

4 Keys to Catapult Your Coaching Profits!

A Surefire Strategy to Generate Financial & Business Breakthroughs in Your Coaching Practice

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**Simone Peer, Inc.
Get Ready to Kick B*tt in Your Business!**

Thank you for taking the time to read this e-book and congratulations for investing your most valuable assets – your time and your attention – into your success!

INTRODUCTION:

So, you're ready to, once and for all, get your coaching practice to breakthrough the financial and business barriers that have prevented you from fully contributing your gifts of transformation to the plethora of clients that are desperately waiting to be served by you. What a fabulous place to be! Even if it doesn't feel so fabulous, something inside of you is finally ready to really do what you're here to do and to generate the abundant income while providing the freedom of time and success that you've been dreaming of for a long, long time.

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

— Henry David Thoreau

Just so you know, I've served countless numbers of gifted and talented coaches who just couldn't seem to make *it* work, and they were able to turn their lives and businesses around. They were able to create and cultivate coaching practices that they love working in and that reward them handsomely for the services they provide.

Most likely, this isn't the first time you've felt frustrated by the seeming impossibility of an abundant practice or really ready to make the difference that you know you're here to make, *but it can be the last*. How do you make it so, now? Especially, since everything you've done so far hasn't worked?

You take the 4 Keys and open the door to your Coaching Financial & Business Breakthrough and Catapult Your Coaching Profits ensuring that *you get to live the dream* that you take a stand for every one of your clients to be able to live, too.

I'm not going to pretend that you won't work for your rewards, but aligning yourself to the right efforts, so you really do work smarter, not harder is crucial to your eventual success. These 4 Keys will guide you toward

mastering the inner game, as well as the outer game, so get ready to use what you know, learn somethings new and Catapult Your Coaching Profits!



Time passes whether you take action or not, so decide that *RIGHT NOW* you *will* think Big and ACT BIGGER!

Key #1. DECIDE

The first step is to *Make the Definite Decision* that fuels your “No Matter What” commitment to yourself. This means that you are so willing to confront the doubts, the technical challenges, and the life crap that always seems to get in the way, so that No Matter What, YOU WILL SUCCEED this time! You’re going to transform more lives than you’ve ever imagined, and you’re going to make more money doing what you love than you could make doing anything else.

Ultimately, it’s up to you. Neither I nor anyone else can want for your success more than you can, and the decision is yours and yours alone to make. So, what do you say? Isn’t it time for, “YES!!!?”

☐ YES! Right Now, I Decide that No Matter What I Will Succeed! I Define Success as: _____

"The person who makes a success of living is the one who sees his goal steadily and aims for it unswervingly. That is dedication." — Cecil B. DeMille



Now that you're in the game, get ready to ROCK!

Key #2. FORTIFY

The next step is to fortify your Power Base. Essentially, your Power Base is the actual juice you have to activate your inspiration, energy and

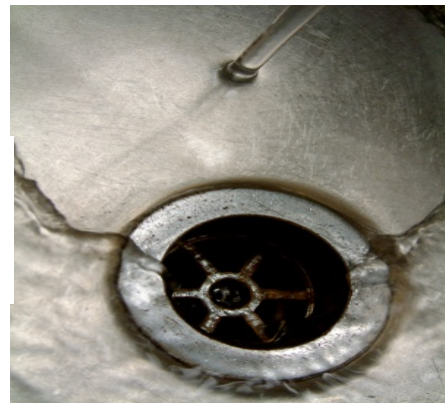


momentum, which allows you to focus on what you want to create in your business and the power to actually DO it! This requires cultivating your awareness around where you spend your resources of time, attention, money, and most importantly energy.

Let's say life requires \$100 energy dollars (ED's) a day just to break even, and you're given \$100 ED's a day to do it. From this point, know that you are *always making choices* about how you invest that \$100. If you choose wisely, you will accumulate high Returns On your Investments (ROI), so that ultimately, you're living on the interest, and you're always full and overflowing, i.e. abundant. If you make poor decisions, you're funding things that have No ROI, which means you're basically "pouring money down the drain."



