



Build Your Coaching Business Without Any Overwhelm

*How I went from struggling preschool teacher to
confident business owner*

*With Transformational Life & Success Coach
Chrissy Brady-Smith*

Introduction



I made the shift from teacher to women's empowerment coach because I wanted to have a bigger impact, have more fun, and make more money. Now I create my own schedule, travel the world, coach ideal clients on-on-one, and lead retreats for hundreds of women all over California. The best part? I get paid for being who I am and doing what I love without any overwhelm. **Without a business degree, I built a coaching business designed around my core values as a woman, and I want to show you *exactly* how I did it.**

I remember the pain of knowing how much I had to give, but having NO idea how to find clients that would pay for my coaching. Even with six years of transformational training under my belt and certification in Life Coaching and Workshop Facilitation, there was a time when I couldn't find paying clients to

save my life. I was paralyzed with fear and heartache not just because I was broke, but because I wasn't using my gifts to serve the world.

Can you relate?

Below you will find my 11 Step formula for building your coaching business—without all the drama and overwhelm that I went through in my beginning days. Take some private time for yourself to fill out this workbook. You'll find exercises, visualizations, and proven business strategies to catapult your success.

Remember, the more time and effort you put into this experience the better—what you put into it you'll get out of it.

Step 11 is by far the most important step for you to skyrocket your business,



Step 1

Master Your Thoughts and Become A Magnet For What You Want.

So you want to become a coach... but thoughts of... "I can't do it!" or "I'm not smart enough" or "I can't afford support," or "I'm not ready," are flooding your consciousness.

The most important aspect of letting your desires manifest is through the art of attraction. What you feel, you attract. What you think, you become. What you imagine, you create. *The universe is listening and your energy has phenomenal power.*

You can use your thoughts, feelings, or imagination for greatness or defeat. When you put your focus, time, energy and emotion into a desire, the manifestation process begins. Your **belief** is where the magic happens.

Reflect upon some limiting beliefs, thoughts, or stories that have kept you small and unfulfilled in the present or the past. Write them down with compassion and honesty. Some examples: "I am unworthy of love." "I am stupid." "I can't build a business." "I'm poor." "I don't have time." "I'm not that kind of person." "I'm so lonely." "I will never find my soul mate." You can focus on anything you want, from your love life, your career, your health.

How will this exercise help you build your business? *Because how you do ONE thing is how you do everything.* If you want a thriving coaching business, but settle in your health, chances are you are settling in your business building as well.

- 1. Write all of your limiting beliefs, thoughts, and stories that keep you small and out of the realm of success and empowerment:**

2. Now, let's look at the impact of those thoughts. Did those thoughts or beliefs attract similar realities into your life? For example: *"When I believed that I would never find my soulmate, I settled for men who didn't make me happy." "When I focused all of my attention on how lonely I was, I isolated myself from my friends and family and actually became more lonely." "When I believed how terrible I was at finding clients, I didn't find any clients!"*

Reflect below:

3. Go back to those thoughts and beliefs in exercise #1, and transform each sentence into the positive opposite statement. Notice the shift in energy. Try these affirmations on and memorize each one as your own. Write them down, and focus your mind, heart, and body into believing your new empowered thoughts **daily**. This will raise your vibration so you can attract the miraculous life you desire. For example: *"I will never find clients" is transformed into "I always find clients!"... If you really have fun with this, you can transform this sentence into a better affirmation that lights you up: "I love how ideal clients always find me!"*

Write your new empowered beliefs below:

What will open up for you if you apply each of these new beliefs into your life?

How can you apply these mindset tools to your business?





Step 2

Own Who You Are & Stand Out in the Crowd

In the beginning of my coaching career, I struggled the most when I abandoned my true self and tried to be someone else. This kept me uninspired and broke! When I made the decision to build my business around my core values as a woman, this kept my business authentic, which kept the inspiration alive for myself and my clients. Every single time I come back to my purpose- my business ideas and packages flow out of me.

There is only ONE of you! Being yourself is the sure-fire way to make you stand out in the industry. Stop trying to be a “professional,” and start letting your true self show. Your business will stand out when you infuse it with all the things that make you unique.

These writing exercises are designed for you to get to know your true self. Make sure you activate your most empowered self before writing. Have fun with this!

