinking that we had a pool and others didn't and that Dad got a new company car every two years and other dads didn't; so I started to think that perhaps we had more money than they did, but I didn't ask because I had the belief that it wasn't appropriate to talk about money.

It was about this same time that I started to run my own little businesses – selling shells we'd collected on the beach to neighbours and washing their cars. When I was nine I would also get pocket money from my brother who is nine years older than me; he was studying law at the time and would get me to read his assignments and explain to him in my own words what I thought it all meant; he would give me 10 cents an hour.

I also remember shopping with Mum and often when I would ask for something she would turn her purse upside down and say, 'There is no money so don't ask.' This became a driver for me as I got older because I had decided that I would never be a mother who had no money and that I would have a career to ensure that didn't happen. It's funny because I spoke with Mum about this only recently and she told me that she deliberately didn't take any money to the shops because I was so persistent, always saying, 'I want this, and I want that.' Telling me she had no money was the only thing that stopped me asking her, so it turns out that my driving belief was a limiting belief.

As a parent myself now I am careful how I respond when my children ask for things, although I have to admit the first time it happened the words, 'There's no money,' came out of my mouth. I realised straight away that I had repeated my Mum's words and rephrased it; I said to my daughter, 'Mummy means that she doesn't have any money with her at the moment because it's in the bank.'



Did you always think you would be in a career of helping people?

I was focused on being a school guidance counsellor as I was bullied at school and wanted to be able to support other kids going through that same experience. I also spoke with my guidance counsellor in high school for career advice and I loved what she said; she told me to follow my passion and what I love, but when I told my brother and sister what the guidance counsellor had said they told me that was ridiculous and that I should study Maths 1 and 2, Physics and Chemistry because they give you a higher TE (Tertiary Entrance score), which in turn gives you more options at university. I remember being confused and torn between doing what I loved – Physical Education (PE) and Accounting – or doing the subjects that would rank me higher.

I decided to combine the two and got special permission to study Maths 1 and 2, Physics, Accounting, and PE. The head of science spoke with me about it and said they'd never had a student study Maths and Physics without Chemistry and Biology and I ended up changing from Maths 2 to Geography, which suited me in the end because I've since travelled to more than 40 countries. Physics was a great choice for me, too, because now I feel at home teaching success principles, which are based on physics. I still have a passion for health and married a personal trainer. At university I studied an Arts degree with a double major in psychology. Two of the elective subjects I chose, purely to fit in with my social life, were Religion and Philosophy, but they have ended up being the cornerstone of what I do – asking 'Why?'. Things always work out in the end.

Who had the biggest impact on your life?

After I graduated from university I decided I needed to get out and meet people, but I was too scared, so I convinced my then boyfriend to travel around the world with me. After America and Canada we flew to London; we had no money, no job, nowhere to live and our relationship was crumbling; I didn't know what to do but the memory of my sister saying I wouldn't last because I'd never done anything on my own stuck in my head and I just knew that I couldn't go home; I couldn't fail. I found an ad in the paper that said, 'Do you have a caring attitude?' and at that stage that was about all I had. It was an agency looking for a carer for an elderly gentleman in his home;



he had been through 12 carers in about 15 weeks but I thought to myself, 'How bad can it really be, I've been bullied all of my life?' So I met him at 5pm that day and he immediately started being negative and critical about Australians and Australia and when I accidentally knocked a bowl off the table he said, 'There's a great example of why I wouldn't take an Australian out to a restaurant.' I was shaking, but I said to him, 'How old are you – you're miserable. I'm 21 and I'm miserable, why don't you teach me what you would have done at 21 to not end up miserable.'

He had a glint in his eye and with a chuckle, he said, 'Let's start tomorrow.' And that was the beginning of my mentorship with the person who had the greatest impact on my life – Swiss millionaire Fred Zollinger, Esquire and owner of the sixth share of Coca-Cola. He lived on an amazing estate in Surrey with 30 formal acres of garden, horses, barns – it was just perfect – like an Enid Blyton novel.

I went to bed that night thinking about how much I could learn from him. His goal was to teach me how to think and every day we would read the *Financial Review*, have a Bloody Mary at 11am and whisky at 5pm; he would choose books for me to read; he taught me about music – it was like finishing school. The housekeeper became my best friend and I really just locked myself away for three months, caring for Mr Zollinger and learning from him. He really instilled in me the core values I have in business today, which is character and respect for men. He said the biggest issue for women in business was that no one had ever told them to shut up, so I am a very good listener now. He challenged me on many different topics and this training really set me up for life.

I nursed Mr Zollinger right through until he died, which was 14 months later. He was like a grandfather to me and I am forever grateful for the experience and the lessons I learnt. I was also able to sink into that feeling of what it was like to be wealthy; I was paid incredibly well, all of my meals were made and all day, every day I was mentored and adored by a wealthy man. It shifted my identity to realise that wealthy people are the leading learners, they are constantly expanding their thinking and talking about concepts and ideas; poor people talk about each other. I also really started to understand that everyone is on their own journey and it's not my job to do anything other than appreciate everybody.



He taught me that you've got to get your thinking right and you need experience so you've got to travel and see the world.

When I first met Mr Zollinger he had been given three weeks to live, but he went on for 14 months; he became very depressed with the thought that he was never going to die; one night we had a very honest conversation that was life-changing. I told him that he had done everything in life that he wanted to do, his affairs were in order, and he'd written to everyone he needed to connect with, we'd updated his will and donated to the charities he wanted to support so now all he needed to do was decide whether he would live or die. He had always taught me that we have ultimate ability to surrender. 'Maybe the last thing we need to do is to decide how we can communicate beyond the grave,' I said to him. We got really drunk that night and decided that when he died I wanted a rose and that was how I knew he had made it safely across. Something shifted that night and within the week Mr Zollinger died.

The day before Mr Zollinger's funeral my friend Kent, who is now my husband, handed me a rose out of the blue when he said goodnight; I knew that Mr Zollinger was with me then and is with me now.

What event had the biggest impact on your life?

Learning that my husband Kent loves me unconditionally was a defining moment for me. I come home every day and I am enough, no matter what I do. I never felt that until I met Kent. I started to ask myself why I couldn't love myself unconditionally if Kent could love me unconditionally.

My business partner Tracey Leak also loves me unconditionally; there is nothing that I can do to disappoint her. She has such strong guidance that I trust. We have an amazing relationship.

What's the best advice anyone has ever given you?

One of my mentors would ask, 'Would you rather be right or would you rather be kind?' That has been a guiding principle for me in business. When I meet people now who are struggling in business I invest the time to be kind because, as their self-image improves, their ability to grow is incredible. I have invested a lot of time at networking functions looking after people who are fear-filled to make them feel included and welcome.



The other advice came from my Mum; she still says now that if you can't write, 'I love you', in the dust on your bedside table you're not having enough fun and you're spending too much time cleaning. My childhood at home was fabulous; my house was like a musical; Mum and Dad were both Thespians; they met at the theatre and would burst into song at dinnertime. This was normal for me and I want my kids to grow up with lots of fun and laughter too. My Mother was an only child, but she had six children and we all felt equally loved. I hope that I can duplicate that with my three children.

What made you get into a coaching career?

After I returned from the UK, I went to see the guidance counsellor at the University of Queensland; I was ready for a career now, but I didn't know what to do. I told her of my experience working with Mr Zollinger, of the travel I had done and that I had a degree in psychology. She said there was one solution for me, 'You need to work at Flight Centre Limited.' I walked into Flight Centre in the Myer Centre, Brisbane, and was recruited straight away.

Within six months I was writing sales of \$100,000 a month and was put on a fast-track leadership program. I was then offered a management position with the opportunity to buy into the company, which was exciting. In the next four to five years I became a share-owner of two stores, managing a combined turnover of \$7.5 million per annum and 74 team combinations in total.

After SARS, September 11, and the Ansett collapse I started to open myself to other opportunities. One of my clients was a successful business coach and he had been trying to poach me for some time. This one day he sat in front of me and told me he wanted me to be a nominated operator for his Queensland franchise of Action Coach. My role was to teach small business owners systems and processes and to ultimately change people's lives. I sold my two Flight Centre stores and started coaching six weeks later.

Within 10 months I became a global trainer; coaches were flown to the Gold Coast from all over the world for training with me. I coached more than 600 coaches during my time with Action Coach as well as owning my own franchise.



You now own your own coaching company Leisure Seekers. What makes your company unique?

Leisure Seekers is about helping people gain awareness to get the most out of life and business. At Leisure Seekers we work with our business clients to support them on their business journey and to meet their financial goals. Once that is done we work as a life coach to support our clients to know exactly what they want in life and how they want to spend their time.

Our mission is to take 100 people through to healthy, enlightened millionaires by 2015; this means they have an unencumbered asset making \$5500 a month, from which they give \$500 a month to charity; so our community will have \$50,000 a month circulating to charities. I learnt many years ago that true leisure comes from the contribution we can make to those around us, and so this now forms a major part of what we do.

When we started our business we sat down and decided who we wanted to spend time with and then decided to be that person first. My husband Kent and I now donate \$500 a month to charity and also volunteer four hours a week. I chose to give time to my children's school and I volunteer as the sponsorship coordinator. It's just amazing that as soon as I gave that money and time, my heart just expanded and the money trebled.

A new aspect of our business is our travel arm and we invite clients to conferences in luxury destinations; our first overseas conference will be to Atlantis in the Bahamas.

What do you love about coaching?

I love the bond that is created with my clients. The first step in my coaching process is an alignment, which is about sharing where you are now and where you want to be. Once I align someone I am aligned for life; it creates a really unique bond between the person who is opening up and allowing themselves to be vulnerable and the person who is taking on that responsibility to guide and mentor.

I don't see myself as a coach, but as a leading learner; I am learning all the time and I will never ask someone to go somewhere I have not gone. So, if a client is scared to do something, I will tell them to give me a week and I'll go and do it, or I'll pair them up with someone who has done it.



Can you share with us your favourite coaching outcome?

Two of my clients got married; she had a list of what she was looking for in her perfect man and when I read her list I said, 'I know him.' I introduced them and they went on a date and they're now married. I'm such a cupid.

Working with couples in business is a niche I have really carved in coaching. Many couples new to business have never worked together before and I can share where Kent and I have come from. We had a rough time that first 10 years – we didn't get married to have a cash-flow business together, so we had to work our way through whatever came our way.

Three months after I left Flight Centre and started in my coaching career it became evident that we needed Kent to exit the workforce to leverage my time; so that was a big step for him, but it enabled us to leverage my time enough to get a full-time PA.

So I see couples who haven't had that understanding that you have to be a team and get it together. We run a 12-month 'couples in business' coaching program for \$1 a day and we call it an organised argument. Each week we give our couples a different topic to argue about; the thought being that if you're going to argue it might as well be organised. The program is layered with an empowerment program, which aims to help couples to become interdependent as opposed to dependent on each other. We have set about to lower the divorce rate among couples in small business and I get amazing emails from couples in the program.

What is your definition of success?

Success to me is having put your own oxygen mask on first; you can't help others if you don't help yourself first. Once your oxygen mask is on and you are fully functioning, you can then look around and help others. I see so many people who have never reached success because they are constantly trying to help others when they haven't got their own life in order; they don't have their health or finances under control and their relationship is not strong; they've not yet got success because they don't feel empowered.

People often go to a coach to get 'fixed', but it's not my job to fix anybody, because nobody is broken; you are exactly where you



are meant to be and that's why we've met. If we start from, 'You're enough and I'm enough, but if I could be more in an empowered state then what would that feel like', then it's amazing how your self-image will begin to lift. Once someone is empowered it's amazing how they will open up and learn more about other areas of life, but they need that oxygen mask first. This is why business coaching in isolation didn't cut it for me; we were getting people rich and they still weren't happy. It didn't make sense to me because we fixed the issue they came for help with, but then something else would come up. What I realised was that business is just a vehicle and it can't be dealt with in isolation because behind that business is a person.

**'If I am not for myself, who will be for me?
But if I am only for myself, what am I? And if not
now, when?' Hillel.**

Who do you think should have a coach?

Anybody who wants to achieve great things should have a coach; I always liken it to sport – if you think you want a gold medal then you probably want a coach.

In business, if you want to retire in the top one per cent, which is \$40,000 a year in passive income, then you probably want a coach.

If you are happy in your job and going about your business and life is great then you probably don't need a coach. I have told people that they don't need a coach and they appreciate the fact that I was honest.

The people who need a coach are the people who realise that inside they have more potential. That was me; I constantly felt in business that I wasn't growing fast enough and if someone could just teach me how to think smarter in business the thinking would shift my



decisions, which would shift my behaviours, and I would get a better result.

Do you have a coach?

Yes, I have several for various areas of my life. Most of my coaches are aged over 70 years; they are wise and experienced; but I also find it difficult to find a coach under the age of 70 who is willing to work with me because I can be very challenging when I am dealing with my own resistance.

How does someone find a coach?

I always believe that the teacher arrives once you make the decision and know what you are looking for; so the first step is to know what you're looking for and then be aware. Once you're aware you start to cast a net and the right person will find you. They have to be the type of person that suits your personality style and matches your energy. As an advanced coach I am able to change my style according to what the person needs during each session. Some clients need you to be straight down the line and to the point; other people need someone who shows more empathy.

Coaching is about drawing out a result and if you don't connect with the person you might not get the result you're looking for.

How long should you stay with a coach?

You stay with a coach for as long as they serve you and that could be one session, or it could be five years; some of our clients have been with us for 10 years. When a coach no longer serves you the next teacher will arrive when you need them.

Wealth is value x leverage, so if you're not getting any value, then it's zero wealth. We are of the mindset that we are here to learn as well and if our clients aren't growing and stretching then we are stagnating too. It's always about adding value.

What is a millionaire mindset?

A millionaire mindset is a growth mindset. Researchers have found that they could determine whether someone had a growth or fixed mindset at age four; they gave the children a puzzle and the kids who finished it and wanted the next puzzle had a growth mindset; the kids who finished the puzzle and wanted to do the same puzzle again had



a fixed mindset. Someone with a fixed mindset doesn't want to be wrong; those with a growth mindset like to be challenged. All of my clients who have gone through to millionaire have a growth mindset.

The other characteristic of a millionaire mindset is that you are free of the good opinion of others. You really don't mind what others think of you and that has certainly been a journey for me. If I hear that someone says something negative about me it takes a good 72 hours for me to digest that and realise that I am probably just bringing up something for that person that they don't like about themselves. You don't have to fix anybody; you just have to be yourself. If I find myself getting angry with someone, I know that it's because they are bringing up something about myself, so I don't worry about that person and work out what is going on for me. You need to listen to the voice that is love-based, which allows us to continue to grow and recognise that we are all human, we are all going to make mistakes and that our journey is to gain wisdom.

It's about working on who I become, knowing that when I become more, I'll do more and when I do more, I'll have more; it's the Law of Precession.

How can someone develop a millionaire mindset?

The first step in developing a millionaire mindset is to read as many books on mindset and success as you can. I would recommend Jack Canfield's *Sixty-four Success Principles, Leadership and Self-Deception* from the Arbinger Institute, the amazing *The One Minute Millionaire* by Mark Victor Hansen and Robert G Allen and Simon Sinek's *Start with Why*.

Start spending time with people you see as the next best version of yourself. I did that a lot when I first started work at Flight Centre; if there was someone I admired I would try to get closer to them; ask them to have a cup of coffee. Ask questions of those people about what they see for you that you can't see in yourself; learn how to ask questions and receive the information.



'There are essentially two things that will make you wise - the books you read and the people you meet.' *Jack Canfield*

How important is goal-setting?

Goal-setting is very important; it's about being content with where you are now and then allowing yourself to dream; if you have zero vision you can't move forward.

I am a big goal-setter and have my goals posted on the wall so that I am easily reminded of them. I make them realistic, but also challenging, and I am very clear about why I want to achieve each of my goals; the 'why' needs to be important to you, not someone else.

I also have a number of goals in different areas of my life. It's important to have more than one goal because once you've achieved a goal you need another one to focus on; for example, when I was travelling I always had my next destination booked so that when I came back from one holiday and was feeling all depressed, I could start focusing on my next holiday. This worked for me in travel, so I now also use it in business. Once you are the manager the natural progression is to own the business and then the next step is to be an investor; it's about having clarity around your next step.

To assist with achieving my goals I also use affirmations, journaling and meditation; I currently have a meditation teacher, which has just unleashed so much potential.

Why is visualisation so important?

Everything is energy and, when you can see something in your mind, you start to match the vibration; this is when you will start manifesting. When I first learnt about this I thought it was a bit 'out



there', but I followed it because I am a good student and it absolutely works for me; once I have committed to something I know that it happens.

So, first you idealise something to make it clear in your mind; then you visualise – get the pictures – and then talk it into existence – verbalise. Your subconscious doesn't know what's real and what's imagined so by seeing it you're letting your body know, 'Get prepared because this is where we are headed.'

When I wanted to get pregnant I listened to meditation for pregnant women, because I was telling my body to get prepared.

I have had my goals made into a short movie that I watch every week and in between the pictures of my current goals I have images of goals I have already achieved; this is a great way to instill belief in your ability.

'The universe does not know if the vibration you are offering is because of what you are imagining, or because of what you are observing.' *Abraham-Hicks*

What has been the most difficult time in your life?

I was bullied at school and felt like an outcast; as the youngest of six children I was so loved and adored at home, that if someone didn't like me at school, all I focused on was making them like me. It caused a lot of grief and I followed the wrong path at times as a result. It didn't matter what my family or teachers said, I just wanted everyone to love me. My Mum had to leave work so she could be at home every afternoon with me because I was having such a hard time.

The bullying started in Grade 3; the girl who was bullying me would say, 'You can win the singing, you can win the high jump and you're



allowed to be good at Maths, but don't you dare think of winning this race.' It was the first time I had to compromise my talent and fake a stitch, or do anything I could so as not to win the race because she would come and get me; I was so scared of her. Her mother was also a bully and I was bullied by both of them. This was the start of me thinking that I must be faulty; I started to think that maybe it's not okay to be all that I can be.

I look back now and realise that it was the making of me. To me school was my learning ground to feel what it was like not to be loved by everyone at the one time. You really learn what you're made of.