**What's
Your
ROI?**



"What makes a poor investment?" Simply put: funding past events, judgments, beliefs, and behaviors that don't serve you in a positive way. This could be dwelling on events of childhood or past jobs, relationships in which you are entangled with hurt or the need to be right. You may be unwilling to forgive yourself or others for past hurts and justify your inability to get ahead because of these hurts, wrongs, beliefs, etc.

Regardless, of who was right or wrong, *it is now your choice to fund* those memories, thoughts, beliefs, grudges, resentments, etc., *or not!* They are not the definition of you, nor of life itself.

Where are you currently investing your ED's each day? _____

Where are your thoughts generally focused? _____

On what do you spend most of your working and free time? _____

**Men
are
not prisoners
of fate,
but prisoners
of
their
own minds.**



**— Franklin D.
Roosevelt**

How would you like your ED's to pay off each day? _____

Where are you now willing to focus your thoughts? _____

On what do you want to spend your working and free time? _____

Keep in mind, when you finance without an ROI, you MUST take out loans, and these don't only come from the bank or credit card companies; they come from you: your creativity, your social life, your relationships, your mental and emotional well-being, your actual cell-tissue and health, and finally your soul or core inner being. Think about the walking lifeless folks you may have encountered; they are completely bankrupt!



Additionally, identify where you're taking out "loans" to fund your business: do you have a full-time job you're scared to leave or is your spouse/partner funding your dream that's not paying off? These kinds of loans literally can suck the life out of you.

The Great News is that even if you're bankrupt, you actually do have the power to change. It starts with the decision. In order to shift your balance from the **Red (negative life & bank balance)** into the **Green (positive, abundant life & bank balance)**, you've got to become aware of where you're depositing your ED's. Are you still willing to finance the *woulda, shoulda, coulda and gonna's*, resulting in your current practice of struggling, scrambling and unhappiness,



or are you willing to do whatever it takes to fund your future, resulting in a creative, abundant, fun-n-easy coaching practice starting NOW?

**☐ YES, I Am Willing To Do
Whatever It Takes, Starting NOW!**

**"It is no use saying, "We are doing our best." You have
got to succeed in doing what is necessary."**

— Sir Winston Churchill

**What is truly necessary for me to BE, DO or CHANGE in order to
succeed?**

**How do I envision my coaching practice once I have made these shifts
and changes?**

**What do I need in order to ensure the sustainability and success of
these shifts and changes?**

Key #3. INVEST

Now that you're on track and building your power reserves, you've got a little more juice to invest in what you need to learn in order to Create and Do Life & Business in a much smarter way. This may mean new business models, new technology, and new aspects of how to BE.



Because of the Internet, life and business in the 21st century holds abundant potential that is just waiting to be tapped into by YOU! This means finding the right access to information, ideas, programs, experts and support that ensure your potential-for-success is more than a possibility or a dream, but an actual reality. What you're looking for is a combination of Fortifying Your Power, Mastering Your Mindgames, Identifying the Necessary Technical Aspects you need to Build a Smart Business, and Determining Who Can Support You to GET IT DONE.

In what areas do you most need support?

- ☐ Making a Decision / Getting Clear on What You Really Want
- ☐ Fortifying Your Power Base / Revving Up Your BEing & DOing -ness
- ☐ Mastering Your Mindgames / Taking Powerful Actions
- ☐ Building Your Knowledgebase / Acquiring Technical Skills
- ☐ Handholding into Leadership & Action / Outsourcing the Delegate-ables

**“Businesses
must invest
in products and people in order
to create new wealth.”
— John Hoeven**



**"There is only one success
– to be able to spend your life
in your own way."
— Christopher Morley**

Once you get the money handled, additional resources will be available for Vibrant Health, Passionate Love and Relationships, and for Living Your Creative Self-Expression and Greatness Out loud. The only downside is really a simple reality equation: Depending upon how much of *the right* time, attention, effort and money you are willing to invest in yourself and your business determines how quickly you will Catapult Your Coaching Profits and Generate Financial & Business Breakthroughs in Your Coaching Practice.