1. What is most inspiring about you and your story? What makes you a heroine?
2. When do you feel most self-expressed and free?
3. What makes you feel powerful?
4. What makes you happy and brings you joy?

5. What are you naturally good at? What are your gifts and strengths?

6. Is there something you always knew you felt right doing?
Something deep down that pulled you? Called you?

7. It's important to distinguish what you want from what you don't want, because that is where you find your power. Take some time to remember the times in your life when you felt unfulfilled, upset, sad or powerless. What were you doing? Who surrounded you? Where were you? What was your attitude? How did you feel?

8. Bring your awareness to those hard times again and reflect upon what was missing for you. Which values were not being honored during that time? What needs were not met? What desires were unfulfilled?

9. Complete these sentence stems and keep going for 5 minutes without lifting up your pen..

I'm passionate about:

I believe:

I feel proud when:



Step 3

Transform Your Money Blueprint

If you want to make good money doing what you love AND have a huge impact, you have to be open and available to receiving wealth for your services. So many women entrepreneurs are open to contributing their gifts to the world- but they are blocked in the area of receiving compensation for their contribution. **The world operates through the dynamic exchange of giving and receiving, so when you are blocked in receiving, you block your capacity to give.**

Your medicine now as a ladypreneur is to do massive psychic surgery on your money beliefs so you can make the money you deserve and long for.

It's time to get radically honest about your relationship with money, and transform this relationship through mindset training, affirmations, and wealth consciousness reading DAILY.

Let me ask you, do you want to become a magnet for wealth instead of scarcity? I used to have an ambivalent answer to this question. While I didn't want to be broke anymore with my \$1,600/month salary as a preschool teacher, my thoughts told the universe that I would be a bad person if I ever became rich doing what I loved. It wasn't until I transformed my money beliefs that my money channels opened up for big pay days.



1. Write down your SHADOW STATEMENT in regard to money.

Thoughts become things... What thoughts about money take you out of the game? Write out your core beliefs and fears about money. These messages tell you what you don't deserve, what you're incapable of etc. Make it at least 5 sentences long and let it be juicy and true! Notice how these thoughts REPEL money, rather than attract it.

Write your shadow statement below:

By facing the "financial shadow" aspects of yourself, you become free to experience your total human experience: the good and the bad, the dark and the light. Intimately knowing your fears allows you to unleash your depth of courage. Because you have exposed your darkness in relation to money, you now get to expose the light of your potential by finding the positive opposite of all of your shadow money beliefs.

2. Using your shadow statement, create your POWER statement by creating the positive opposite of your words. Memorize your power statement and recite it allowed every morning, afternoon and night. Have fun with this.

*Example: I don't know how to make money ---> I know how to make money!
Being rich will made me greedy ---> Being rich makes me generous!*

Write your power statement below, and keep your power statement in the present tense. This will support your psyche in believing your statements:





Step 4

Know in Your Bones Who Your Ideal Client Is

You must get clear on your IDEAL CLIENT. One person. Not many, but one. The biggest fail in the coaching industry is unfocused messaging. When you're specific, your ideal clients will more easily be able to find you. Your job is to get CRYSTAL clear on what your client wants, what your clients needs, and what your client will pay anything for.

Part 1:

Before you begin this exercise, take some time to visualize your perfect client. It could be someone you've worked with in the past, someone you know personally or someone you haven't even met yet. It could even be YOU! Think of what made you sign up for coaching or support long ago... what were your struggles? Think about a client that appreciates your true genius and desires to learn more from you.

Part 2:

Collage

Find the images, words, phrases, and symbols that represent the heart of your ideal client.

To activate the feminine and creative side of your brain, let's get artistic. Collage is one of my favorite art forms, so I invite you to create a vision board portraying your ideal client. Find images in magazines, the web, or pinterest that match her/his hopes, dreams, struggles, pain, and desires. Where does she/he want to go? What would she/he pay anything for? What keeps her/him up at night? What will open up for this person after hiring you as her coach?

Describe what you learned from this experience... who is your ideal client?

Step 5

Get REAL With Your Goal Setting

"You want to set a goal that is big enough that in the process of achieving it you become someone worth becoming."