The underlying base that I grew up with was fear, fear of not belonging. That social value was so high for me that it's really served me in business to realise that I do want to be loved and approved of, but who am I focused on? I definitely want to be loved and approved of by my husband, my children, my business colleagues, parents, siblings, and friends, but, ultimately, everyone else just fades into the background.

What was your most difficult time in business?

My business partnership broke up when I was in labour with my first child. The master franchisor had cut all of my franchise agreements so within four weeks I was in mediation to secure the coaching income and secure enough money to pay the investors who had backed me. My business partner was happy to liquidate and walk away, but it was my character on the line and so I bought the debt for \$1, which meant I had to trade out. This was the scariest time in business, but I believed I was doing the right thing; I had a mountain of debt, but with a lot of hard work, self-belief and support from those closest to me I was able to turn it around in two years.

What is your advice to someone going through a difficult time?

Don't be afraid to ask for help; I was never one to ask for help, but over the years I have learnt that problems could have been more easily resolved if I had just asked a better question.

Set yourself a goal that relates to overcoming the problem. My goal when my business partnership ended was that I would get back to my net worth within the company in two years.



Look for the gift in the situation because there is always a gift. Don't mistake the gift-giver for the gift though.

Finally, I always find that people with a spiritual backing are more resilient because they trust more; if something difficult comes into their life they can handle it and don't run away.

How do our beliefs affect our success?

Beliefs come from other people, so it is imperative that you surround yourself with people who have a positive belief in you. If someone intimidates you it shifts your behaviour; for example, if I am trying to reverse-park and the person sitting next to me doesn't believe I can do it, I won't be able to do it. These people are naysayers or doubters and they fire me up so it affects me in a good way; other people will combust and not do anything.

When you're looking for a coach you actually have to check in with whether they believe you can achieve your goals.

I have what I call my Kick Ass Kate file and in it I put positive testimonials from colleagues and clients; whenever I have a moment of doubt I look through the file and read the wonderful and positive things others have said about me. Most of us build a filing draw of stuff-ups, but we never invest the time to build a draw of belief, and the belief shifts the behaviour. I never wanted to be high-maintenance so I needed a filing cabinet of evidence to build internal belief.

How can someone find their purpose?

I don't think it's our job to find our purpose; you just need to do what you are passionate about and focus on your talent and your purpose will find you. For example, you might be passionate about real estate and you might be talented at selling it as opposed to buying it at wholesale and flipping it. From your talent your knowledge grows and from this you get a better network and your network will support a good character. Provided that you have a good character, your purpose will appear; you might suddenly realise that, 'I am in real estate because I am meant to build orphanages in India.'

It's a process and your purpose will pop out the top.

We've really tried to help our clients understand that it's a cycle, that ultimately we want to be philanthropists and that if you have



time and money sorted, what would you be doing? When you're a philanthropist you are creating a legacy and the legacy supports a community of people and the community gives influence. When you expand and grow your influence becomes bigger. How are you influencing others; think with the end in mind?

What does a typical day look like for you?

I am very routined – I am the 'routine queen' on the days that I work; I work every Tuesday and Wednesday and my routine is to get up and have a poached egg on nine-grain toast with a green tea; I walk the kids to school and once I am home I tidy the house, light a candle and play some music. This certainty gives me stability and the space to let go of anything that is mine, because when I am coaching it's not about me. All of my coaching is now done via Skype so I work back-to-back coaching six or seven clients. My husband Kent picks up the kids and then I will go the gym – the personal training has really helped me a lot; lifting weights has given me more energy and meditation has meant I don't need as much sleep so I have more time in my day.

On the other days I work three hours a day doing whatever needs to be done, whether it's telemarketing while I'm at the park with my son Harry, or if I'm at the beach with the kids I might listen to a self-development CD.

My role now is head coach and brand ambassador, but really, to live the culture. If I'm not living it then, how can people aspire to be there? It's very important to my team and I that we walk our talk.

Why do you think people give up on their great ideas?

People give up because they fear failure. I had massive fear and could have given up many times but I am fortunate in that I have the character trait that meant I would finish. So many people enroll in the gym and don't go, or enroll in university and don't finish; it's impatience and wanting it to be easier than it is.

You need to set realistic goals as well. When I first went into business, I was told it was a seven to 10-year journey, so I said to myself that I am a B student and it takes me longer to learn and I will give myself 10 years; if at 10 years I'm not where I want to be I will go back to the workforce. I was realistic. Ten years seems a long time but I chunk



it down to five lots of 100 weeks to success and then look at it as a journey.

How can people stay on track and inspired towards achieving their goals?

Firstly, you need to be very clear about your goals and why you want them. Sometimes if you find yourself meandering off path you might just need to reread your goals and remind yourself about why they are your goals.

Sometimes it's just that you might be doing your best every day, but some days your best is only 10 per cent and that is enough; you need to be okay with that. This is where a coach is very good because they keep you accountable and also support you when maybe you're not performing at your best.

Affirmations really help as well, particularly if you are having those moments of doubt when negative thoughts creep in. I have been doing affirmations and mirror work for as long as I can remember.

Finally, I would highly recommend that you stop comparing yourself to others; you are enough as you are.

Apart from material possessions money brings significant opportunity. Can you tell us about an opportunity you are most proud of?

Buying my husband Kent a Ducati motorbike was significant for us; when he went out on that bike he transformed and I am just so grateful that he supported me to build my business and in return I could buy him the bike.

I am also very proud to have been able to fly my parents to the States to visit my brother who now lives in America. On the way back we stopped at Hawaii. My Dad still talks about that holiday – it was never a destination any of us aspired to go to, but we had such a lovely time.

Without money we couldn't have been full-time parents for six years. The reality is that most people have to put their children into childcare; we didn't have to do that. We did it so that our kids had that social experience, but we weren't forced to do it so we could go to work. We also had a nanny so that we could have a break and focus on the kids and our relationship.

Money has given me experience, opportunities and time.



'If I waste my money, I can always make more of it, but if I waste my time, there's no getting it back.' *Simon Sinek*

What are your favourite ways to relax and enjoy the wealth you have created?

I love the simple things in life; I love watching the kids swimming in the water and playing at Mermaid Beach; I love being there to see all of the kids' 'firsts' like when they walked for the first time. Watching my husband playing with the kids is top of the list; my heart melts.



Having studied entrepreneurs for more than 10 years, Kate Osborne has recorded the top 10 lessons of working with successful business-owners and her own personal journey. If you are ready to take the next step in your entrepreneurial journey download these 10 foundational lessons to fast track your success and keep an eye out for the bonus offer in the videos.

To access this awesome gift scan the QR code in this book or visit www.MillionaireCoachBook.com.au/coachme



Chapter 13

Reeny Carvotta Barron

Passion and Possibilities



A handwritten signature in black ink, which appears to read 'Reeny Carvotta Barron'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

'Once you know what you want, believe
in it, see it, remove the resistance; take
inspired action; trust and let go.'

Reeny Carvotta Barron has been an entrepreneur since childhood when she began selling lemonade on the street and organising circuses, road shows and plays for the neighbourhood.

At 21 she made the life-changing decision to pack her bags and leave her home country of America to start a new life in Australia. With no job and no family, but her entrepreneurial spirit in tow, Reeny found the courage to follow her passions and create the lifestyle she desired and deserved.

However, when she was 31 as a mother of a young son, Reeny's life took an unexpected turn when she was diagnosed with stage 6 lymphoma; her determination and belief that she had a role to play on this earth saw her beat the odds and recover after two years of treatment.

She went on to build a successful recruitment business generating income of more than \$2 million, but she also saw the dark and difficult side of business and experienced the worry of where the next dollar would come from.

Reeny's life experiences led her to coaching. She is passionate about guiding and supporting others to live the best life they can and to have what they most desire; she does this by acting as a conduit to helping them align to their soul purpose and then bring it into form.

Her ultimate aim is to help women in small business develop a winning mindset and gain alignment with their heart's soul truth, knowing how to maintain the mindset so what they do is congruent with their vision, goals, values, gifts, talents, skills, purpose and passions. Using a heart-centred, energy approach she is a coach to help women remove the resistance to having what they want.

Beyond her business and life experience, Reeny uses her intuition to guide her clients because she says building a successful and sustainable business is more than just strategy on a piece of paper. She brings the heart and business together to assist her client to achieve more of what they want with ease and grace.

Reeny lives in Sydney and is the director of Passion and Possibilities.

www.passionandpossibilities.com



What beliefs around money did you grow up with?

We grew up in a low socio-economic part of America near Hollywood and Beverly Hills. My family was quite poor and we really weren't educated about money; all I really knew was that we didn't have much of it, but I remember making a decision when I was 14 that I would not live a life of lack; so I started to spend time with people who had money and as a result of this some of my friends thought I was wealthy. I actually took on that demeanour because I believed and knew in my heart I wanted to live my life differently. At the time I didn't really know how I attracted these wealthy people but upon reflection I believe it was because I had made a commitment to myself that I would change my circumstances. I am also an opportunist so if an opportunity showed up I would take it because I believe it's been given to me for a reason.

In relation to money, I didn't have any role models in my immediate family or circle of friends. I wasn't told to work hard or get an education, but I just learnt from reading and observation that we live in an economic world and that means I need money to live a better life. I certainly don't believe money makes us happy; I see it as a means to an end. Happiness in itself is not what we have but what we become.

Did you always know you would be a coach?

No. Mine has been a journey of self-exploration. I came to Australia at 21 on a one-way ticket, which was a pretty scary life-changing decision, but I just felt that my life wouldn't go anywhere while I was in the States. After arriving in Australia I met a man, married and lived in Malaysia for three years, where my son was born. Soon after that my whole life changed again when my marriage ended. I tried everything from working as a personal assistant to interior design and then I fell into a recruitment role. I always knew I would be in a career in which I helped people and I was thriving in the industry. I actually started my own HR and recruitment business, which was very successful; I started from nothing and turned it into a \$2 million business.

My innate desire to help others led me to becoming a career counsellor and psychotherapist, and now an energy psychology (EFT) coach; my business experience has created a great combination to achieve results for my clients.



Why did you decide to go into business on your own?

I really hated seeing the way people were treated in business and I had actually been fired from every position I'd ever been in because I'm very outspoken when it comes to the way people are being treated.

I always felt in my heart that there was a better way and the only way I could do that was to do it myself; so with absolutely no business experience I opened the doors to my own HR and recruitment company; I owned it for 11 years and built it into a multi-million dollar company. It was a massive learning curve and if only I knew then what I knew now, things would have been a lot easier, but certainly being thrown in the deep end is a good way to learn quickly.

I continued my studies throughout that period as I wanted to keep my staff challenged and in the best positions for their personal growth. I studied career counselling, which helped me to really understand why people moved between jobs and why they made certain career decisions that weren't advancing them. I then studied counselling and became a Lifeline counsellor for five years and similarly I found that I wasn't really benefitting people as much as I would have liked to.

I kept having this niggling feeling inside me to move on, that there was something else and this was the start of my coaching career; I researched five different coaching academies before settling on one to complete my studies with. I also studied neuro-linguistic programming (NLP), energy psychology and cognitive behavioural therapy. I have studied all of my life; everything I teach, I practice myself.

What is your coaching business Passion and Possibilities about?

My business is called Passion and Possibilities – Connecting Heart and Business because it's really about keeping your inner essence alive while building a business. The aim of my business is to support women in small business so that they can build a thriving business that aligns with their passion to serve.

Building a business doesn't really have to be a struggle – women can create their own rules and not follow everybody else's model. So often people go into business thinking they have to be someone else and fit someone else's mould for the business to be a success; my aim is to support women to be themselves, to trust their inner spirit, their heart, and to use this as a platform for their business.



I mostly work with transformational solo-preneurs, service professionals and coaches and I coach them to connect to their inner essence when they are making decisions, and that it's okay to trust that and to trust themselves; it doesn't always work the way Joe Blow down the street says it should. I help my clients to break through the beliefs that are stopping them from reaching their full potential and in particular around the fears of success and failure.

Because of my success in business I also bring that experience to the table when I am coaching and so it is often a combination of coaching and mentoring.

What is the core message in your business?

My core message is to lead with your heart; to work from a place of love because that is what business can be about, and to support women who want to make a difference to create a thriving business that feeds their spirit as they transform the lives of others.

You need to know the driver of your business, the foundation that it is built from, otherwise you will easily get distracted and move off course, instead of being patient and persistent and giving your business the time it needs to grow. I believe that everything has a gestation period, just like a baby has a nine-month gestation, you will plant the seed, water it and let it grow; interfering with the process will not make it grow faster.

If you don't know your 'why', how can you find it?

I take my clients through what is called the True Purpose Process, which takes the person deep into their inner sense and what they are to represent and want to bring into the world through their work. Once the purpose is defined and accepted it becomes the basis of everything we do; this becomes the platform, the 'why' and it is so much deeper than passion.

Creating a business is not always about money because I believe the money will always come when you're in the right role, business or situation; if we only learn to accept our purpose. Now watch everything fall into place.

Joe Vitale says it well, that when we start to live from the heart and on purpose and go for what we want (we must first know what we want, and what we don't want), take action and let go (that means



not getting attached to the outcome), that the greatest opportunities will show up. Of course, along the way we have to remove the blocks that stop us and this is why a combination of coaching and mentoring when you're building a business works.

A lot of coaches focus on business planning and goal setting to start with. I feel that this is an upside down process. While planning can be very helpful, it can also become overwhelming for some people at the beginning, and I don't think this is healthy. I prefer to aim for the big picture, the 'why'; so I work a lot with the subconscious triggers to help my clients figure out their 'why' and then create the foundation from which it can evolve. Once this in place, inspired actions will evolve.

Another part is not to get too attached to what we want to happen - this is like plugging the vessel of opportunity before it can ever arrive. If I can teach my clients to understand that if they can let go, the opportunities will show up and to trust that the actions they take are the right actions, then I say watch this space. For example, I believe that my 'why' is to support women and to lead through my heart; I know that opportunities keep coming along such as the invitation to contribute to this book and a recent invitation to be interviewed on an American radio station. I just had to empty the vessel to allow the opportunities to come.

We don't all want the millions. We just want to be happy.

**'Life begets life. Energy creates Energy. It is by
spending oneself that one becomes rich.'**

Sarah Bernhardt.



Who is your typical client?

My typical clients are women in small business who work in the natural and wellness industries; I guess I would call them transformational workers; some have worked as psychics, holistic healers, intuitives or coaches and want to make a difference. I mostly attract female solo-preneurs whose works transforms something or someone.

My clients are seeking something different when building their business; they're ready to make that change in how they operate so they can become the best version of themselves where they can ground all that they do into the world.

Can you share a client success story?

The client story I would like to share is about KJ who runs her own business as an intuitive and came to me wanting clarity around what she offered in her business and support to take her business to another level. I coached KJ for a year and her business is just booming.

I asked her the right questions to help her get clear about what she did and presented in her work and what she could offer to her clients. I supported her and pushed her (as she describes it) to extend what she would not have normally expected out of herself. I gave her structure, form and design that have assisted her in taking her business to another level. I use my intuitive nature knowing when to push and hold my clients accountable and when to work through the emotional blocks that can hold someone back. Just taking that step forward KJ has had an increase in business and change in structure and a well-balanced lifestyle.

Only recently we connected again and she was asking my advice about a decision she had to make. She was following the model of everybody else out there to make money, but it just didn't work for her; I reminded her to go back to basics and listen to her heart. She told me that was the best advice I ever gave to her because that's who she really is and how she presents this in her work.

At the end of the day, if it isn't happening in your business it isn't happening in your heart; who you need to be congruent with is yourself and what you want to represent. I believe everyone has a uniqueness and this can be demonstrated through the love of the work.



Why do you believe that coaching is so important?

I wish I'd had a coach when I first started in business; I had no body to turn to and I remember just sitting at my desk crying because I didn't know what to do; it's not a nice feeling to be lost and not knowing what step to take next. I managed to get myself out of the position I was in by doing transformational and personal development work on myself, but if I had a coach it would have been an incredible support.

I also believe in coaching because I don't think we're meant to do everything for ourselves and I am a big believer in asking for help; asking for support to get you on the right path and to start attracting the right opportunities into your life.

We don't often see our external selves and the resistance that can keep us from having what we want. You know you can put all the pieces in place and it still doesn't work even though we follow it to the tee; it is not in the instruction that we fail, but in our sub-conscious that needs to be corrected.

How do people find the right coach?

Firstly, you need to have a conversation with the coach to see if they are the right fit in terms of values, personality, fee and their approach to coaching. You need to ask them how they work, and how they will help you get the results you want. Look at the person's background too – where did they come from and what is their career background. Does it connect with you?

Trust your heart as to whether the relationship feels right for you and trust their expertise and experience and go with it. There is no better feeling than being in the hands of someone who really knows their stuff, has great compassion and belief in their clients, and has the tools and skills to get them past their blocks.

Have you ever had a client you couldn't work with?

I have certainly had clients who were more challenging than others, and I will just adapt my style to suit them because I want to take them where they need to go, but I have never had a client that I couldn't work with.

I am very blessed by the clients that I attract into my business.



Do you have a coach?

Absolutely. I have a spiritual coach and a business coach and I think both are equally important. I need to continue to learn in business and spiritually to be able to work with my own clients.

I was attracted to my business coach for a number of reasons; she uses similar modalities to me and she's been in the industry for about 20 years and there is so much I can learn from her. Spiritually, I needed someone who is aligned to my purpose and where I am at in my life.

How have you grown your coaching business?

I started growing my business initially through my network of people – and I don't mean by networking; I belong to numerous groups that align with who I am spiritually and my business grew through word of mouth.

Of course, I have a website and use Facebook and Twitter. I also send 'lumpy' mail to women in my target market; I think it's nice to receive a letter in the mail occasionally as we are so bombarded with emails.

My business, like all businesses, has its peaks and troughs, but I'm okay with that because this is what life's about; I don't want to burn myself out because if I'm not happy I can't serve my clients.

How do you manage through the peaks and troughs of business?

I'm very comfortable with the natural peaks and troughs of business because the down periods are the 'Universe' telling me to focus on something else for a little while; so I use this space to be creative, to write and make the most of the breathing space because it usually doesn't last for long. I believe troughs are telling us to stay open to other opportunities and possibilities.

I've been in that place where a trough in business caused me great stress, heartache and lots of wrinkles and I learnt from that.

Is there a book you would recommend to readers who want to change their life?