If your investment is directly linked to your income, determine what kind of income you desire, so you can be realistic with yourself about what kinds of investments you will need to make.

My annual income from my business is (average last 2-3 yrs): \$_____.

Minimum amount of money I currently need:

weekly: \$_____ monthly: \$_____ yearly: \$_____

How much money would I like to generate?

weekly: \$_____ monthly: \$_____ yearly: \$_____

The minimum amount I MUST GENERATE in order to live from wants, not just needs, and to begin building a super-reserve:

weekly: \$_____ monthly: \$_____ yearly: \$_____

I am ready to increase my income to \$_____ in the next year and to \$_____ per year over the next three.

Just so you know, as a member of my community, you'll find everything you need to support yourself and your success along the way.

Key #4. ACT

Now that you're fully committed to break through, it's time to Act accordingly. Acting from this place takes on a whole new meaning because it is a combination of cultivating Who You Truly Are (BEing) with What You Do (DOing). Depending upon where your Energy Bank Balance is, you may have to fortify your Personal Foundation and develop appropriate boundaries, forgive and release judgments to develop confidence, or de-clutter your inner and outer world, so you have space to grow and change. This is about Doing for your BEingness.

Another level of Action is Doing for your DOingness. This is about finding new and different ways to create Breakthroughs in all areas of your life: Health, Wealth, Creative Self Expression, and Love! You have to decide your first area of focus. I'm taking a stand for Wealth because money may not buy happiness, but it makes the pursuit of Health, Creative Self-Expression, Love and Happiness a whole lot easier.



So, if you're on board for Creating The Financial & Business Breakthroughs in your Coaching Practice; thereby Catapulting Your Coaching Profits, then you'll have to do a few things to make it so. As a coach and successful, transformational entrepreneur, I'm going to say the easiest way is to build a business model that allows you to work smarter, not harder (you've worked hard enough in this life, don't you think!).

**"Money is like a
sixth sense without
which you cannot
make a complete use
of the other five."**

— W. Somerset Maugham



HOW DO I GET STARTED?

Let's review the four keys and summarize your potential plan:

Key #1 Decide

- Make the Definite Decision to Succeed NO MATTER WHAT!
 - What does success mean *for you*?
 - How are you yearning to serve others into their transformations?
 - What do you want your life to mean?
 - How do you actually want to spend your time, attention and energy?

Find your reason Why in order to fuel the inspiration it takes to get it done.

Key #2 Fortify

- Until you define more compelling areas into which you want to spend your time, attention and energy, begin identifying the elements you want to replace with something better.
 - Inventory your Energy Investments and determine where you are pouring your Energy Dollars (ED's) down the drain.
 - Make a list of everything that's bothering you about your life and business and begin to get them handled.
 - Decide that you are no longer willing to tolerate these energy drains and then apply the 3 D's: DO it, DUMP it, or DELEGATE it.

If it's on track for your success, Do it or Delegate it (consider the value of your time vs. the money it costs to pay someone else to handle; thereby, freeing up your time and attention to do only the things that you can do). If it's not in alignment with your success, then Dump it! You don't need to waste your most valuable assets of time, attention, and energy doing things that don't need to be done.

Key #3 Invest

- Determine what kind of support you need to invest in order to do the things you've not been able to do up to this point.
 - Don't own your value? Get a coach.
 - Don't understand your market or have a niche? Get a coach.
 - Don't have time to do the crucial "in" your business tasks? Get a VA.
 - Don't know where to start? Take a course.
 - Need your hand held? Get a coach/mentor.