Jim Rohn,
Self-made millionaire, success coach, and philosopher.



Vague goals produce vague results.

Say goodbye to fluffy goals that are "good ideas," and create specific and measurable goals that are exciting and attainable.

Vague Goal:

I would like to own a nice home on the ocean

Real Goal:

I will own a 5,000-square-foot house on Lucas Dr. in Lafayette, Ca, by 1 p.m. on May 18th, 2016.

See the difference?

In my coaching business this used to be my goal:

I'll have a thriving coaching business by January of 2014.

Now, my goal is much more specific:

I desire \$10k through two new 6 Month coaching clients by June 30, 2015. I'm taking the action of hosting one free training call this month, launching my new eBook with facebook marketing, and sending consistent newsletters and sale-mail to my list. I'm open and available to receiving \$10k and 2 new clients. There are MORE than enough clients for me.

Here's the formula:

I **desire** (insert desired income through the # of programs/packages you are selling) **by** (insert date). **I am** (insert all the action you are taking to make this goal). I am open, available and **excited to receive** (insert desired income and # clients). There are MORE than enough clients for me.

Write your specific statement below. Imagine this being a request to the Universe. An order form to God. Include every detail possible because the Universe LOVES to be generous! She has to know what you want so She can deliver.

Read your written statement all the time. See, feel, and believe yourself already in possession of the money.





Step 6

Act As if

Begin acting as if you have received your desired amount of money, and notice how your energy shifts. The **Law of Attraction** simply states that like attracts like. The more you create the vibration- the mental and emotional states- of already having something, the faster you attract it to you.

Hint about how successful people act:

One of the great strategies for success is to act as if you are already where you want to be. This means thinking like, talking like, dressing like, acting like, and feeling like the person who has already achieved your goal. Successful people exude self-confidence! They know how to communicate what they want and what they don't want, loving and clearly with no attachment to the outcome. They think anything is possible, take risks, and celebrate their successes.

As soon as you start acting as if, you will start drawing to you the opportunities and people that will help you achieve your goals in real time.

Begin acting as if- now- in your thoughts, dress, actions, and feelings!

Record what opens up for you below:

Step 7

Do Powerful Visualizations Daily

Now close your eyes, and picture yourself already in possession of your desired amount of money, serving ideal clients who cherish your knowledge and support.

Wait a sec, I hear your skepticism. *"You're kidding me, right? I don't have time for this visualization crap."* I've been there.

Don't believe that this visualization will catapult your success? Some psychologists are now claiming that one hour of visualization is worth 7 hours of physical effort.

When you give your brain colorful, specific, and compelling pictures to manifest- it will find all the information necessary to bring that picture into reality for you. If you give your brain pictures of a relaxing vacation, an adoring soul mate, or a thriving coaching business, it will go to work achieving those goals.

But on the flipside- if you are constantly feeding it negative, fearful, and anxious pictures- guess what?-it will achieve those too.

So back to this visualization... Picture yourself depositing a check for (x) amount of money.

How do you feel in your body? What are you wearing? Who is surrounding you? What does your schedule look like? How are you taking care of yourself? Who have you hired to support you? What is possible?

Describe your experience below:



Step 8

Take Action Every Single Day (big or small) That Will Move Your Business Forward.

Why? This tells the universe that you are ready and willing to do what it takes to build a business that you love, and your "actions" will attract like "reactions." If you don't take action, your non-action will attract the non-action takers who are NOT ideal clients. If you can't invest your time, money and energy into your business, you will attract clients who aren't willing to invest time and money into their transformation.

When you take action, you trigger all kinds of opportunities that will carry you to success. You begin learning things from your experience that you cannot learn from reading or listening to others. You begin to get personal feedback about how to do it better, more efficiently, and more quickly.

What resists persists.

It's easy for women to sink into levels of anxiety or depression when they resist taking action and settle for procrastination, distraction, or talking an idea to death. Movement always helps our emotions release, so when you take action and let your thoughts and ideas move, you will become happier, more alive and on purpose. When you commit to building your business BEFORE you're ready, through whatever big or small action it takes, things that once seemed confusing become clear.

Stop waiting for

- Perfection
- Someone to discover you
- More confidence
- Your mood to change
- Inspiration
- Permission
- Approval
- Someone to change
- The right person to come along
- The kids to leave you alone
- The new administrator
- The money

Start taking action now!