I started reading self-help books when I was 14. I still remember the first book I read, *Higher Consciousness* and this was about the time that all of the new-age books started to surface. The biggest lesson learned from this book was to find forgiveness and acceptance of our



imperfect self; when we can begin to understand our path and forgive and remove any emotional resistances to what we want – this will open doors of things yet unseen.

However, the book I would highly recommend is *The Science of Getting Rich* by Wallace Wattles; it's only about 70 pages long and he doesn't mention money once; the reason for that is that creating wealth is nothing about money, it's all about who you are being. It is for those who want results and who are willing to take the conclusions of science as a basis for action, without going into all the details and the whys of those outcomes being reached.

Wallace Wattles wrote this book in the early 1900s and it's still relevant today. I believe now more than ever we have to get out of our heads because that is where we are damaging ourselves; this is why I think meditation is so important.

'I have learned that success is to be measure not so much by the position one has reached in life as by the obstacles which one has overcome while trying to succeed.' *Brooker T Washington.*

What has been the biggest challenge you have faced in your life?

I was diagnosed with terminal cancer when I was 30 and that was certainly challenging, but also very positive. It was at about the same time as I was setting up my recruitment company and so everything started to fall down around me. I was put into a clinical trial of a new drug and because I was strong they were able to increase my dose – it obviously worked. It was a scary and life-changing time in my life but with a lot of determination and persistence I kept going; to this day I believe I was kept here for a reason.

However, I would have to say that the most challenging time in my life was after the cancer and when I was sitting at my desk crying and not



knowing what to do; I was lost. My business was very profitable, but it just wasn't serving me anymore; I wasn't happy; I felt so alone and wanting to do the right thing by everybody all the time was hurting me. I was listening to the advice of others when I should have listened to myself, but I was a different person then.

After a lot of soul-searching I decided to sell my business. I knew there had to be another way and that's when I started working on myself and listening to my intuition; I stopped paying attention to what others were telling me to do. This was a major milestone for me where trust really came into the picture. I believe you need to take responsibility for yourself, stop blaming others and look for solutions and help that will best serve you.

How do you start your day?

I start every day with a prayer and then, if I'm going to the gym, I'm up at 5am, which is usually three to four times a week. On the mornings I am not at the gym I'll get up and just have some quiet time, time without noise to reflect and meditate. I also like quiet time in the car without the radio and, once I arrive at the office, I will just sit in the car and meditate for about 20 minutes before I begin work. I also meditate again at night for about an hour. Meditation is purely about stopping the noise in your head; you don't have to sit cross-legged with incense burning for it to be meditation; it just means finding some quiet in amongst all of the noise.

The combination of exercise and meditation with a technique I use daily called emotional freedom techniques (some call this meridian tapping), is very important in my life, particularly for me as a businessperson. It is about removing the vibrational clutter in my life; whether you have been collecting clutter in your home, office, body or mind, these practices help to release emotional and material clutter. I know that when things are clear the work will start to be in our favour because you now have room to allow more abundance to flow into our lives.

We can't neglect our bodies or minds because if we do something will suffer, whether that's our relationship, health or both.



You describe yourself as a bit of a rebel. Why is that?

I describe myself as a rebel because I have never followed rules of anyone in business. I must have gotten in a lot of trouble for it, but if something didn't feel right for me I said 'no'.

I'm definitely not a conformist and this really held me back when I first moved to Australia because people told me I had to do things a certain way and, as a result, I was trying to be someone that I wasn't.

Most people like to conform, rather than stand out. Why do you think that is?

It's about acceptance and belonging. Interestingly though a lot of people also seek fame, which is the opposite of fitting in, so I question why people want the fame. Is it the money or the desire to leave a legacy? A legacy can be as small as writing a book or giving something special to your grandchildren; you don't need to be publicised internationally, but there seems to be this desire for fame.

I believe we need to be true to ourselves and follow our heart.

What does success mean to you?

Establishing a personal view of success can often be a tough question to answer as we look to others for examples. Success to me means living the best life the way that I want to live it, doing what I want, when I want, without having to feel like I have to be somebody else.

Success might mean something else to you and that's fine too, but ultimately for me, it's just living life now the best way that I can and knowing when to slow down and take time out for fun. Life is meant to be lived and enjoyed and we're meant to be happy and that's what I believe to be important.

Do you believe that a spiritual belief is necessary to achieve success?

I look at spirituality as just getting to know ourselves, so in that context, yes, I do believe that spirituality is necessary for success. Once we know ourselves we're able to move on with ease and grace.

How important is mindset in achieving the life that we want to live?

From the point of view of getting rid of beliefs that don't serve us, mindset is very important. To develop the mindset of a winner or to



achieve what you want comes from aligning your beliefs with where you want to go and being congruent with who you are.

What specific things can someone do to improve their mindset?

Building an attractive mindset takes time and, as some of my own mentors have taught me, it is about following your passion, knowing your purpose, creating possibilities, removing the resistances and having the patience and perseverance through the ups and down that leads to success.

So how do we do all of that? I strongly believe in meditation because I feel it's very important that we have quiet time. Set aside a little time each day to just be still in mind and body. Guided meditation is great if you're new to meditation and find that you have trouble stopping your thoughts.

Reading is also a powerful way to improve your mindset. There are a myriad of self-help and personal development books including anything by Abraham Hicks, Wallace Wattles and Napoleon Hill.

Gratitude is also a great practice and it's as simple as waking up in the morning and thinking about all the things in your life you are grateful for; you can start with being grateful for the air you breath, your eyes so that you can see, and that the sun is shining. We go through life without appreciating things that we already have in our life because we're searching for so much more.

I also write in journals – I couldn't tell you how many journals I have – and it's a great way to get your thoughts on paper and work things out. Sometimes you'll go back over old journals and realise how far you have come and that's rewarding.

It's also very important to spend time with people who are also developing their spirit, heart and mind. The people you spend the most time with can have a big influence on your attitude.

How can a belief be changed?

It is possible to change a belief if you really want it changed and I think this is key. You have to know in your heart that you want to change that belief and then there are a number of methods that can be used, depending on the person and the coach.

When I was at high school, I wanted to be an actress, but whenever I tried out I would get kicked off stage. This wasn't good for my ego



as you can imagine and I started to believe that I could never do it and that I wasn't good enough. I worked through the reasons why I started to believe that and was able to make sense of the belief and dismiss it.

Beliefs have their purpose, but there is a time where they serve no longer and can hold you back. This is as simple as being stuck in a rut, or in procrastination.

Limiting beliefs and fears are our biggest impediments; they can stop us in our track, preventing us from seeing any of the possibilities to create what we desire and to move forward. Working with a coach is a great way to remove the emotional triggers that stop us; in particular, using techniques such as emotional freedom techniques (EFT) and neuro-linguistic programming (NLP) which both deal with the subconscious, where all is held.

Do you use visualisation?

I do. I actually have my own vision board in my office covered with pics of everything I want in my life and, in fact, most of it has happened. I also visualise in my mind every day; I believe that it's important to know where you're going and to actually see what you want and feel it. Joe Vitale talks about this a lot in his book, *Spiritual Marketing*; he says that you need to ask for what you want, know what you don't want; visualise it happening, know it's happening and then let go; allow it to happen.

How important is it to take action once you know what you want?

I believe in inspired action, not just action. Action is doing it because you're told to or because you're following someone that says, do this, do that; for example, if you want to set up a business you might start reading a business book, you will read about the research to do, the letters to write, the campaign to put in place, the structure to use, etc. This is action.

Inspired action comes from the heart; it feels like play rather than work; it's the result of listening to and following your intuition; it's a voice in your head or a feeling in your heart or gut; it's about trusting your intuition. So, taking inspired action is coming from something that you know and by trusting this it will give you the right timing too. That is why putting deadlines on our goals is often a barrier –



we cannot control the date just like we cannot control the gestation period of an oak tree to bear fruit. This is where learning to trust in yourself and becoming patient is vital when we are in creation mode. Taking action for the sake of taking action does not really work and often has more strain and pressure put upon us than necessary.

Why do you think people give up on their ideas and dreams?

Often people find it too hard and because they don't trust the process they give up; I also hear people say that they failed once so they can't try again. Well, I can tell you that not every one of my businesses has been successful and I think the ones that have failed are the ones from which I learnt the most. I have then applied these learnings to my next business.

I have been told that I am extremely persistent and patient because I never give up and I think that is so important; why give up on your dreams?

If someone is in a rut and not happy with their job or their relationship, for example, what's your advice?

We tend to find ourselves in these downward spirals because we are doing something that is not congruent with who we are and what we want. To get out of this you need to start by asking yourself some questions about what it is you really want and where you want your life to head. I would ask them, 'What would be the downside to making this change and the upside of staying where you are at?' This is where I find most of us get blocked from making any change.

I work with clients using a number of techniques to help them shift out of their rut, but I also teach them methods they can use themselves so that they are not dependent on anybody.

If someone wants to start making changes to their life, what is your advice?

Firstly, you need to know what you want, so I recommend writing in a journal on what you want your life to look like; write down what you like and what you want to change; write down what you're grateful for.

If you're angry about something vent that anger by going for a run or hitting a punching bag and then just sit with the feeling; when we actually sit in it long enough, it will dissipate; when you fight a feeling



you make it much worse. Most of us are robots and don't like to feel anything, but we really need to learn to write about it and sit with it – that can be quite powerful.

Then you can start to ask whether this is the best it can be and could it be any better. People often ask, 'Why is this happening to me?' Well, to be honest nothing is happening to you; we create what happens to us; but if we understand the emotions that are there and then start to acknowledge those emotions, then things can start to clear up. So start writing and you will feel much better because you've offloaded your feelings.

This is also a good time in your life to consider getting a coach, someone to ask you the right questions, give you the right tools, support you on your journey and hold you accountable.

My other advice is to stop comparing yourself to others.

How often do you say to yourself that you cannot do what you want in your business or be as successful as someone else because someone else is doing it?

There is nothing that has not been done before. Everyone has the influence to be the strong and generous spirit they are, and are able to behave in ways that will be modelled by the behaviours of others over time.

What event has had the biggest impact on your life?

It was when I had cancer because it was the happiest time of my life; nothing was more important than just being alive and living life, nothing was more important than waking up everyday and saying isn't this great; I was living in the now.

We spend our lives so much in the search for more; we always want more; I hear the desperation out there.

Cancer hit me in the face and woke me up to life and how grateful I am to be alive.

If there was one piece of advice you would give that would impact someone's life, what would it be?

My advice is to trust and connect with your heart, your inner essence. My other piece of advice is to learn and to get support; we aren't meant to do things alone.



If you don't know how to break through the blocks that are stopping you from having what you want, to keep the balance of what you do in the spirit of your business or life, work with somebody that can help you bring and align both.

Was there a time in your life when you realised that you could create your life and that you had to take responsibility?

When I decided to leave America I think I knew then that I could create my life. I think creating your life often starts with knowing what you don't want and I certainly knew what I didn't want; I didn't want to live the life I had come from.

Once you know what you don't want you can start focusing on what you do want; then you can start believing that you can have it, and getting aligned with your beliefs. How can something happen if you don't believe it can? Then start to see it happening and once you can believe it and see it, things start to happen. When roadblocks come up along the way, and they will, you need to work through them and get them out of the way.

Once you know what you want, believe in it, see it and take inspired action; trust and let go.

You don't have to say, 'Well today I have to do this, this, this, this and this'; instead, say, 'I'm going to live in the now, I know what I want, I'm going to trust that it's going to happen, I'm going to keep that in my mind and I'm going to go on a journey and take opportunities as they come.'

How do you like to relax and enjoy the wealth you have created?

I think it's so important to have fun and not take life too seriously, so I like to get out and about with my husband and my friends as much as possible. I like to laugh and connect with people who have a sense of humour.

I also love to spend time with my son and my grandchildren and, if I can have a positive impact on their lives, then I feel I have done my job here.

I am an avid reader so I love to spend time reading, and I enjoy going for a walk – anything that is peaceful.



Apart from material possessions, money brings significant opportunity; can you share with us on opportunity that you're most proud of that money has given you?

Money has given me the opportunity to invest in my self-development and wellbeing and this in turn allows me to help others. I'm really proud of that.



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Chapter 14

Michael R. Dean

Global Coach



A stylized, handwritten signature of Michael R. Dean in black ink.

‘When you have extraordinary goals and dreams you wish to achieve in your life, you need a committed great coach and mentor not only to believe in your dream with you, but to help guide, support and challenge you unconditionally along your journey. Only then will you build such momentum that will take you to heights beyond what you could ever have imagined or achieved on your own.’

After an early career as an engineer, Michael R. Dean is now recognised as one of the top 15 franchise entrepreneurs and elite success coaches in Australia.

Born in Melbourne in 1966, his entrepreneurial flair emerged at just 11 when he began buying and selling goods for a significant profit. At 15, he took on a part-time job with one of the largest leading food franchise companies worldwide and learnt all there was to know about strong franchising and licensing systems. He also gained an understanding of the power of branding and how one idea with the right training and systems in place can be leveraged into millions and millions of dollars.

Michael began an engineering career in his teens working his way up the corporate ladder of blue-chip companies in engineering and project management. He has studied extensively in world-class professional development, leadership and mentoring programs with many of the world's most recognised experts in their field.

Michael believes that typical businesses and mid-sized corporations do not contain the entrepreneurial gene, but many individuals within organisations do.

Over the past decade he has initiated, deployed and managed projects across the globe totalling hundreds of millions of dollars. He is also one of a very few accredited to facilitate unique 'problem-solving, decision-making and project-management sessions' approved by NASA.

In 2001 Michael established a new concept in the jewellery and fashion industry that revolutionised a unique sector of the market; he leveraged and licensed 30 outlets across Australasia within 18 months, which enabled him to gain great hands-on experience. He has continued to build many other business models or franchising/licensing concepts out of one simple idea, which has enabled him to focus on his passion of taking a concept and turning it into multiple outlets through a franchise/licensing system.

Recognised in many books and publications for his mentoring and business achievements and winning numerous national and international awards, Michael continues to fulfil his passion and mentor people as they build their own business or franchise/licensing model.



Michael has some unique coaching styles of really getting to know the person behind the idea, empowering them and taking them to a whole new level beyond what they ever thought possible.

Michael lives on a five-acre country estate surrounded by beautiful mountains, trees and wildlife with his wife and life partner of 23 years, Susan, two beautifully talented daughters, Chloe and Monique, their dog Scruffy and cat Howey.

What beliefs around money did you grow up with and how has that changed today?

I grew up in an eight-square weatherboard home in Brunswick with an outside toilet. My home was filled with lots of fun and love so I never felt that I went without, but you could say that we didn't have the latest and greatest gadgets that some wealthy families may have had. Most of the families around the area had similar homes so I never felt that I was any worse off than any of my friends. We didn't go without the necessities; we didn't have the greatest luxuries either. When I look back at my youth there were a few defining moments when I decided I was going to be very wealthy; I do believe it is a choice that you make, then you just need to find the right vehicles to be able to achieve the wealth you desire, or any other goals for that matter.

One defining moment was a visit when I was seven years old to my cousin's home, which was very different to ours; they had a 90-square home with an indoor pool and outdoor tennis court with a garage for their brand new luxury cars. I remember thinking, 'How did they afford all of this?' I wasn't jealous, I was more inquisitive and thought, 'I want to have this type of lifestyle when I grow up.'

I remember another defining moment when I went on a school camp in country Victoria; I attended quite a rough primary school in the heart of Brunswick, which at the time was a very multi-cultural school and I was one of only a couple of Australian-born students. Most of the students who attended this school and their families had recently migrated and therefore were not very wealthy; more than half of the students when they arrived could not even speak a word of English. I remember this camp in the country as we went to visit



a school that was set in the Macedon Ranges; I remember looking at all the students and thinking this was something out of a movie; they were so immaculate in their matching uniforms and appearance and the car park was full of luxury cars; the buildings and school grounds were so amazing compared to the school I attended that I thought this must be where the millionaires' kids go to school. The school was Braemar College set on top of Mount Macedon (*Picnic at Hanging Rock* movie was based on the college), which funnily enough is where my two daughters have just recently graduated, so it was very dear to my heart to be fortunate enough to send them there.

What made you get into the career of coaching and why do you believe that coaching is so important?

When you are the one living in your life, working in your business or even working in your career, you can't always see what others can see. You may have questions like, 'Why can't I find a partner?', 'Why is my business not succeeding as I want?' or 'Why am I not working my way up the corporate ladder?' These are all questions that you may ask yourself and then only you come up with the answer, but how are you to see things differently or have highlighted to you what could improve your chances to achieve the success you are wanting if you are the only one giving yourself advice? A coach can see things or draw out of you things that can assist you to achieve those goals. They can be a sounding board and they can help you to stay focused and accountable to make sure you achieve that goal. Who wouldn't want someone to help you achieve all you want in your life? I know I couldn't live without my coaches and I most certainly wouldn't be where I am today in my life or business if it wasn't for coaching.

How does someone become 'coachable'?

TRUST. By opening up and sharing with the coach your challenges or what is really going on in your life or business without the sugar-coating. This way the coach is not spending too much time drawing out the answers from you, like pulling teeth from a lion; by opening up and allowing someone in and being vulnerable allows for change. Let go! Trust and try to accept what the coach is suggesting rather than fighting it; and remember that feeling uncomfortable or scared is just part of change; we all feel safe in our comfort zones, but then we're not growing.



What do you think holds people back from achieving their goals?

Firstly, you have to be sure you actually want the goal you are setting, so I recommend really exploring your goals first before writing your final list. Ask yourself why you want to achieve the goal; don't just write them 'willy nilly'; make sure they are goals that you are sure that you want to achieve and you know the true purpose and benefits that you will get when you achieve that goal.

Once you have set your goals you need to be sure that you cover off on the five points below.

1. **Have a good mindset:** Listen to inspirational speakers, make sure your inner voice is supporting you, telling you to not give up as most of the time your mind will be the thing that gets you through when your body is ready to give up.
2. **Have a very specific and clear outcome:** If you want to lose weight or earn \$1 million make sure you are specific about the amount and date by which you want to achieve that goal.
3. **Take Massive Action:** Success doesn't come to you; you need to go out and get it.
4. **Have someone to be accountable to:** Get a coach and a mentor; everyone achieves more when they have someone making them accountable and someone to champion them on their journey.
5. **Never give up:** Be flexible; sometimes a goal needs to be tweaked or the date moved, but your goals should be 'Not Negotiable'; giving up should never be an option if you want to get to the end-outcome and achieve your goal.