Notice a trend here? *You're in a profession that is about supporting others into their Greatness and Success; **it is out of integrity for you to not invest in the support you need to get into yours.***

Key #4 Act

- Act on your own behalf. Don't worry about having all the "pretty" pieces in place, i.e. business cards, websites, brochures, etc. Pick up the phone and start engaging people in transformational conversations:
 - * Ask them about their pain and problems; ask them about their dreams and pleasures.
 - * Ask them why these are dreams and not reality.
 - * Ask them to step into a bigger version of who they are.
 - * Ask them to step into the transformation.
 - * Most importantly, ask people to hire you.

Your job is to presence and facilitate their transformation, and they don't know that you can and want to serve them in this powerful way if you don't inform them and ask.

Finally

1. Take a moment to review your life and business; review your current situation and circumstances.
2. Take into consideration where you spend your Energy Dollars (ED's), as well as your Cash \$\$'s.
3. Consider if you were really able to live out your dreams how much ED's and Cash \$\$'s you would have. *It's probably a huge difference.*

Now is the time to get really honest with yourself. Since you are struggling and suffering in your current coaching practice, and you're not serving your full potential:

* How much is it *actually costing you* to live this way?

* How much longer *are you willing to continue struggling and suffering*, Energetically and Financially?

If the answers are: *Too Much and No Longer*, then it's time to **ACT NOW!**

Your first step!



Schedule a complimentary Business Breakthrough Session and explore the path of solutions to Catapult Your Coaching Profits and Generate Financial & Business Breakthroughs in Your Coaching Practice.

Please complete your appointment survey NOW by visiting: [CCPBreakthroughApplication](http://tinyurl.com/CCPBreakthroughApp)
(<http://tinyurl.com/CCPBreakthroughApp>)

"Inspiration does exist, but it must find you working." — Pablo Picasso

About the Author:

SIMONE PEER is an adventurer first and everything else next, including Professional Certified Coach (PCC), Professional Mentor Coach (PMC) for



Simone Peer, MA, PCC, PMC
a.k.a.
The Kick B*tt Coach & Mentor

coaches seeking real-life skill mastery & ICF Certification, as well as Faculty member for world-renowned coach training institute Coach U and published author.

More so, Simone is a genetic entrepreneur (it's in her blood-literally & figuratively); her first business ventures began in childhood and she has worked mostly for herself ever since. She streamlined into her ever-expanding purpose nearly 25 years ago when she began serving as a psychic Tarot reader. Simone was guided to make sense of what she inherently knew; to stand in truth with how *she* operated in the world (vs. how others did) and to follow her own path of light and development.

Combining her self-realized entrepreneurial & *energy* skills with metaphysical studies, along with art, education, coaching & business studies, she has created a multi-level platform from which she operates, coaches, trains, mentors and creates. Simone's 25-year "career" has served thousands (individuals and groups) through her Coaching, Training, Mentoring, & Business Development; including her leading the International Evolutionary Consciousness Adventures in *The Art of Knowing* for Corporate Leaders, Coaches, & Transformational Entrepreneurs.

Simone has been living life as a paid vacation since April 2009, in testimony to what it is to create, work and live a life of freedom and meaning. Her primary way-of-life Guiding Principles include: God First, Fun-n-Easy, Absolute Integrity & Always Add Value. Simone lives her "God-ness" out loud and supports others to do the same: to design freedom-based lives that are an expression of who they truly are and what they truly love.

Beyond Love & Light her passions include living "A Life U Love," and her favorite expression is YES!

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This e-book is distributed FREE at: <http://www.CatapultCoachingProfits.com>.

So, if you know any coaches or transformational entrepreneurs, or heck, even your mother, who would appreciate a copy of this, please share!

My request for sharing is that you will recommend they download their own copy, at <http://www.CatapultCoachingProfits.com>, so they have the opportunity to be part of Simone Peer, Inc / A Life U Love's Powerful Community of Coaches and Transformational Entrepreneurs, much like yourself ;-)

Wishing you much success and great use of this e-book! Its worth is beyond measure.

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