Daily Productivity Tip:

Every morning, make a list of everything you want/need to accomplish. Find the #1 priority that you must get done that day (it might be the most grueling, but necessary step) and commit to completing it that day. Turn off all distractions: phone, email or

facebook, and commit to 1.5-2 hours of solid working on that item. Then take a 30 minute break where you move your body and breathe, getting some blood-flow to your brain. Maybe you want a healthy snack. Before you get back to work, honor all the work you completed and celebrate yourself. Then get back to work on that particular goal. If you don't finish your goal that day, don't worry. What counts is the fact that you worked on it without distraction, and took precious care of your time.

What's one action (big or small) that you are committed to doing TODAY to continue your momentum in building your coaching business?

Record your answer below:

Now make a list of all the action you will take this week to propel your business forward:



Step 9

Get visible and share your message EVERYWHERE!

Find facebook groups with whom you feel aligned, and share your posts like CRAZY! The more visible you are the better. Don't worry about getting "likes" or "comments," the most important thing is getting your message out there into the minds and hearts of future ideal clients. Remember, clients buy from people they *know* and *trust*. The more you share who you are and **why** you do what you do (ahem, your message), the easier it will be for clients to buy from you. You don't even have to sell anything (at first), you can simply share valuable information. And don't forget to celebrate others in the group and comment on their offerings or tips. This will keep you inside the abundance mindset.

Here are a list of ways to get your message out in the world:

- Video
- Interview Others
- Podcast
- Radio Show
- Tip of the Day
- Quote of the Day
- Newsletter
- Social Media

- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn
- Others
- Speak at local networking events.





Step 10

Build your team

Who are your champions and biggest supporters? Make a list of every person who lifts you up, celebrates you, and believes in you when you don't believe in yourself. These can be friends, family, coaches, therapists, mentors... you name it. Call on these people when you feel down. Make a point to surround yourself with the people who celebrate your desires vs. the people who squelch your desires.

Make a list of who you can lean on below:

Step 11

Invest in Support and Hire the Experts

Building a business deserves attention, support, and accountability. The *easiest* way to build your business is hiring a mentor who can teach you everything you need to know in a FAST and loving way. Where your values and passions are heard and honored.

Now is the time for women to rise in their service, wealth, and power. Are you ready to say Yes to your power, and do whatever it takes to build your profitable coaching business?

I'd love to help you! I work with new women coaches who want to build their own businesses but don't know where or how to start. Emerge is my signature program that teaches you how to build a business that you love without all the stress and overwhelm most beginning coaches face at the start of their careers. It's my mission to help you overcome your fears, self-doubt, procrastination, and money blocks so you can have a bigger impact, make more money and have more fun.

Starting your own coaching business is the best personal development experience you could ever give your soul, and it's important to be mentored by someone you trust. Let's get to know each other! Sign up for a Discovery Call with me to see if my coaching program is right for you.

Sign up for a Discovery Call with me here:
<http://chrissybradysmith.com/discovery-session/>

Check out the 90 Day Business Building Package in DETAIL here:
<http://chrissybradysmith.com/emerge>

But let me be clear... I only work with women who are serious about their success. They don't expect to wave a magic wand and make their businesses magically appear. They take personal responsibility for how they show up in the world. They have a zero excuses policy- they are in it to win it, taking all the action necessary to uplevel and grow. If you are ready to take your coaching business from suffering to thriving, sign up for a call with me so you can serve your tribe at the highest level possible!

May you and your service be wildly successful, even before you're ready.

All my love and light,

Chrissy Brady-Smith



About Chrissy



Chrissy Brady-Smith is a women's empowerment & success coach, motivational speaker, and highly skilled workshop facilitator. Chrissy teaches new women coaches how to build successful businesses without sacrificing their desires and feminine values. She makes the business building process easy, feminine, and fun- allowing her clients to let go of overwhelm so they can live inside their purpose and be of great service to the world. Chrissy lives in San Francisco, California and has a Bachelors from UC Berkeley, a Masters from the University of San Francisco, Life Coaching Certification through Celebration of Being, and is currently being mentored by 7-figure success coach Gina Deveen.

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