'Ambition is the path to success. Persistence is the vehicle you arrive in.' *Bill Bradley*



How does someone choose a coach?

Find a coach that you can connect with and trust because, although you might think you just want business coaching, it's inevitable that you'll also need life coaching, given that we're all human. So, throughout your coaching sessions you will also explore more about yourself and, if you trust and connect with the coach, you will be more comfortable to open up and move through any blocks.

You also want a coach who will call you on stuff because it is no use having a coach who will be enrolled in your excuses and your behaviours that have been stopping you in the past; so you want a coach who is also confident to do what he or she needs to do and enable you to get your desired outcome.

Do you have a coach yourself?

Absolutely, I actually have many. Just like you don't expect a virtual assistant to be a typist, computer programmer, sales and marketing expert, you can't expect a coach to be an expert in all fields; each person is a specialist in their own field. You might have a coach who can cover a few areas of life such as business and life coaching, but you may need another coach for fitness or relationships. I have a business coach, life coach and fitness coach, and if I need a specific coach to take me to another level in a particular area such as sales, then I research the coaches and hire the most appropriate person.

What is the biggest breakthrough you have had working with a coach?

Being coached is not like going to an Anthony Robbins event where you might expect to have major breakthroughs; coaching can sometimes simply be someone to bounce ideas off or someone to make you accountable and keep you on track. However, sometimes breakthroughs will happen, especially when you are exploring what is holding you back or if you are being stretched to achieve your goals. I would say I have had many breakthroughs throughout my life and business with coaching; some small things that made a huge difference over time, like being coached around my goal of wanting to be living on a country property when I was in my 60s and sitting with the grandchildren. My coach challenged me to stretch myself to achieve that earlier, so I could enjoy the country property while



my own children were still young – Prep and Grade 1 at the time. I achieved that goal and what an amazing difference it has made to my life with my children, now both graduated from high school and having the amazing privilege of growing up in the country. Other breakthroughs are having the ability to let go of past events or people that do not serve my family or me.

Coaching is always about little breakthroughs that make a huge difference to your future.

Why do you think people don't get a coach?

I think some people believe they can do it on their own; they know what to do and they just need to do it; but doing it on your own is always much slower and harder. We get caught up in our own life and sometimes can't see the forest for the trees, meaning that you may not clearly see what a coach can see from the sidelines; just like a swim coach outside the pool can see some small tweaks that could perfect the swimmer's stroke and improve their speed; just as in life or business we can be so caught up living in our own life or working in our own business that a coach can help you step outside of your life or work, bringing to the surface some things that may need tweaking or changing to take you to another level.

As well, a lot of great business coaches are always keeping up with the times and learning new ways to assist businesses achieve more; helping you to leverage yourself or move to online businesses, etc.; so hiring a business coach to help modernise your business or assist you with new marketing ideas, etc. is well worth the investment. Working with a coach on an ongoing basis will repay the investment again and again, and save you a lot of time having to learn it all yourself.

If they do get a coach, why do some clients stop?

A lot of clients stop when things are going great; they think they don't need the coach anymore and that they can do it themselves. In some cases that is fine, but choosing to stay on a maintenance program to catch up with your coach monthly or quarterly is a much better idea than stopping all together. There will always be times when you will need to bounce ideas off a coach, or something out of the ordinary comes up and you need some support to get through. The most beneficial aspect of maintaining that relationship with your coach



is that he or she will always have your business at the forefront of their mind and, if they see an article or new business system that they know you could benefit from, you can always be assured you are keeping abreast with the latest in this ever-changing world.

Have you had a client that you just couldn't work with?

I can pretty much work with anyone if they are open to committing to change. I put my heart and soul into coaching and expect the same from my clients. If I want them to achieve their goal more than they do it won't work; they have to want it more and be willing to do whatever it takes to achieve it.

From your perspective, what stops people from being successful?

I believe it's *themselves*; every one has the same opportunities in life regardless of whether you have money, of education, your age, size or gender; everyone has an opportunity to achieve something if they want it enough.

If you take massive action then you will achieve success in anything you choose to do. Most people stop themselves; they get caught up in FEAR, that is, a **Future Event Appearing Real** or a **False Emotion Appearing Real**. It is usually something that hasn't happened yet and is not necessarily true; it is just a story you have told yourself. It is also usually an event that feels like it could happen, or is a feeling that appears to be real, but isn't. For example, if you wanted to invest in a property or business you might go through the thoughts and feelings of 'What if I fail, what if the property isn't a good investment?' and 'What if it doesn't make me any money?'; but, if you do thorough research and it seems like a good investment, and you still have some fear, then it can sometimes just be that you are stretching yourself to another level and it is a healthy fear you just need to overcome. Successful people still have fear, but they do it anyway; they go beyond the fear and then get to look back and say, 'I'm really glad I did it.' Even if it doesn't always turn out the way you had hoped, it is better to have tried and failed than to have never tried at all.



'Feel the fear and do it anyway.'
Susan Jeffers

How do you grow your coaching business? Where do you get your clients?

At the moment I get my leads from being in books like *The Millionaire* series and similar publications I have been invited to contribute to; I still get leads today from these books even though some were published years ago. My other leads come from meeting people at events and most of all from referrals. Remember when you are coaching someone, ask them for some referrals as this is so much easier than having to go out and find new clients all the time.

What does success mean to you and how does one achieve it (have more of it)?

It is pointless to have all the material things in the world if you don't have those special people in your life to share it with. Success isn't about perfection, and success isn't necessarily an outcome or a place to get to; being successful is about being comfortable with where you are at and being the best you can be in all areas of your life. People should determine their own definition of success; it is not something to be determined or measured by others. Success is also about being able to take risks; it's about taking action on what you want to achieve; a key element of success to me is about having the energy and vitality to play full out in life, taking action on your ideas and not just dreaming about them.

A lot of ideas can come to people while they are daydreaming or even taking a shower, but the successful people are the ones that wake up, dry off and take massive action.



What are your seven top steps to create and sustain success?

1. Get yourself a coach: You can achieve everything you want and so much more when you have someone to keep you accountable and stretch you to achieve more, and act as your GPS.
2. Write down your goals: Display them in the form of pictures in your workplace, home and even in the shower (you'll have to laminate these or your goals will end up soggy).
3. Keep balanced in both work and home: Don't forget when your relationships are working well, everything works well.
4. Take massive action: Be at cause in your life.
5. Keep healthy: Both in mind and body.
6. Be who you need to be: To get what you want.
7. Focus on what you want: Not on what you don't want or don't have.

What is your most successful achievement and how did you achieve it?

Some people may determine success based on their wealth, or on a deal they achieved. I think money can be achieved by anyone, but successful relationships are something that money cannot buy. Therefore, my greatest success would be my family and the amazing relationship I have created with my wife and daughters. Some people may think, 'Well, that's an easy achievement'; but with the divorce rate today, and with children not even speaking with parents, it is becoming rarer and rarer. It is also not just about having a family; it is about having amazing relationships with your family. Anyone can stay in an unhappy relationship, but it is about creating amazing relationships and this again takes commitment and focus.

Just like creating wealth takes a lot of energy, focus and being present to what is happening around you, a relationship is no different; you need to put in the energy, focus on your relationships and most important be present when you are with your loved ones.

You can have all the money in the world, but when you don't have someone special to share it with, who is there for you in the good



times and the hard times, then lots of money will never make you happy.

Don't get me wrong, money gives you choices and I honestly don't do poor very well at all; but just remember having the holidays and nights out with your loved ones is a much better and fun way to spend the money you earn. So don't lose sight of the things money can't buy – and focus and put energy into those special people in your life, so when the wealth does come you can all enjoy it together.

What would you typically pay for a coach here in Australia?

In Australia coaching can range from \$120 per session up to \$1500+ per session and the sessions can range in length from 45 minutes to generally no more than 90 minutes, and can be weekly, monthly or quarterly. It is dependent upon what the client needs at the time, who the coach is, and how much work is required from the client and the coach. At the beginning, a client may need weekly calls to get them in the right mindset and get their goals clear and specific to what they want to achieve; then the calls may go to fortnightly or monthly to a maintenance package to keep the client on track and to handle any issues as they arise.

I have been coaching for more than 12 years now with more than 10,000 hours of coaching. I don't always have a large number of clients; it's more about quality of clients and working closely with them to achieve their lifetime goals.

How long does a coach have a client for?

The longer the better, as it is about someone championing you on your journey; as mentioned above you may start off weekly, then go fortnightly, then progress to monthly and even quarterly on a maintenance program. However, if the coach is really assisting you, then I believe you should have a coach for life.

What do coaches focus on in particular?

Coaches are there to assist you achieve whatever it is you want for yourself, your organisation or your business. There are obviously specialist coaches in certain areas so it purely depends on what you want to focus on and then finding the right coach. It is an extremely valuable investment for an individual or organisation to work with someone who is experienced or trained or who is already producing



the results you desire. If you can gain access to world-class leaders and organisations and learn from their experience, you will save years of time, energy or frustration in your personal and professional life, compressing decades of experience into months of profound learning and knowledge. Coaches don't just focus on one area of your life or business; they coach you in whatever area is needed to get you moving towards your desired outcome; sometimes even if you are not aware of what is holding you back, expert coaches are trained to see what you cannot sometimes see for yourself.

What could a client expect to get out of coaching?

You will always get out of coaching what you put in; a client should expect to be learning, growing and achieving more than they did on their own. Sometimes coaching may seem slow, but remember that when everything is working well is never the time to slow down or stop; this is the time that you enjoy and master or sustain the behaviour or techniques that got you to where you are. However, keep challenging yourself and come up with new goals to achieve and share any new challenges with your coach so they can assist you to achieve them or overcome the challenges. You need to be open, honest and share with your coach so they can assist you to get the most out of your sessions.

As a coach, do you also get something out of a session with your clients?

Yes, you always learn from your clients. You also sometimes get the perfect client you need when you are going through your own challenges. A lot of times it can also be a challenge that you have overcome and the client is just a reminder of how far you have come as a coach. It also helps when you have been through a similar situation or lesson and it makes it easy to connect and share with the person about how to get through it or overcome the challenge.

Do you think everyone should seek a life coach, business coach or mentor?

Absolutely, I think that if you want to be the best you can be in all areas of your life you should not wait until things are bad. You should be investing in a coach now to make a great business or relationship even better, or a great life even better. Some people wait until they



are depressed, or their business has failed, or their marriage is falling apart before they will invest in a coach. Sometimes it is all too late then and a coach can just help you let go and be able to move on and re-create what you had. Everyone should seek a business mentor or coach and not wait until it all falls apart; especially in business as times are moving so fast and there are so many new tools and techniques to use in business, it is important that a successful business still invests in business coaching to allow them to continue to be successful.

Can you tell me about your business and what is so unique about your mentoring and coaching?

I work with people and their ideas and assist them by turning their dreams into reality. We work behind the scenes with the successful business they have created and turn it into an even greater business through franchising or licensing their idea or business nationally and internationally.

The services offered provide the best mentoring and coaching around, creating a franchise or license systems out of the business that people have created. This can be very individualised for the client or diverse depending upon what systems are already in place and what is then required to make them into a franchise.

Susan (my wife and life partner) was fortunate to begin her career as a youth worker with high risk adolescents in the western suburbs of Melbourne for the Department of Human Services; she learnt a lot about the power of coaching and mentoring and how regardless of where you are currently at, or what has happened in the past, anything is possible with the right coaching and support.

So, as Susan's passion is towards transformation of others, she has made it her mission to study, and be trained by, the best of the best and to be mentored around the world on human behaviour, accelerated human change, NLP, emotional intelligence, relationships and so much more with the likes of Anthony Robbins, Dr John Gray, Don Tolman, Tad James and many other leaders in their field.

With my experience and passion around helping others achieve their success through wealth and business, we decided to combine our energies and work together with our national and international



network of successful individuals who we bring together on certain projects – it's an incredible team with no boundaries.

The reason I chose franchising is I believe it is the best way to create success in most businesses; this way you are leveraging your time, building a brand, a team of people to continue the growth of the successful business and in turn continuing to grow your wealth and your franchisees' wealth.

Together we assist our chosen clients to build their franchise systems, but also support our clients during the growth stages of their franchise. It is also very important for the client (typically the franchisor) to have the support of a mentor/coach along their journey, as in every business there are ups and downs, and just being able to talk and work closely in confidence with someone who has gone through this journey themselves is invaluable. Over the past 15 years we have been the franchisee, master franchisee, franchisor and creator of franchise systems from an idea into a successfully running franchise, so we have certainly rolled our sleeves up and done our apprenticeship from the ground up over the years. This experience cannot be learnt, so we are grateful for everything in our past and always excited for our future.

What is a millionaire mindset? How can it be achieved?

It's about making sure you are filling your mind with powerful, positive messages; be selective about what you are subjecting yourself to; what are you listening to and watching on TV.

When I need to get myself focused on a project or a sale I go to my selection of CDs, DVDs or search through my iPhone and iPad for what is going to best serve me to achieve that goal. I then immerse myself in it – I can listen, watch or read something over and over and over again.

It is also about having a NON-NEGOTIABLE goal – you will do whatever it takes and you just need to be grateful for all that you have and then set new heights to take it to another level.

We all have wealth; no one is poor in Australia; so be grateful for what you have and then always strive for better or more: more money, more happiness, better relationships, better understanding. There is nothing wrong with wanting more, just be grateful for what you have now.



How does one keep motivated and inspired on a daily basis?

Definitely by setting goals; if you have achieved everything and you have not set any new goals, this can be dangerous. The reason I say this is a lot of people end up quite low and lost when they don't have something compelling to strive for, especially very wealthy people who can holiday when and where they want and buy whatever they want. Life can seem effortless especially for men as they feel good when they are achieving and accomplishing; so creating a bigger goal that is outside their comfort zone can re-ignite the fire in their belly; this could be giving back to the world through getting involved in charities and running marathons or trekking through new countries while raising money for a good cause; but remember, not having any goals, makes life feel meaningless.

Does visualisation actually work?

Visualisation on its own does not work; it needs to be accompanied with action; but visualisation is a very important step to achieving your goals. If you can imagine it – you can create it. I visualise every morning; I start with visualising what I currently have in my life, including the wonderful relationships, and then I visualise what I want for my day and what it will look and feel like.

'Ordinary people believe only in the possible.
Extraordinary people visualise not what
is possible or probable, but rather what is
impossible. And by visualising the impossible,
they begin to see it as possible.'

Cherie Carter-Scott

How do people find their passion or purpose?

Find what you love, think about what you are good at and what you feel you would enjoy, whether you were getting paid or not, and then



just think about how you could turn that into a business or career. Doing what you love will never feel like work.

What makes for a good goal and what is your process of making them come to reality?

We all want our goals to come to fruition and I have spent more than a decade coaching my clients towards making their goals a reality. It's all about following a process and even more importantly setting the goals that our heart conceives, that our mind believes and that our bodies will carry out. All three aspects must come together as one: your heart, your mind, your body.

I use a process that has had many hundreds of my clients achieve the life they've desired; we are intelligent beings and need to have goals that are S.M.A.R.T., an acronym which outlines the steps your goal must follow for it to be achievable:

Specific: Do you know exactly what you want to accomplish in detail?

Measurable: Are you able to assess your progress along the way?

Attainable: Is your goal within your reach given your current situation if you committed 100 per cent?

Relevant: Is your goal relevant towards your purpose in life?

Time-Sensitive: What is the deadline for completing your goal?

Your subconscious mind will fulfill whatever it focuses on and, if your goals are very vague and incomplete, then you will be guaranteed to achieve results that are also vague and incomplete.

Your goals must be detailed as much as possible in order to achieve the specific outcomes you want. Your goals should be clearly defined so that anyone can read them and understand exactly what you intend to create. Your goals will contain a thoroughly detailed description of exactly what you want to accomplish: the step-by-step actions you will take to accomplish it and exactly when you want to accomplish it by.

Always set goals that can be measured (it's important not to be fluffy); you need to establish exactly how you will measure the progress towards achieving your goals because, if you and your coach can't measure it, you can't manage it. A well thought-out goal will be one where anyone can come up to you at the end date and, by viewing the results, determine whether or not you have completed



your goal. You also want to be able to see the progress along the way using milestones so that you can stay on track; select a number of milestones that will enable you to see exactly how far you have come from the start of your goal and how far away from the completion of the goal you are.

It's imperative that you set high goals that stretch you in life so that you grow and play full out in this game called life (otherwise your goals are a simple life 'to do list'). Goals that are too easily accomplished do not stretch you, nor do they define/push you as a person because they are not challenging enough. You will want to find that right mix of goals that are challenging and that will push you towards being a better person through the lessons learnt while achieving the outcome.

When creating goals really explore what the underlying purpose is and why you have chosen them. You want to create goals that are aligned with your purpose in life; goals are just bite-sized chunks and stepping stones towards achieving your life's purpose.

The final element in the SMART goal system is ensuring that it is time-sensitive, with a drop-dead end-date attached to your goals; without this step you will most likely put the goal off for a later time and never get around to it.

How do you recommend your clients manage their emotions if their goals are criticised?

Never allow others to be in control of your emotions. Although you can't always control your external environment you can control your reaction to it. It doesn't matter what other people say or think of your goals and desires if they are not supportive; what does matter is what you say, think, and do. Most often those closest to you, family and friends, will be the most critical and judgmental of your goals and desires.

Everybody who has ever accomplished a big goal and achievement has been criticised at some point when they first shared their goals and desires.

If you want to achieve other people's goals then follow their advice; if you want to reach your own goals, follow your own path; it's not always easy, but it sure is worth it in the end.



Every invention that benefits the world today was only possible because their creators kept to their end-goal despite criticism from others. You can't control other people's opinions and actions, but you can control your response and actions towards making your goals and dreams a reality.

What would you say to someone who is frustrated that they just don't seem to be able to achieve the goals they have set?

Once you have totally explored and created your goals using this SMART system, it is imperative that you lock them in and make them NOT NEGOTIABLE. How many times have you seen people continually shifting from one dream or goal to another without actually achieving them; they go onto the next shiny thing that looks good; it is a vicious cycle? When you set your goals in stone and make them not negotiable, this will ensure that you achieve them even when obstacles arise. As you start conditioning your heart, mind and body to believe that whatever you put out there you achieve, then the world is truly yours and you will then understand that anything is possible. It is truly one of the most amazing transformations once people are truly conditioned to never give up on achieving the outcome and then whatever they put out there they will achieve.

If you could teach everyone one thing that you feel would impact their lives, what would that be?

We act as if life will go on forever, that we have 'all the time in the world', when in fact we all know the inevitable end-date will come and, unfortunately for some, earlier than expected. So don't waste this time on earth worrying about what may happen in the future, live in the now, be present and be grateful for what you have and who is in your life right now. Cherish your wife, cherish your children, cherish your family and friends and be happy for what you have achieved thus far.

Don't live in the future of 'I'll get there one day' and 'One day my life will get better', or 'If only this would happen, then I'd be happy, or successful, etc.' Just enjoy the journey; live life to the full and never have regrets, just lessons; play full out as it is better to have tried and failed than to never have tried at all.



I was in Las Vegas six months ago with my business partner and I had a profound moment that changed my life forever. We were going through our 90-day plan and had spent most of the day reworking our goals into the SMART formula. Feeling a bit overwhelmed in what needed to be done over the next three months I retreated to my room. Later that night I was woken by a call from my wife informing me that a close and dear friend of ours in Australia was told he had only 90 days to live. He was a pure gentleman and one of the nicest genuine guys I knew at the time and this gave me one of the biggest wake-up calls of my life.

Speaking to him at length on my return to Australia revealed what life is all about. It was profound how every minute of his life counted; most of us have unfinished business, things we need to say to enhance a relationship or mend a relationship and we sometimes wait until we have been given that end-date to tie up loose ends and say what we always wanted to say; but if we do this throughout our journey in life whether we have a week, a month, a year, or multiple years, we will always feel lighter, more energised and we won't dwell on the small stuff; as when you are given an end-date it is more about being present in each moment you have.

What was the one thing that when you got it, everything else seemed to fall into place?

Gratitude for what you have in life. For many years I was striving for more and more in life without really appreciating what I had; this only caused me to start losing the things or connection I had with people as I wasn't being grateful or putting any focus on what I had. So stop, smell the roses; be grateful for what you have achieved and what you currently have.



‘Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend.’ *Melody Beattie*

What are your favourite ways to relax and enjoy the wealth you have created in your business?

Going on holidays with my family mainly to overseas destinations to relax on the beach or by the pool; experiencing different cultures and food is definitely one of the ways I like to relax. My wife Susan and I are big on ‘the family that plays together stays together’, so we like to take our daughters away to experience different cultures and are now extending the family to include their boyfriends. This way we still get to do things as a family even though they are growing up and this is something that we all thoroughly enjoy.

The other way I relax is to fly; almost every weekend (Melbourne weather permitting) you will find me flying around in my single-engine sports plane; I am obsessed with flying – I love it. The feeling of being able to focus on one thing allows me to relax and leave any business thoughts behind, giving the mind a rest. The view from above is always spectacular and while for some people the thought of flying a single engine, two-seater plane might not be relaxing, for me it is, especially over the mountains and country areas as the views are spectacular. The cockpit is my ‘man cave’, if you are familiar with the book *Men are from Mars, Women are from Venus*.

In signing off what is your secret to success?

I don’t have all the answers in life to be honest; I have failed as much as I have succeeded. I am grateful for everything I have in my life; I



love my family, I love my inner circle of close friends and business associates and, most of all, I love my wife. I enjoy and make the most of my life, the lessons I have learnt and the journey my life has taken.

My advice is to be grateful for the people that love you, be grateful for the lessons you have learnt and be grateful for the life you live. It is always okay to want more, as long as you are grateful for what you already have.



Michael R. Dean has generously offered a FREE Success Questionnaire with follow-up snap coaching session to assist you to unlock your hidden entrepreneurial potential for success.

To access your gift simply scan the QR code in this book or go to www.MillionaireCoachBook.com.au/coachme



Books authored by Michael R. Dean

The Official Hole in One Register

Mr Millionaire (contributor)

Millionaire Mentors (contributor)

Millionaire Motivators (co-author)

Top Franchise CEO's Secrets Revealed (contributor)

Face Talk for Sales Professionals (contributor)



Chapter 15

Angelina Cirelli-Salomone

Unique Business Advantage



Angelina

'Life is too precious to live mediocre.'

Born in 1974 in the small South Australian country town of Murray Bridge, Angelina is the youngest of five children. With Italian heritage it's no surprise she has a love of hard work, fine wine and food.

As a teenager Angelina was introduced to hard work in a family-owned café, The Hungry Bunyip, and in the family market-gardening business.

University slipped away so, while maintaining a full-time career with Woolworths for seven years, she became a qualified massage therapist and later ran her own French perfume franchise for Le'Reve.

A move to Melbourne opened the door for new opportunity including a corporate career with SingTel Optus for 11 years, which included a number of management and leadership roles including customer service, project management, call centre manager and human resources.

In 2006 she completed her studies to become a qualified yoga instructor and in 2008, while gaining accreditation as a coach, took the plunge into self-employment.

Today Angelina is the director of Unique Business Advantage; an international speaker and author, she is a highly sought-after business coach, leadership trainer and corporate facilitator.

Angelina has had the privilege of working with well-known Australian companies in both the executive and business arena including Optus, Telstra, ANZ, The Coaching Institute, Business Blueprint, The Burnet Institute, STA Travel and Flight Centre.

A graduate of The Coaching Institute and Small Business Academy programs her training also includes Work life International, Development Dimensions International, the Australian Institute of Management and Churchill Education.

Since she is a qualified trainer of Neuro-Linguistic Programming (NLP) and EDISC behavioural profiling, her clients potentially can achieve instant results that last a lifetime.

Known for her unique flair, 'no-BS' attitude and high-energy, Angelina will challenge your thinking, shake up your ordinary every day world and make sure you are doing what you love, because: 'Life is too precious to live mediocre'.



What beliefs around money did you grow up with? How has that changed today?

Growing up in a family of seven I can recall there wasn't a lot of spare coin around. In fact most of us worked part-time jobs as soon as we could – not because we went without, but because we were taught the value of hard work and earning a dollar.

These days I still believe in valuing a dollar though I know there is an abundance of wealth available; it's purely how you choose to access it.

What person or event has had the biggest impact on your life and why?

One of my greatest role models has been my Mum; as a young teenager she migrated to Australia on her own with nothing but a suitcase and the hope for a better life. In no time (because of her great looks) she met my Dad, married and had their first three daughters before she could speak a word of English. By the time my brother and I came along she had seen her fair share of Hollywood classics and could now speak a little English. What blows me away is how she raised a young family, maintained a home, career and a new relationship while on the other side of the world from the life she had known in Italy.

Whenever I think times are tough I think about what Mum was able to achieve with little to no experience, limited language and skill; yet, because of her reason why, drive, commitment and purpose, she made it work. What is even more profound is how humble Mum is about what she has achieved and how she achieved it. She reminds me constantly that even from humble beginnings anything can be achieved; all you have to do is create a dream and take action.

'Don't be pushed by your problems; be led by your dreams.' *Anonymous*



What made you get into the career of coaching?

I started my coaching career while working in the corporate arena; I had managed staff for years and felt that there was a better way of supporting them through difficult decisions. As a result my initial coaching was as an executive coach focusing on strategies for career advancement.

After a few years of applying what I knew I decided it was time to gain skills outside of the profession I worked in; as a result I completed various coach training courses, certificates and a diploma in life-coaching to gain the tools I needed to achieve results.

The more I applied what I was learning and the greater the flow-on affect to my clients the easier the decision to walk away from my comfortable six figure corporate salary became.

As my skills evolved so did the business and that's when I branched out into working with business-owners who were complaining about 'no time', freedom or profit to do what they had hoped would happen when they first started the business.

Why do you believe coaching is so important to one's life or business?

Coaching allows people to gain real clarity on what drives them. A great coach can assist you to create your very own blueprint for making decisions that align with your values, so that all future decisions made are congruent and easy.

For me coaching was a way of clearing the cobwebs and reminding myself just what is possible when you have the right support team to guide you to find answers that are life changing and empowering.

Take for example the power of NLP where you can apply simple techniques and change individual strategies to help clients go from procrastination to motivation; now imagine how helpful it would be if you knew how to do that in five minutes; or in business, what benefit would it be if you had a model you could use to negotiate an agreement with suppliers, staff or competitors.

By mastering language patterns and various other internal filtering systems coaching can provide you the framework to solve any potential challenge that might come your way. Cool, right?



How does someone become ‘coachable’?

What I find fascinating, even after 1000 hours of coaching, is that I have phone calls from people who want you to do it for them. Unlike the *Matrix* movie blockbuster, there is no magic pill in coaching; sure, your coach will support, guide, nurture and challenge you, but they can’t do the work for you.

This means to be ‘coachable’ you need to be open to considering new perspectives, be vulnerable and honest with yourself and be willing to do the work; and, yes, on occasion you need to take action.

Provided you can be open, curious about the journey and willing to explore the corners of your mind for the answers then you and I would be perfect together. Of course you’d want to have some fun along the way, too.

How does someone know how to choose a coach?

All sales experts will tell you that we buy from people we like, know and trust and coaching is no different. In order to know how to choose the right coach, you would want to like them, know a little about them and feel as though you could trust them. After all, you are going to explore uncharted waters together as the coaching journey starts to take shape.

A key criterion is to trust your gut; as many entrepreneurs know you need to make fast decisions and this time you want to include what your intuition is telling you as well.

Do you have a coach?

I have a number of coaches who can stretch and grow me in different areas and at different times, depending on the area I am focused on.

For example, when I started in business I needed a business coach who could help me create a wealth mindset and provide me with the strategies I needed to stay afloat. When I was all work and no play I needed to balance my lifestyle and then I started to question my purpose and intent, so I worked with an alternate coach who was also a Reiki Master.

Now I have a range of business mentors I seek out and work with as they allow me to constantly ask more of my ability and grow my thinking about what’s possible.



What is the biggest breakthrough you have had through working with a coach?

In the early days the biggest breakthrough was eliciting my values so I could make decisions that were good for me and good for others. Having a rulebook of what's important to me meant I could say 'no' easily without any guilt attached.

The most recent breakthrough though was when I completed my training as a recognised trainer of NLP because it gave me greater understanding of my own underlying strategies and the different models we overlap to keep ourselves safe. Knowing what I do and why I do it at an unconscious level has given me deeper appreciation of the power of the mind and how little we actually use of it consciously.

Why do you think people don't get a coach?

The number one reason people don't engage a coach is because of FEAR. I don't say that lightly, it's true because there is still so little known about coaching and for many people they have a convincer strategy that means unless they know someone who has done it or experienced it they are less likely to jump in boots and all and give it a go. The fault goes both ways though as coaches aren't great at expressing the benefits of coaching and, let's be honest, it's not like walking out with a brand new luxury car, or is it?

Well it kind of is; the difference is the car (you) looks the same on the outside, but the engine (your mind) has had a major overhaul. People are less likely to invest in something they can't see until they lift up the bonnet, and if they did that they'd have to admit to the fact they were driving a luxury car all those years that had an out-of-tune motor in it.

Short version is it's simply easier to go on doing the same old thing over and over and hoping that maybe, somehow, one day your situation might change and magically your motor will be changed overnight with no work, investment or real change noticed.

How do you grow your coaching business? Where do you get your clients?

To date my business has been 100 per cent referral and I like it that way because like attracts like. That means the clients who come



to me are all ready to create the change they need to get unstuck, because they have been referred by a friend or family member who has been a client of mine.

I have a reputation as the 'no-BS' coach so you can appreciate that going to 'find' clients who aren't ready to create change just wouldn't work.

What would you typically pay for a coach in Australia?

A high-quality business coach will charge from \$500 to \$5000 per session; a client may require an individual strategy session, regular sessions (one-to-one) or group training. The best approach is to meet with your preferred coach and discuss what options meet your personal and professional needs.

How long does a coach have a client for?

This is a great question because it will vary depending on what kind of coaching you are looking for, for example:

Career coaching: You can expect to work with a coach for up to six months meeting once or twice a week.

Life coaching: Covers a wider spectrum of topics and can include health, lifestyle and relationships, which means that it is more often once a month for six to 12 months.

Executive and accountability coaching: Similar in frequency to life coaching only the relationship is more likely to last one to two years.

Business coaching: Can last a single strategy session of a few hours or half a day to a fruitful five years plus; again it will depend on the reason you are engaging your coach.

Overall it's important to know that as long as you believe your coach is still challenging you, working for you and proving great value then they are a key player to have on your team.

What could a client expect to get out of coaching?

A client can expect coaching to increase their awareness levels, give them greater choice and instill strategies that, if acted upon, will move you forward in life and/or business.



What are the attributes that make a great coach?

In my opinion the attributes of a great coach are:

- Set, speak, show direction while leading by example
- Assist clients to gain clarity and vision
- Only ever do what they are truly passionate about
- Prepared to offer suggestion with zero attachment or need to be right
- Make every effort to try something different in order to find a better way for their client
- Never say never and see it through no matter the odds
- Dare to take risks and be open to making adjustments along the way
- Be excited, enthusiastic and energised
- Be a masterful communicator
- See their clients as whole and capable of finding the answers
- Believe that they have all they need to get the best out of their client
- Not enforce their views, opinions or judgment on others
- Have calmness in chaos
- Be authentic to their true character
- Treat others as equal and walk beside their client always
- Are committed to ongoing learning and education in order to be the best versions of themselves.

What courses have you done to enable you to get started as a coach?

The formal training I've completed includes:

- Development Dimensions International Leadership Facilitator
- Work Life International Certified Coaching Workshop
- Certificate IV in Business Management with the Australian Institute of Management



- Accredited International Coach Federation Practitioner
- Diploma Graduate, The Coaching Institute.
- EDISC Behavioral Profiling Practitioner and Trainer
- Practitioner, Master Practitioner and Trainer of Neuro Linguistic Programming as recognised by The Australian Board of NLP.

There are a number of annual business memberships to continue building my business knowledge such as the Small Business Academy, and this is perfect for coaches looking to build an online and offline marketing business. Another course, Business Blueprint, provides new rules around business for the entrepreneurial mind.

As a coach, do you also get something out of a session with your client?

Yes. We often say that you only get the clients you are ready for and that they are a reflection of one's self. Every time I work with someone I am left with greater learning and more appreciation for just how fortunate I am to be working in the coaching and development arena; firstly, because of the gift they have given me by us working together and, secondly, for the key messages I take away from each session.

Do you think everyone should seek a business mentor or coach?

I am still shocked at how many business-owners struggle to make ends meet yet don't call out for help; if they did then we wouldn't be focusing on the tragic statistic of one in five business owners making it past the first five years of business or the 80 per cent we know go broke in their first few years of trade.

It's sad for me to hear that in the past 12 months close to 10,000 business-owners had to close their doors – if only they were brave enough to talk about their struggles and get help.

Who is your typical client for your business, Unique Business Advantage?

A typical client for us is a business-owner who has the entrepreneurial curse; by that I mean they have a lot of ideas, but work too closely in the business and are often easily distracted with tasks that take them away from their core purpose, so they find it difficult to move forward.



Let me explain, often you started a business because you had a particular expertise or a good idea you thought could become a profitable business. In reality you may not have had formal training, you may not know the systems you need or had the time to plan out strategies for success; but you don't know what you don't know and that includes what you shouldn't be doing, which by the way is one of the key strategies I have my client work on – what to stop doing.

This doesn't always mean you are new to business either, because I've worked with established businesses who, when asked about their vision, stare back at me blankly and ask, 'What's that?'. Others have been working as the face of the business for more than 20 years, but got so busy being busy they forgot the reason they started the business in the first place.

So an ideal client for us is a business-owner wanting new strategies to help them plan ahead, streamline, create internal processes, improve their marketability and innovate their offering for greater market share.

'If we want what we want then we have to be prepared to do, today what others won't so we will have tomorrow what others don't.'

Peter Bland

What mindset do you believe you need to be able to create success?

Having a healthy mindset is the secret to achieving greater success; in order to have a mindset that will assist you to achieve the results you want, you first need to define success for yourself.

How do beliefs affect an individual's success?

Beliefs are one of the critical filters that determine the results we get. If our beliefs are limited by thoughts such as 'Money is hard to make' or 'I am not good enough', then we do everything we can to collect



all the evidence we need to prove that belief is true. If, in contrast, you believe you have what you need and that money is all around you, that's what you'll focus on and this will result in you collecting evidence to prove that belief is true instead.

How can someone change a belief from the past?

In simple terms, if you can uncover a negative belief and change the meaning of it, then you can reframe how you see that event and all related events thereafter.

I typically use NLP techniques because they are fast, effective and life-long. I regularly use anchoring techniques with my clients and this involves replacing a negative emotion with a positive one; we then use relevant timeline therapies where you assist the client to find the first event in their past where the hiccup was created and remove, replace or reduce it.

It's way too cool to explain in words; you have to experience NLP to appreciate the complete magic of how I can assist clients to reprogram their thoughts, states and behaviours.

How do you start your day? Do you have a morning routine that sets the frame for your day?

My favourite way to start the day is with sharing an 'I love you', then a walk with Snowy our husky to the park where she has a rest while I practice yoga barefoot on the dewy grass while repeating my affirmations. This is followed by a yummy breakfast and a trip into my office play space.

Does visualisation actually work?

If I said to you, 'Don't think of a pink elephant', what do you think of and see in your mind? A pink elephant, right?

We all have the ability to visualise, but the question is, 'Do you want it to work?'

I once had a client who said they couldn't visualise because they thought it meant they needed to see a moving picture like a movie; it wasn't until I asked what they did see that they realised their mind saw symbols and static pictures instead.



That was an interesting moment because I was reminded that we could only see what we allow ourselves to see and when we think it's different to what we are supposed to see, we label it as wrong or different.

We are all born with the ability to be creative; in fact, during the imprint years of zero to seven we learn all we choose to learn and it's not until mid-40s we decide we can no longer accept the child-like things that were once accepted; unfortunately, this is the same age the average adult gives up their creative license. So, if we can imagine fairies and dragons when we are young, what happens when our hair starts to grey? Well apparently we choose to ignore our imagination and live a life with confinement, rules and regulations that are imposed by a society that doesn't understand its full potential.

What specific things can people do to improve their mindset on a daily basis?

Notice the language you are using: Is it strong, positive and focused on what you want? If not, then create a list of all the rubbishy thoughts you have and then flip the meaning and write the new, more resourceful word, phrase or sentence beside it. You'll notice in no time you have greater language capacity and healthier thinking based on what you do want.

How do people find what their passion or purpose is in life?

On passion and purpose I think this quote by Steve Jobs sums it up perfectly:

'For the past 33 years,

I have looked in the mirror every morning and asked myself:

If today were the last day of my life,

Would I want to do what I am about to do today?

And whenever the answer has been

'No' for too many days in a row,

I know I need to change something.'

Do you want to do what you are about to do today?



What do you believe is the first thing a person needs to do, to achieve success in their lives?

Find a model that is achieving the results that you want, meet and interview them to discover their success strategies. This way you can apply the same strategies and by right of application you, too, will have the same level of success.

'Anyone who has never made a mistake has never tried anything new.' *Albert Einstein*

What are the common barriers for people in their success?

There are nine coaching principles we follow and one is, 'There is no such thing as failure, only feedback.' In reality only internal fears stop us from taking action and these fears include:

- Fear of not belonging
- Fear of not being good enough
- Fear of not being loved.

If you accept there is no such thing as failure, only feedback, it means you can never go backwards, only forwards. Imagine what results you would get if, while driving, you were always focusing on the rear view mirror.

When your plans don't quite turn out how you intended, pick yourself up, learn from your mistakes and try again; this isn't the same as quitting, as long as you try again. If it becomes obvious that you're going to go off course, don't be afraid to stop and reassess provided you move on to the next idea quickly.

What do you believe are the keys to success?

Being a business owner can be a tough gig; most days you are working on the dream and kicking goals, while on other days the rug is pulled out from under you and you feel like you have to start all over again.



Yep, the last project fell over so you are back to square one and wonder if there is any more fuel in your tank to hatch a new strategy and move past the challenges that stopped you in your tracks.

Good business leaders surround themselves with others who are more experienced and better trained in core business functions. A good business-owner is someone who recognises their strengths and weaknesses and who appreciates the need to complement both themselves and the company, and to source others who excel in the areas where they are weak. A good business-owner is created as much by the people they surround themselves with as by the people they are – which is key to their business being a success.

What limits people's success in business?

People are only ever limited by one thing – their thinking, which creates their mindset; there is a scientific explanation to this one so hang in there while I explain.

Your mindset is your thoughts, intentions, habits, attitudes, beliefs and expectations, both professionally and personally.

Actually, according to the work of Hungarian psychologist Mihaly Csikszentmihaly, we have eight filters in our brain that influence not only our mindset, but also our behaviour. The eight filters are: Attitude, memories, value, beliefs, decision, language, meta programs and time/space/matter.

Your map or mindset is created by how you filter information in or filter information out from all the information that bombards your sensors every second.

What you are left with is seven (+/-) chunks of information and that results in a map or mindset that is either functional or dysfunctional: Function – will get you the results you want; 'Dis'-functional – will also get you the results you want only they will be less resourceful.

Any wonder many business-owners stay stuck in current reality, 'TODAY', and focus on all the things that are wrong. You need to see the truth as it presently is in your business, but also you need to focus on where you want to go.



What are your tips for getting through a difficult time in your life or business?

Leonardo da Vinci said it well:

'Life is pretty simple:

You do some stuff.

Most fails. Some works.

You do more of what works.

If it works big, others quickly copy it.

Then you do something else.

The trick is the doing something else.'

Do you set goals, and if so, how?

I set goals every 90 days based on a theme for the quarter that aligns to my vision and overall business strategy; it's quick and easy and I note it on a little pocket planner that I keep beside my computer so I can check over it every day.

The purpose of having it close and visible is to combat distractions, because it's easy then to ask myself if what I am doing is aligned to my 90-day goals.

Do you believe you should share these goals with others?

Yes. Yes. Yes! Making a public commitment creates more poundage so you are less likely to back down. I recommend having an accountability buddy or someone you know will hold you to your commitment.

What would you say to someone who is frustrated by not being able to achieve their goals?

Streamline, automate and outsource.

Business-owners who constantly feel the need to prove themselves by doing all the operational tasks themselves will not achieve their potential growth objectives. Having started the company, they continue in the same role – trying to save money by doing everything themselves and wrongly believing that nobody can do the job better than they can. In fact, it becomes a self-fulfilling prophecy; if employees cannot do their job properly because they are being second-guessed



or undermined by their employer, then what incentive do they have to try? As a consequence, they stop performing to the point where the business-owner steps in and justifies the belief that nobody can do the job as well as they can; and so the cycle continues.

Create a checklist for all of your regular tasks, which are either complex or important; this improves both consistency and quality; look at your processes and strip out anything that you don't really need to be doing.

Create systems to automate whatever you can and then finally outsource the rest of the tasks you don't want to do; this process promotes the freedom and fulfillment parts of the lifestyle you're aiming for.

What is the most important role the business-owner should play?

Become an expert marketer.

Out of all the tasks you choose to do yourself, either because they're extremely important or you simply enjoy them, I'd highly recommend you put marketing into the extremely important category. You don't have to do all the marketing yourself; I don't expect you to be handing out flyers unless you really want to.

However, marketing is such a vital component of any business that you do need to learn how to do it really well yourself. If you outsource your marketing it could cost you your business because clients buy 'you', not your business, and if the message is skewed it will take a long while to get trust back.

If you could teach everyone one thing that you feel would impact their lives, what would that be?

Not to compare their results with others because judgment, jealousy and negative self-talk starts to creep in.

It's easy to set yourself lots of goals and then try to achieve them all because you feel you have to, but you may find yourself overwhelmed, stressed, tired and burnt out. Use the 80:20 rule and identify the 20 per cent of goals that will give you 80 per cent of the benefits and work on those first.

Focus on these goals one at a time and you'll cut through the overwhelm and ultimately achieve more with the same effort.



Possessing a healthy mindset will enable you to ignore criticism. Whatever goals you try to achieve, you'll notice criticism from all directions; either ignore it and disassociate with those people who criticise you, or do what I do and have fun with it. I enjoy people's criticism because I know they either don't understand what I'm doing or they're jealous because I'm doing something that they would never dare do. I have fun listening to the 'What if...?', 'I wouldn't do that because...', and 'Now's not the right time to...'. I've heard it all before.

**'To escape criticism... do nothing,
say nothing, be nothing.'** *Elbert Hubbard*

What are some methods of growing a business?

Focus on driving the business forward. We frequently find that many business-owners fill their day doing 'stuff'; as long as the day has been filled, then they can justify that it has been a good day; they equate activity with success. As a business-owner, it is necessary to focus on what is going to drive the business forward, what is really going to make a difference to the bottom line and create shareholder value.

Most often, this will centre around strategic activities, creating new products or services, opening up channels to market, ensuring the company is systemised and not simply recreating the wheel every day.

There's a real skill involved in viewing the past, present and future of a business and determining how to steer the company to more profitable fishing grounds.

Have any books been critical to your personal success?

If you don't love to read learn to and if you prefer to listen then invest in audios because it's a great way to educate yourself and grow your possibility filter. I have lost track of the books I've read, but I do know



that rather than watch television or listen to the radio these days I prefer to read or listen to books because it is a fantastic way to self-educate.

Here are a few of my all time favourite reads:

- *Think and Grow Rich* by Napoleon Hill is a brilliant guide to creating a healthy mindset
- *Awaken the Giant Within* by Anthony Robbins provides all the strategies you need for success
- *Oh The Places You'll Go* by Dr Seuss is a fun, child-like way to remind you of your potential and what you might find along the path of life
- *EMyth* by Michael Gerber will give you clarity on what not to do and how to get clear on each of the roles you need in business
- *Influence The Psychology of Persuasion* by Robert Cialdini will open up your world to how others think.

What do you say to yourself to do the things you don't want to do?

If ever there is a time when I might procrastinate (rare, but possible), I remind myself of my big reason: 'Why?' With enough of a reason why you are doing what you are doing, you can always find the motivation as it reconnects you to purpose. I have an incredible list of affirmations on my office wall that provide a daily reminder of what's important and I find they help keep me focused and motivated, because it's also a self-imposed kick up the backside.

How do you make the most of your time?

I work hard and play hard; sometimes I play too hard and that means I need to work harder, which is cool 'cause I love what I do.

Planning ahead is key to maintaining some balance though, so I usually spend time every October planning the year ahead and this means scheduling in my work forecast as well as time out to relax.

Whenever I do feel the batteries are low I recharge with walks, meditation and yoga because that helps to still a busy mind, restores my energy and taps me into the present moment where



there is true clarity.

What was the one thing that when you got it – everything else seemed to fall into place?

A few years ago my husband Tony and I were at a Business Blueprint conference in Fiji where a husband and wife duo presented their seven- year life plan; it was fantastic timing because we'd planned to stay on after the conference to work on our goals.

Now we have our own seven-year life plan and we review it annually while holidaying in some gorgeous overseas location because it's more fun; and by changing your environment you immediately change your thinking, so we find we are way more creative and daring when we work on it offshore.

The plan is broken down to yearly, quarterly and monthly goals, allowing for flexibility, but keeping us on track and in line with our core purpose. There is a mix of all the hobbies, holidays, achievements, business ventures and more that we want to achieve and we simply add and subtract based on what's happening in our business and lives.

It's great because we are both on the same page and, even though the plan has 'his' and 'hers' sections, it also has an 'our section' so we get to blend personal and pleasure which suits us both.

Apart from material possessions, money brings significant opportunity. Can you share with us the opportunity you are most fond of or proud of that money has given you?

Hands down it was the opportunity in 2012 to spend two days giving back to the children orphaned in the 2006 Boxing Day Tsunami in Thailand who live at Baan Than Namchai. Tony and I had been in Phuket at our annual Business Blueprint conference and extended our stay with 60 other entrepreneurs to spend time working, laughing, dancing, singing and talking to these incredible young individuals.

The opportunity allowed us to donate funds through Hands Across the Water and spend a day working on the foundation's rubber plantation. The morning was spent cutting back the overgrown plantation followed by an afternoon building rock retaining walls along the riverbank.



Nothing could match the opportunity to make a small difference in the lives of children who had lost so much yet gave back unconditionally to overseas strangers who they made feel most welcome in their sacred home.

You can check out the highlight here <http://www.bnc.or.th/?p=766>

What are your favourite ways to relax and enjoy the wealth you have created in your business?

My number one favourite pastime is having the freedom to be with my family back home in Murray Bridge, South Australia, any time I choose.

Of course the ability to travel and experience as much of this incredible world as possible on my terms is simply breathtaking.

For me life is about adventure, passion and having the courage to say 'yes' and work out how. That is why I am eternally grateful I started the journey of becoming a coach so that I may enjoy all life has to offer and assist others in doing the same.





Angelina Cirelli-Salomone has offered readers of *Millionaire Coach* two awesome free gifts.

How to Fight Your Fear e-book full of tips, tools and techniques to understand and remove the current fears holding you back from even more success. Valued at \$29.97.

And her Business Journey Pack that includes:

- 3 webinars taking you through a business lifecycle
- Strategies to overcome common mistakes in business
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Books authored by Angelina Cirelli-Salomone

You can ... Live the Life of Your Dreams



Chapter 16

Samantha McDonald

Dare to be Magnificent



Samantha McDonald

'There is no substitute for the feeling you have when you take control of your life.'

Samantha McDonald is a self-confessed adrenaline junkie who is always on the 'go' as a life-long seeker of greater knowledge and a very busy mum of four young children, with entrepreneurial businessman, Jason Rudd. She is also a highly driven, incredibly passionate supporter and educator of people who want to transform their lives and their businesses from meagre to magnificent.

Born and raised in Adelaide, Samantha was an entrepreneur from an early age, starting a business as soon as she matriculated from school. Her first true career love was with music and she spent many years performing as a piano-bar soloist and lead singer in bands, performing all over Australia and South East Asia. She also enjoyed teaching piano, singing, musicianship and performance to her many students and being an agent for musicians and promotions staff.

In her mid-20s she moved to Sydney where she discovered coaching and NLP (neuro linguistic programming), and embarked on a career as a coach and trainer that has since transformed her life and the lives of her thousands of clients. After a decade in the industry, she decided she wanted to help even more people and developed her own programs to train people to become success coaches and workplace coaches, ensuring an even greater reach for her ideas and passion.

She is sought by the media as an expert in her field, she has appeared on several daytime television shows, runs regular corporate workshops and was the author of the monthly Life Coach article in *Women's Health & Fitness Magazine* for more than two years. Other accolades include being a Telstra Business Woman of the Year finalist, past president of the Sydney chapter of the International Coach Federation, meeting strict criteria to be registered as a trainer of NLP through the Australian Board of NLP, and being featured in Dale Beaumont's book, *Secrets of Great Success Coaches Exposed*.

When she's not training, speaking, writing, designing new programs, or coaching executives, business owners or other coaches, she's concentrating on her other business - The Cheeky Little Wine Group - and selling fabulous wines to happy customers across Australia.

Now based in Newcastle, and with a life that's filled to the brim with a rewarding career, lots of children's activities and her own fun pursuits, somehow she makes it work and is the ultimate advocate for living one's best life, as she's walking her own talk.



Her greatest motivation for everything she does in her life is the fact that her children are watching her every move, and she's proudly showing them that anything is possible.

As a child, what did you want to be when you grew up?

I always knew that I wanted to have a huge impact on people in a positive way. I couldn't decide between being a teacher, a singer, a journalist, a psychologist or a lawyer, which are all careers that impact and help people in some way. Interestingly, I kind of fulfilled all those dreams: I started teaching piano and singing when I finished school, and now teach people to become coaches; I became an accomplished singer and pianist, performing nationally and internationally; I became a regular writing contributor to women's magazines, wrote my first book at age 10, and have contributed chapters to several books, like this one. As a coach, I help people transform their psyche and their lives; and a lawyer? Let's just say I've become really great at negotiating with my children...

What would you say is the greatest lesson you have learned along the way?

My Mum's Mum – my darling Nanny – passed away in 2009. She was an incredible woman, the true matriarch of the family. I'll always be incredibly grateful to her for teaching me how to sing, which became one of the great loves of my life. After her funeral, it occurred to me that I didn't really know anything about her work life. In fact, most of the people who knew her probably only knew her personally and not because of her work, yet she'd had such a huge impact on so many people – the funeral parlour was packed to the rafters. I realised then that it doesn't matter what you do for work – it matters what you do with your life. That, to me, was a huge epiphany. I bet, in the last few days, weeks, months, and even years of her life, Nanny didn't put much energy into thinking about what she did for work. I bet all she really cared about was being around people who loved her and who made her happy. All this corporate ladder-climbing that people do – for what? At the end of your life, will you have made a difference?



What made you get into the career of coaching?

I just really didn't have any true direction in my life. I knew I was meant to do something big that would help other people, but I just didn't know what on earth it was. I'd spent years working full-time as a professional musician, which I absolutely loved; I'd been through a horrible eating disorder and nearly died from tuberculosis; then I'd moved to Sydney from Adelaide, and had a few 'real jobs'; but now I was searching for more meaning. I didn't even know coaching existed until I saw an advert in the paper about becoming a life coach. I'd been considering becoming a counsellor, but life coaching sounded much more fun. Rather than dealing with someone's issues, this was about helping someone see their potential, and transforming their life, quickly! At the time, coaching was very new in Australia, so I really had no idea what it was all about, but the words 'life coach' really resonated with me. Helping transform lives and working with positive, motivated people seemed like the perfect job, and the decision to become a coach was a great catalyst in my life. I know that I have been put on this earth to help people help themselves, to contribute and create, and to make a difference. How do I know this? Because, when I'm coaching and training, my work feels like fun, and I've worked hard to become an expert at what I do. Being a coach has totally changed my life.

'A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better.'

Jim Rohn

Why do you believe coaching is so important to one's life or business?

I'm going to answer this question from two angles because I think they're both as important as each other. Firstly, when someone



is coached, it can be the ‘game changer’ for them. Their coach is completely on their side, has no vested interest in their life, is completely free of judgement and will motivate, inspire, and challenge them to step up and take control of their circumstances, then keep them accountable for their progress. Being coached can absolutely accelerate, fast-track and ensure someone’s journey to success, whether that’s in their personal life, their professional life, or in their business. Being coached feels like someone has taken a match and lit you up from the inside. It’s like having your own personal strategist that you can rely on to ensure your mindset is primed for action and success.

Likewise, being a coach is also like that. Every day you participate in the most remarkable journeys of people becoming greater versions of themselves and, in a beautiful display of reciprocity, you start to transform your own life as well. When asked to talk about what they do, the faces of most coaches light up and you can tell they’re totally passionate about it. You can’t fake that kind of passion. When you are doing something you love, you just want the whole world to know about it.

Why do you think some people don’t get a coach?

They’re not ready to make the necessary changes that are going to have a significant positive impact on their lives or businesses – it’s as simple as that. Time and money don’t really come into it, because you’ll always find the time and money for something you really want. The fact is, coaching transforms meagre to magnificent and is the secret weapon that’s vital to people’s success. Anyone who tries to do it all on their own is just doing things the hard way.

Do you have a coach yourself?

Yes. I’m 100 per cent committed to continually improving myself and my business, and I’m here to play big so, although I know and teach all the coaching tips and tricks, I love having a sounding board to brainstorm with. I absolutely love being coached, and being kept accountable - the chat, the actions, the on-flow of motivation that comes out of the sessions, reporting back that I’ve achieved all my actions (okay, coach, maybe not *all* my actions *every* single time...). And, actually, Jason and I enjoy having great conversations about our businesses – strategising about future opportunities, and brainstorming about where our companies are headed. Having said



that, I also find ‘coaches’ in other places. I remember going to the supermarket one day when I’d just been through a particularly hard time. I hadn’t really processed it properly and it must have shown on my face. The lady behind the check-out took one look at me and said, ‘You know, the universe sends us the right people at exactly the time we need them.’ She knew nothing of my circumstances, but she said the perfect thing when I needed it; and she’s right! People *are* there when I need them. I have a wonderful Mum who supports me unconditionally; I have the most beautiful friends – people in my local community, others a short drive away, long-time friends from my home-town of Adelaide who I may not see often but who I love dearly; friends who knew me as a singer, and others who know me as a Mum; people who take the time to check in on me, who listen, and who are not afraid to ask me the tough questions. Awesome people who make a difference to my life.

What is the biggest breakthrough one of your coaching clients has had while working with you?

I’ll never forget the young lady whose mother had asked me to do some NLP with her. This girl appeared to have a very severe case of agoraphobia, and said she hadn’t left her apartment in two years. It was debilitating and very distressing for her and her mother. They felt as though they’d tried everything, and then they heard about NLP. I gave the girl an NLP session over the phone. Towards the end of the call, she surprised us both when she actually left her apartment and went outside. This was a huge deal, and both the girl and her mother were beside themselves with excitement and gratitude. To be honest, it never ceases to amaze me what NLP can do to help people. I had one more session with the girl a week later to check that her new strategies had stuck and she said she’d never felt better. Awesome, awesome, awesome!

Also, on a personal level, NLP has been instrumental in helping me to shed my own demons and move on with my life. For example, as a teenager I had an extremely terrifying encounter that scarred and scared me for a very long time. Years later, when I thought I was over it, I started having symptoms of post-traumatic stress disorder and it was really affecting my life. Shortly after the onset of these symptoms, I started my training to be an NLP Practitioner. Good timing! I told my trainer what was going on and she did a very quick, very simple technique with me. Immediately, the symptoms disappeared! It was seriously like magic and I was sold on NLP from that moment on.



If it could work on something that was so entrenched in my own mind, then I just knew I could help so many others get over their own traumas and move on to live happy, contented, fulfilling lives.

On another personal note, I have successfully used NLP to help my own children with various issues. My NLP trainer recently told me that maybe that's the real reason I learned NLP – to help my own children when they really needed it. I tell you, if that was the reason, then I'm 100 per cent happy I know about this stuff – it was totally worth the training. I also like to believe that my knowledge is there to help many, many others as well.

What could someone expect to get out of becoming a coach?

Becoming a coach is like turning the lights on in your own life and not even realising they'd been off for so long. All of a sudden, your own world makes sense, and you realise that, having struggled through life up 'til now, you can absolutely turn things around. Rather than walking to the beat of someone else's drum, you can dance to the beat of your own. My life fell into place when I started coaching. Having said that, being a coach doesn't instantly make your life perfect – it gives you the skills to handle challenges better and jump hurdles more effectively. It's about being perfectly imperfect, having strength and resilience, and creating a life that works for you.

What makes coaching the ultimate business?

The start-up costs and continual overheads are very low; you can work from home and fit in all your family commitments; your earning potential is unlimited; and you are spending your time doing something positive, uplifting, and worthwhile. It really is the ultimate business.

What kind of training do you need to enable you to get started as a coach?

The best kind of coach training will give you the skills of coaching, the structure of a program to deliver to your clients, the flexibility to let your clients direct their own learning, and an understanding of NLP, in particular the brain and the mind and what motivates and demotivates people. Good life coach training will also teach you about the business side, will be relevant to you and your needs, and will be immediately implemented into your life. At Dare Coaching Academy



we do all of the above conscientiously, as well as empower our future coaches with the skills to create their own dream life, so they can then help others do the same, easily and effortlessly.

We also focus on creating multiple streams of income as an expert in human potential, instead of just focusing on one-to-one interactions, and we find that we attract people who are already coaches to do this part of the training because they want to advance their standing in the industry. It's about creating a coaching business, not an expensive hobby. A lot of people want to start their own business but are afraid to take the leap out of employment. We help eliminate that fear by showing them how to be business people and entrepreneurs, and develop a pathway for their new career that feels right for them. We dispel the myth that you have to work long hours to make good money, and we promote true balance, as we all have things that we want to be doing outside of work.

Our courses are personalised to ensure that every one of our students gains the knowledge that is going to make the most difference for them and their specific goals. We offer face-to-face training, online training, and mixtures of both, so that we can satisfy the individual needs of everyone who trains with us. Let's face it – when you're looking at a new career, you don't want a 'one size fits all' kind of course; you want to be taught in a way that is completely appropriate and relevant to you, and you want to be special and understood. You want to feel like you're not just a number and that your trainer and Dare Coaching Academy really care about where you're going with this. My goal is always for our students to become specialists in transforming people's lives, including their own. I motivate and support them to be the very best coaches they can be and I mentor them to reach their own related goals. I can be a hard taskmaster, but my heart is in my work, and I want every one of our students to feel they gained great value from my teaching, and that I have helped them in a massive way on their journey.

Who is your typical student for coach training?

The people who train with me to become coaches come from all sorts of backgrounds. They're executives, stay-at-home parents, teachers, managers, psychologists, bankers, business owners and personal trainers – very diverse backgrounds, but all wanting the same thing:



to live an awesome life and help others do the same. Our students can choose between two tracks – to have a coaching business and work from home, or become a categorically better leader through our workplace coach training program, and of course we've had students who have done both, or who have simply wanted coaching skills to use in their own life or with their family.

Do you think mums make good coaches?

Absolutely. I think mums make excellent coaches, and that being a coach makes great business sense for mums. Look, I'm a working mum of four young kids. I get what it's like for mums. I know the juggle, I know the challenges, I know the lack of time, I know the sense of losing yourself, and I know the feeling of wanting to do the right thing by your family. And, really, running a home-based business is the perfect way to contribute financially to the household, get your mojo back and keep on top of all the other family commitments that inevitably pop up. Let's face it, although we've come some of the way, in general, most of the household and child-care duties are left up to mums (hats off to the dads that help out), so we need to work smarter, not harder, so that we can have our own dream lives. I also think the fact that I love what I do for work makes me a better mum. Actually, I think running a family and running a business are pretty similar. As mums, we are great negotiators, we're adept at surviving on very little sleep, we have the knack of sorting out problems and dealing with difficult people, we can do five things at once, we know the benefit of forward planning, we're excellent at ad-libbing when issues arise at the last minute, and we're pretty good at putting out spot-fires. Mums, or anyone for that matter, who feel like they could be doing something different and want to contribute to something other than their family, would really benefit from looking into becoming a coach. After all, coaches are just ordinary people with an extraordinary set of skills.

We know you love NLP. What is it, and what does it do for people?

NLP, or Neuro Linguistic Programming, has three components: Neuro – about the mind, the brain, our senses and the way we filter information;

Linguistic – about our language, both verbal and non-verbal, our body language, and how we all hear things differently;



Programming – about the programs and patterns that we all have instilled within us, that may have been created as children, and how we can change the ones that no longer serve us.

Its purpose is to create choice and wholeness and I believe NLP is the missing link for many people in their personal and professional lives. It equips you with a toolbox of strategies to use on yourself, with your team, on your clients and in marketing and sales situations, and it gets amazing results, quickly.

Traditionally, NLP has been used to treat anxiety, depression, eating disorders, post-traumatic stress disorders, learning difficulties, weight issues, phobias, learned helplessness, procrastination, lack of confidence, allergies, indecision, anger, stress, obsessive compulsive behaviours, self-contempt, personality disorders, and much more. So, for coaches, it can help get affected clients to a good starting point from which to propel them towards their goals. In a workplace setting, it can help managers create loyalty and harmony in their teams, manage their time better, enhance communication with different personality types, build exceptional rapport, gain deeper insights into others, understand motivation, ask questions that get to the heart of the matter in seconds, change perceptions, beliefs, values and behaviours in an instant, and model successful people. In fact, the applications are endless. Ooh, I could talk about it all day. I love it!

As a coach, do you also get something out of a session with your client?

Oh yes. Coaching sessions are full of energy, anticipation, support, and satisfaction. My clients constantly amaze me with the awesome things they accomplish, and they continually motivate me to do better in my own life, because they are doing better in theirs. Needless to say, I feel extremely lucky to do what I do. I have clients who have come back to me year after year, because they are so intent on becoming bigger, brighter versions of themselves, and they trust me to help them with their ongoing transformation. Over the years, their goals change, but their inner drive never does. These clients inspire me because they are go-getters, and never stop pushing themselves or their boundaries. They are awesome, awesome people to work with and, as much as I am helping them create better lives, they are making my life better too.



What drives you?

I'm driven by the belief that coaching and NLP are skills that everyone should know whether they choose to set up a coaching business, take the tools into their existing business, become a more effective leader, or be a better parent. I am also aware that the world is going through many changes and what we once thought was a certainty is certain no longer. Jobs are being lost at an alarming rate and society is becoming one of 'hard knocks'. Now is the time that coaching is going to benefit people the most. Seeing past the drama of life and working towards a bright, positive future is not just a fantasy anymore – it's a necessity. It's imperative that we all have someone to support and guide us through an unpredictable future. And, with all of this going on in the world, now is the perfect time for people to start coaching businesses so that they create their own security instead of being bound by someone else's decisions, or for managers to use coaching skills to become leaders who drive their organisations through massive change.

What mindset do you believe you need to be able to create success?

You need to think in terms of, 'There is no failure, only feedback.' This is an NLP phrase that essentially means every perceived failure gives you the opportunity to learn from it and do things differently next time. It eliminates the space for being a victim of a situation because it immediately puts you back in the driving seat. For instance, you might be trying to achieve the best life for you and your family, but you never see them because you're flat out trying to climb the corporate ladder – so where is that getting you? There is no failure, only feedback. You want a better life for your family, so try something different; go about it another way. If you're not happy with the life you've made, create a new one. At Dare Coaching Academy, we train people who have finally 'got it', and we support and guide them on their road to success.

How do negative beliefs affect an individual's success?

Negative beliefs can cause us to filter information in a way that deflects success, and can detrimentally affect our thoughts and behaviours. For instance, if we inherently believe that we'll never be good at a particular skill, we'll miss the opportunities that come up for us. The alarming part is that often we don't even consciously realise we have



those beliefs. In essence, your beliefs become your reality, which is a pretty scary thought when you consider that people who didn't know better planted a lot of our beliefs in our head before we were even seven years old. Essentially, most people are living the prophecies of someone else's words or actions. When we recognise this and eliminate the blame, we can work on changing our beliefs to make them useful and in line with where we really want to go in our lives, and who we really want to be.

How can someone change a belief from the past?

It's important to remember that a belief is simply the best explanation of the evidence available to you at that particular time and can be changed when you have a better explanation. If you want to change a belief from your past that is limiting your current or future success, follow these steps:

1. Identify the belief that's holding you back – it doesn't matter how it got there at this point, you just need to know what it is. For the purpose of this exercise, let's say the limiting belief is: 'I can't start a home-based business.'
2. Choose a belief that you really want instead – this is where you decide to change your life. Make the belief an inspiring one, such as, 'I can have a highly successful home-based business that fits with my lifestyle and supports my goals.'
3. Look at the 'evidence' that supported the old belief – here, we're looking for all the reasons why we couldn't start a home-based business in the past. They could be: 'My current job pays too well', 'It's too risky,' 'My friend failed at it', and 'I've never done it before, and I'm afraid I won't be any good at it'.
4. Work out what your emotional pay-off was for having the old belief – what exactly were you getting out of it? Perhaps it was: 'I could sit around moaning with friends about hating our jobs', 'I was never 100 per cent happy so people would sympathise with me', or 'Yes, I hate my job, but I'm actually quite comfortable there'.
5. Find alternate explanations for the old evidence that supposedly supported the old belief – they could be: 'Yes, my



current job pays well, but so would my home-based business', 'Yes, it's risky, but so is staying in my job and hoping that my boss doesn't fire me or close the place down', 'Yes, my friend failed at it, but I am a different person to her and I would make it work', or 'I've tried new things before, and they've been a success.'

6. Find new evidence that supports your new belief – this is where it really gets fun. At first, your new belief may not feel real, and that's only because your mind has to make new neurological pathways to support the new belief, and it takes repetition to deepen these pathways so that they feel normal. New evidence might be: 'My kids are much happier when I'm able to take them to and from school', 'Working from home gives me an extra 1.5 hours with no travel time, which can be used at the gym to help me with my health goals', or 'I feel so much more relaxed now that I'm working with positive people all day'.

Using these simple steps, you'll be well on the way to creating new beliefs that help you improve your life.

How does one in your opinion keep motivated and inspired on a daily basis in business and life?

Everyone's different. For me, it's this: 'I am the biggest role model in my children's lives. It's up to me to create the life of my dreams, because my children are watching me. They are learning from me, and they are creating their own lives from what they're experiencing.' Who is watching you? Children watch how you conduct yourself; they listen to what you say to them, what people say to you, and what you say to other people. They feel your emotions, both good and bad, and they are being programmed by what they are encountering on a daily basis. You, essentially, are setting them up for the rest of their lives. What you do and say counts. This knowledge motivates me to be the most inspiring mum I can be. I know that working makes me a better mum, and working my own hours under my own direction is the sensational icing on the proverbial cake. My training as a coach and in NLP has given me a tool-box that's over-flowing with skills to help my kids be the best versions of themselves. Essentially, my work life really does help my home life, which is a sensational spin on the whole work/life debate, don't you think?



'We cannot hold a torch to light another's path without brightening our own.' *Ben Sweetland*

How do you start your day? Do you have a morning routine that sets the frame for your day?

Ha! My day usually starts several times through the night when I am attending to a child or two. With four small children, getting them organised and out of the house on time for school and care in the morning is absolutely the most challenging part of my day – definitely tougher than running my businesses! Morning routine? I'd call it 'morning survival'...

With four young children, how do you stay on top of it all?

As any mum would say, some days go really well and others not so well. The important thing is to take a lesson from things that aren't working, and apply it to future days. I live in Newcastle and my hometown is Adelaide, so unfortunately I don't have my extended family around me to help out, although my Mum is still the first person I phone to talk through a problem, celebrate a win, or laugh about something funny one of the kids did.

I have learned that you create different support networks as you get older; you let people go and you make room for others who really belong there. I have a brilliant team of people around me, both in my business and my personal life. My business teams include people who go above and beyond what I could ever ask of them, because they absolutely love what they do; and I'm constantly surprised at how much help I get from people in my personal life. I'm often asked, 'How do you do it with four kids?' My answer is simple: 'It's organised chaos ... and sometimes it's just chaos ... and very loud!' I schedule everything, and usually feel like I'm walking on a tightrope, balancing it all and trying not to fall off. I'm an adrenalin junkie who thrives



on making things happen, and I love a challenge. I'm also realistic enough to know that things don't always go to plan when you're dealing with real life, especially with children, so I've built my career with the flexibility that allows me to do all those things I couldn't do if I was employed by someone else. Because I am my own boss, taking time off when a child is sick or has an appointment is nowhere near as stressful as it would be otherwise; if I want to attend the school to see my child getting an award, or to help out with an excursion, I just schedule it in. I don't over-commit myself, but if an opportunity comes along that really excites me or that is really important to me, I make it happen. My life is a very carefully crafted balancing act and I've learned to reach out and ask for help.

Jason and I work as a team to ensure our children are well adjusted, resilient, strong, happy, and deeply loved by both of us, and we are both very focused on working hard to help them reach their own potential. So, Jason and his family are very involved and, by reaching out further, I've found the most beautiful friendships, and wonderful trustworthy people to help me take care of the children. Doing everything on your own does not make you a champion – it makes you tired. If you don't ask for help, people don't know that you need it, and probably think you're getting it elsewhere. The truth is I've built my career around my lifestyle, and that's how I'm able to manage it all. I am the best advocate for the coaching lifestyle I promote, because I'm living it.

Do you really believe that work/life balance is possible?

Yes, and no. I believe that women who work outside the home, as employees of someone else's company, can have a really hard time achieving balance if they are also responsible for the housework and the childcare. Let's face it, no matter what anyone says, childcare and house duties still rest largely on the shoulders of women, and can leave many women feeling like they're running around like crazy headless chickens doing things for everyone except themselves. The end result is a bunch of well-meaning women who are living their own groundhog days, feeling depleted, unappreciated, and flat, and wondering how the hell their life has ended up like this.



We need to be clever and resourceful in order to create true balance; we need to individually work out what work/life balance looks like for us and then create it. So, no, for some people, work/life balance is an oxymoron, but for others who truly want to make it happen it can absolutely be a reality. I have it, and I'm the mother of four young children running two businesses. I'm living what I teach. Yes, if I can do it, it is definitely possible. Put simply, I plan my work around my life, not my life around my work.

What specific things can people do to improve their mindset on a daily basis?

Spend your time with people who motivate you, uplift your spirit, challenge you positively and, most of all, believe in you, and you will see a huge difference in the way you perceive your world. Limit the time you spend with people who suck and destroy your energy. If you must spend time with them, exercise your choice not to let them consume you, and learn strategies to dissociate enough so that they don't affect you. Keeping healthy is also an excellent way to improve your mindset. Find a form of exercise that works for you, and eat a good healthy diet. Take ownership of your life, seek out ways to improve yourself, and start taking action towards those outcomes. There is no substitute for the feeling you have when you take control of your life.

'The best years of your life are the ones in which you decide your problems are your own. You do not blame them on your mother, the ecology, or the president. You realize that you control your own destiny.'

Albert Ellis



Everyone wants success. What is success?

You will probably find hundreds of different definitions, as one person's idea of success will always be different to the next. It's all subjective, and is really only able to be determined by how YOU feel. That's why my advice to you is to come up with your own definition of success and then strive to attain it, otherwise you'll risk your level of success, and ultimately happiness, being defined by other people. Remember, though, that it's okay for your definition of success to change as your life does, or you may be holding yourself to an ideal that is, frankly, no longer quite so ideal.

I celebrate every success, even the little ones. There's no point in having this huge goal and living an unsatisfied life along the way. Sure, I'm a great believer in striving for magnificence - I also believe it's incredibly rewarding to acknowledge the little wins and be grateful for what you have, so you can truly enjoy the journey. I mean, let's face it, success can be derived from status or wealth, or it could simply mean getting your daughter's costume sequinned in time for the end of year dance concert, or even just getting through the day! Are you hearing me, mums? If you feel like it's a success, then it's a success.

I find it interesting that there are a lot of 'successful' people out there, who are actually unhappy because their 'success' has come at the cost of another highly valued part of their life. We've all heard of mega-rich businesspeople who've lost their families along the way. So, while it's incredibly rewarding to reach your destination and declare yourself a success, just make sure that your success fits in with your life as a whole. No regrets – the key is having everything in alignment.

At Dare Coaching Academy, we focus on helping people become their own interpretation of successful while having 'a life' and contributing to something worthwhile. I like to think of it as creating profit through purpose – doing something that makes you happy is the perfect way to reach financial abundance. Success is simply the validation that you're on the right track.



What are the common barriers for people in their success?

The most common barriers to success are emotional pay-offs, beliefs, memories, and the bigger picture.

An emotional pay-off is a benefit that someone is getting from having a particular behaviour. It will nearly always prevent positive outcomes, as it creates an internal tug-of-war, as the deemed need for the emotional pay-off is as strong if not stronger than the desire for the original goal.

Regarding beliefs, we generally take action on the things that we consciously or unconsciously believe are important, while filtering out all the stuff that doesn't matter. If you focus on what you want, and believe that it's important to do whatever it takes to get there, you will be able to change your behaviour and thus achieve your goal, but, if you have a belief about yourself or about someone else or about a situation that works against you achieving your goals, your efforts will be sabotaged.

And, memories – when we make a decision, our brain asks our unconscious mind to recall information from our memories, which relates to the situation we are currently thinking about. If we've made a similar decision previously and it did not go well, the pain associated with the decision is downloaded, and acts as a 'red flag', which lets us know that making this decision could be detrimental to our 'survival' and therefore we shouldn't proceed. Unfortunately, even though most of our decisions in modern times don't actually affect our survival, our brain interprets any kind of anxiety or nervousness as a danger and this can prevent us from moving forward.

Finally, some people don't achieve their goals because, in the big scheme of things, the goal isn't actually a good outcome for them. This can be hard to pick up early on, but if you keep banging your head against a brick wall this may be your problem. What is the bigger picture that you are not yet aware of?

What are your tips for getting through a difficult time in your life or business?

Oh wow, I've had my fair share of these; coaches don't necessarily have amazingly easy lives all the time, but they do have the skills to help them cope with negative situations. First up, step outside of



yourself so that you can see all points objectively. From this position, you'll start to see if there's anything in particular you can do right now to make your situation easier or better. There are usually things that become obvious - if there's really not, it's important to step out of victim mode and take ownership of your situation. The good thing is that tough times do pass. Ask yourself if this particular thing that you're going through right now will really matter in five years' time. Usually it won't, so what's the point of spending your precious energy worrying about it right now?

What would you say to someone who is frustrated that they just don't seem to be able to achieve their goals?

Firstly, get a coach. Secondly, in what way or ways are you keeping yourself in this situation? In what way or ways are you contributing to and maintaining this problem? What is it that you are doing that is enabling this problem to persist? Are you ready to take ownership and get yourself out of this rut? If you keep blaming someone else, or something else, you're playing 'the victim' and, frankly, that's not going to get you anywhere. Frustration is useless and pointless, but if you channel that energy elsewhere, you might start to get a very different result. Know your limits, and test them every now and then. My guess is that you're living way below your potential.

What about people who are disillusioned, depressed, and feeling helpless about themselves and their situation?

Here's a little story that might resonate with you. There was a girl - let's call her Sally - who was walking along, minding her own business, not looking where she was going, and she fell down a man-hole that she hadn't seen coming. It was terrifyingly dark down there, and extremely lonely, and the walls were slippery so she couldn't get a good foot-hold to claw her way back up. She felt helpless and afraid, and felt that no-one could hear her when she cried out.

After a while, a person stepped across the opening of the man-hole and noticed that Sally was stuck. They threw down a rope and, even though Sally still had to pull herself up, she knew that she had the support of the other person, and worked harder to get to the top. When she arrived on solid ground, Sally looked back down the man-hole and, because the light had now changed direction, she could see that there'd been a step ladder attached to the wall the whole



time that, had she taken more care to check all her options, she would have found earlier. She realised in that moment that things are not always the way they seem, that difficult times do pass, and that opportunities are present even when they're not immediately visible.

If you could teach everyone one thing that you feel would impact their lives, what would that be?

Power comes from believing in yourself. Never let someone else's agenda stand in the way of you achieving your own personal power. Surround yourself with people who inspire, motivate and support you, and who totally reinforce your goals and vision; then learn how to inspire, motivate and support yourself. Find the positives in your situation, forgive yourself, and believe that you deserve to live your life fully, and that you really can make it happen. There's a defining moment in everybody's life – a moment that they will remember forever, the moment when they find their true passion and purpose, the moment when everything falls into place. If it hasn't happened for you yet, it will. Okay, that was more than one thing...

How do you make the most of your time?

I have built a life full of balance and I've managed to become pretty good at time management. The trick is to figure out what you really want to do: what tasks are going to take you closer to your overall goals, what's going to make your life easier, and which ones could you delegate or delete altogether? To me, there are some non-negotiables in there. Apart from running my businesses, I go to the gym three times a week, have two dance lessons, shuttle my children to a crazy number of dancing, swimming and sport classes, teach music and performance to a small group of very talented children (including my own) and catch up with friends. I am fanatical about my kids' homework, I love to read, and I spend time studying and learning new things. Sounds like a lot, but there are actually more hours in the day than most of us realise. Basically, I prioritise and make time for what matters to my family and me, and I am very lucky that I love what I do for work. I totally focus on my work when I'm there, and my family or myself when I'm not. What are you spending your time doing? If it's not something you really love, what's stopping you?



‘Once you have mastered time, you will understand how true it is that most people overestimate what they can accomplish in a year - and underestimate what they can achieve in a decade!’ *Tony Robbins*

How do you see the coaching industry developing over the next three to five years?

Coaching is one of the fastest growing industries in Australia at the moment. Certainly, over the past decade, I have seen a significant shift in people’s thinking regarding this industry and coaching has become a buzz word in many areas of the corporate sector with executives recognising that, apart from being a fantastic workplace tool in itself, coaching is also an excellent way to integrate training programs back into the workplace. I see this rising dramatically over the next few years as managers seek out better ways to encourage their staff to perform, and people start to search for greater meaning in their lives. More and more people are employing the services of a coach now, and this will only grow in the future. We will do more coaching and training online, and will need to embrace technology to keep up with other industries.

Coaching is a real skill, and I sincerely hope that the industry is able to maintain its high level of ethics and integrity. Dare Coaching Academy, is built on the acronym DARE – Dynamic, Authentic, Revolutionary, Ethical – and we’re proud to live up to these credentials. I was the president of the International Coach Federation Sydney Chapter for a short time (the only reason I relinquished my position was that I moved out of town), and I’m currently on the board of the Australian Board of NLP. I’m thoroughly committed to the integrity of our industry, and also to its growth through innovation.

Tell us about your wine business?

When I was pregnant with my second baby, I started a wine business in which we bought and sold boutique wines from across Australia



to customers all over the country, via the phone and internet. Our customers loved it, because we were basically a whole lot of vineyards rolled into one. They could mix and match wines and choose exactly what they wanted, and when they wanted it. I had a great team of wine consultants who really went above and beyond in terms of looking after our customers. I sold the business after I had my third baby, but really missed it – especially all the ‘quality control’ testing that had to be done! So, recently I set up another wine business similar to the first one, called The Cheeky Little Wine Group. I mean, who doesn’t love a cheeky little wine every now and then? We have our own cheeky exclusive labels, and the whole thing is about fun, friendship and fabulous wine. The Cheeky Little Wine Group delights the business part of me that loves buying and selling things, and humours the inner entrepreneur who loves creating and starting adventurous new projects. And of course, yes, it *does* come with its own set of pretty good perks too...

What was the one thing that, when you got it, everything else seemed to fall into place?

I finally realised that I am completely in charge of my own destiny. I know it’s been said many times before but when you finally ‘get it’, there are powerful repercussions! It’s all about CHOICE – you have a CHOICE! It might be hard to hear, but where you’re at in your life right now is your CHOICE. It’s up to you to choose where you’re going next; it takes courage to live a life that’s true to yourself, rather than the path someone else has chosen for you. Stop listening to what other people say you should do and start eavesdropping on your own thoughts. You can make a choice about who you spend your time with; you can make a choice about the people you let into your life and those you keep in your life; you can make a choice about who you work with. Here’s the thing: If you are completely stressed out by your work, change it; find a career that lets you live your life under your own direction, not someone else’s. If you sit there and talk about how you *have to* stay at your workplace, or you *have to* stay in that relationship, or you *have to* do this and you *have to* do that, you’re in victim mode; you’re not searching for a solution and, in fact, you’re probably not even open to the solution or opportunity that is staring you in the face. Anything is possible - you just need to come up with the right strategies, take the right action, get the right mindset and



work your way through it. The facts are that what you do *can* make a difference. What you do *does* matter, so make it count!

I'm one of the lucky ones who worked this out. Right at this point in time, I'm happier than I've ever been - I've found my calling - and this in turn positively affects my children. I hope my story inspires others to get out there and have a go. I hope I can influence people to think, 'Wow, if she can have successful businesses, and she's a mum with four young kids, so can I.' I hope there are people out there who take the bull by the horns, realise enough is enough, and get in touch with me so that I can show them how they, too, can get more out of life. It's a tragedy to waste our time on this earth by not being who we're meant to be. Most of all, I hope that, when all of my children are old enough to read this book, they'll finally understand what Mummy actually does, and that, when she says she's going to work, she's actually having a really good time.



Samantha McDonald has offered readers of *Millionaire Coach* a free copy of her report, 'The Seven C's of Happily Ever After'.

To access this fantastic gift visit
www.MillionaireCoachBook.com.au/coachme or scan the QR code in this book.



Books authored by Samantha McDonald

Parenting By The Seat Of Your Pants

Secrets Of Great Success Coaches Exposed
(contributing author)



'Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.'

Buddha



Achieving a millionaire mindset and living an extraordinary life is achieved by standing on the shoulders of others who have travelled the path before you. Surround yourself with people willing to lift you higher.

Whether you want to improve your health, relationships or wealth, a coach will help you identify what is holding you back from the success you desire. Regardless of your past you have everything you need to start where you are now and change your destiny, and the lives of those you love.

Life is like a giant jigsaw puzzle. And a coach will help you to envisage the big picture and work with you as you piece it all together. Take time to just stop and look at what you want the jigsaw puzzle of your life to look like. Trying to fit the pieces of the puzzle together without knowing what the final picture (your goals) looks like is too complicated. And if you complete the puzzle and don't like the picture, you've wasted valuable time.

Invest in yourself and begin to create the picture of how you want your life to look.

This is your life - do what you love and the universe will open doors for you - don't wait until is everything is perfect – live the life that is waiting for you starting today.

'The best day of your life is the one on which you decide your life is your own. No apologies or excuses. No one to lean on, rely on, or blame. The gift is yours - it is an amazing journey - and you alone are responsible for the quality of it. This is the day your life really begins.'

Bob Moawad



It is difficult to put into words the gratitude that we feel for the awesome coaches who have shared their wisdom and journey to make this book possible. The *Millionaire Coach* contributors have amazing businesses, and some have their own books and products, which could help enormously on your wealth journey. Please contact them directly on the details below if you would like more information.

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To help you start out on your wealth journey, we have included some resources that may be able to assist. There is a multitude of magazines, websites and books available that have up to date information. Your education should be an ongoing process.

Magazines

Think Big
Wealth Creator
My Business
BRW
emPOWER

Books authored by *Millionaire Coach* contributors

Coaching Success Guide, Michael Yacoub
The Rites of Passage to an Extraordinary Being, Michael Yacoub
Success Built on Failure, Michael Yacoub
The Millionaires' Multiplier Effect, Michael Yacoub
FLOP, Failure Liberates Our Potential, Michael Yacoub
The Rites of Passage to Leadership, Michael Yacoub
Directions to the Millionaires' Lane, Michael Yacoub
Millionaire Sales Coach, Robert Borg
Preparation Equals Opportunity Equals Success, Robert Borg
The NEW Way to Sell and Close More Sales, Robert Borg
'YOU' - nification: Leadership Strategies for Increasing your Level of Impact, Influence and Income, Richard Day
In the Spirit of Success: Inspiring Stories from Entrepreneurs Around the World, Kylie Hammond
The Executive Candidate's Survival Guide (e-book), Kylie Hammond
Your Property Questions Answered (e-book), Jennie Brown
Get Real Get Rich, Jennie Brown
Property Millionaire (co-author), Jennie Brown
Cracking the Success Code (co-author), Jennie Brown
Boost Your Career, Heidi Alexandra Pollard
The Power of a Woman, Heidi Alexandra Pollard
How to Break the Glass Ceiling Without a Hammer, Heidi Alexandra Pollard
Leaders in Pearls – How to be a Change Agent, Heidi Alexandra Pollard
Ms Millionaire (co-author), Heidi Alexandra Pollard
The Power of UQ: Increase Your Income, Influence & Impact, Heidi Alexandra Pollard



Expander Leadership: Power up your Workforce, Heidi Alexandra Pollard

Secrets to Awaken the Heart of You – A Handbook for Spirited Women who want to Make a Difference, Reeny Barron

Lead with your Heart – A New Look, Reeny Barron

The Official Hole in One Register, Michael R. Dean

Mr Millionaire (contributor), Michael R. Dean

Millionaire Mentors (contributor), Michael R. Dean

Millionaire Motivators (co-author), Michael R. Dean

Top Franchise CEO's Secrets Revealed (contributor), Michael R. Dean

Face Talk for Sales Professionals (contributor), Michael R. Dean

You can ... Live the Life of Your Dream, Angelina Cirelli-Salomone

Parenting By The Seat Of Your Pants, Samantha McDonald

Secrets Of Great Success Coaches Exposed (contributing author), Samantha McDonald

Books Millionaire Coach Recommends

Mr Millionaire, Fiona Jones

Ms Millionaire, Fiona Jones and Rebecca Griffin

Property Millionaire, Fiona Jones and Nhan Nguyen

Millionaire Mentors, Fiona Jones and Pauline Martin-Brooks

Health & Wellbeing Millionaire, Fiona Jones and Rebecca Griffin with Paul Scicluna

Real Estate Millionaire, Fiona Jones and Andrew Morello

Millionaire Motivators, Fiona Jones and Michael R. Dean with Todd Hutchison

You can Heal Your Life, Louise L. Hay

Rich Dad Poor Dad, Robert Kiyosaki

Leaving Microsoft to Change the World, John Wood

The E-myth, Michael Gerber

The Magic of Believing, Claude Bristol

The Secret, Rhonda Byrne

The Power, Rhonda Byrne

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The Law of Attraction, Esther and Jerry Hicks

Money and the Law of Attraction, Esther and Jerry Hicks

Think and Grow Rich, Napoleon Hill

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The Answer, John Assaraf & Murray Smith



Having It All, John Assaraf

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The Saint, the Surfer and the CEO, Robin S. Sharma

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The Riches Within, Dr John F Demartini

How to Make One Hell of a Profit and Still Get to Heaven, Dr John F Demartini

The Power of Your Subconscious Mind, Dr Joseph Murphy

The Science of Success, Wallace D. Wattles

Who Moved My Cheese, Dr Spencer Johnson

The One Minute Millionaire, Mark Victor Hansen

Australia's Money Secrets of the Rich, John R. Burley

The Seven Spiritual Laws of Success, Deepak Chopra

The Generosity Factor, Ken Blanchard

Way of the Peaceful Warrior, Dan Millman

Board games

Cashflow 101 from Robert Kiyosaki

Cashflow for Kids, Robert Kiyosaki

The Millionaire Maker Game from Loral Langemeier

Call up, Put Down – The Stock Market Options Game, Platinum Pursuits

*'To laugh often and much,
to win the respect of intelligent people
and the affection of children,
to earn the appreciation of honest critics,
and endure the betrayal of false friends,
to appreciate beauty, to find the best in others,
to leave the world a bit better,
whether by a healthy child, a garden patch ...
to know even one life has breathed easier because you
have lived.
This is to have succeeded.'*

Emerson.





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Fiona Jones

Fiona Jones is the creator and author of The Millionaire Book Series. It was her love of reading and passion for inspiring people that led her to develop the series.

Her mission is to inspire millions to make millions by sharing extraordinary success stories through her books and others books published through her publishing company, Source Publishing and Production Group.

Fiona started her career in the medical world, working as an ultrasonographer in Obstetrics and Gynaecology. Throughout this rewarding career, Fiona invested in property, mostly in Sydney and on the Gold Coast. Her first property renovation on a block of units in Sydney resulted in a phenomenal profit. She has a natural flair for property, and currently has several projects under development. Fiona holds a Certificate IV in Real Estate, has had a successful business in the beauty industry and has honed her skills through attending seminars and reading extensively on mindset and investment strategies.

In her spare time, Fiona volunteers in a school banking role to support and encourage school children to start saving early. She believes anyone can achieve wealth simply by the habit of saving. She is also making plans to fulfil her dream of building a school in Bali with a huge collection of books. She loves to walk, swim, read and practice yoga.

Fiona currently lives on the Gold Coast on her 13 acre property, complete with a yoga retreat that she shares with her husband and two children, the local wildlife and a menagerie of horses and farm animals.



Michael R. Dean

Michael R. Dean is recognised as one of the top 15 franchise entrepreneurs and elite success coaches in Australia. He is a true entrepreneur who recognises an amazing business idea, adds the best training and systems and is able to leverage it into millions and millions of dollars and turn it into a worldwide phenomenon. Coming from an engineering background Michael has always loved to design, create and build things and now he puts this same strategy into businesses.

His entrepreneurial flair emerged at age 11 when he began buying and selling goods for a significant profit. At 15, he took on a part-time job at one of the largest leading worldwide food franchises, where he learnt all there was to know about strong franchising and licensing systems. He also gained an understanding of the power of branding.

Over the past decade, he has initiated, deployed and managed projects across the globe within blue chip companies and the franchise sector, totalling hundreds of millions of dollars. He is also one of very few accredited to facilitate unique 'problem solving, decision making and project management sessions' approved by NASA.

Recognised in many books and publications for his mentoring and business achievements and winning numerous national and international awards, Michael continues to fulfil his passion and mentor people as they build their own business or franchise/licensing model. Using his unique coaching techniques and experience he works on key personal emotional intelligence, which produces the impact of empowering people that take them to a level beyond what they thought possible.

Michael lives on his five acre country estate surrounded by beautiful trees and wildlife with his wife of 23 years Susan and his two beautiful daughters Chloe and Monique and dog Scruffy and cat Howey.

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