



THE
COACHING
MASTERS

Mindset for Coaches



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Mindset for Coaches

26 of the Most Common Mindset Barriers That Coaches Face & How to Overcome Them Quickly!

I understand exactly where you are at right now. You're looking for the next piece of information that will edge you closer towards feeling more like a Coach that is worthy of success. You're searching for the answer that will jump out of the page and make everything slot into place. You're likely downloading PDF's, watching webinars, and buying books, looking for somebody or something to give you the mindset you think a coach 'should' have.

Just five years ago, I was released from my third prison sentence. Prior to that, I was a drug addict and alcoholic. I had been given three different mental health diagnoses. I had suffered sexual abuse, trauma and bereavement; and for most of my life, I felt completely and utterly hopeless. I want you to know that if anybody was going to find it difficult to feel as though I had the mindset of a Coach, it was me. Yet, fast forward a few years and I have built a seven-figure coaching business; a thriving community; speak on stage across the world, and run a team of staff and an army of coaches who go out and make a difference in the world.

Before you feel guilty for feeling as though you don't have the right mindset, I want you to know that over the last few years I've worked with hundreds of coaches, and they have just as many limiting beliefs, fears and insecurities as their clients do! Yes, your cover is blown, I know you're human. A lot of coaches give themselves a hard time. They think they shouldn't have any mindset barriers because they're Coaches, but, news flash: doctors get sick, personal trainers eat crap food sometimes, and teachers can get stuff wrong.

As Coaches, we are also just regular people on our own journey, much like our clients. We are also stepping into unfamiliar territory that feels uncomfortable and uncertain – we will doubt ourselves, we will be paralysed by fear, and we will naturally try to avoid challenging things, even if we know them to be helpful to us. Understanding this allows us to continue working on ourselves, and just like our clients, become the best version of ourselves, which is essential to your success in business – as much as it is essential to success in life.

The reason it's called personal development is that you're developing personally, and there is no end goal to it, other than to continue developing. Every time you evolve, you'll be brought to another level of altered consciousness, and in doing so, it reveals the next things you have to work on to become a better version of yourself. So, try not to give yourself a hard time for having your own demons. We all do! I am known as a 'Coaching Master', yet I am desperate to be loved, often seek the validation of others, and sometimes push people away for fear of being hurt. But if I compare the way I feel and think to five years ago, it's obvious I am no longer the angry, confused man, sat inside a prison cell, blaming everyone and everything for why life was so hard; and I immediately notice I am improving every day - and that, in my opinion, is all we can do.

So, you're searching for the mindset you think a Coach 'should' have. Here's the plot twist: you already have the mindset a Coach should have.



How do I know? Well, you're looking for solutions, seeking to develop yourself, and ultimately, I know you're here because you understand that by becoming a better version of yourself, you'll be able to serve your clients more profoundly. That's the only mindset a coach should have! You see, 99.9% of other people would never allow themselves to sit through the restlessness, the irritability and the discontent that is associated with knowing there are parts of you that you want to improve upon. Most people are ignorant about their internal barriers or their areas for growth. The fact you're here, willing to learn (and I should imagine not for the first time either) shows that you, absolutely, already have the perfect coaching mindset.

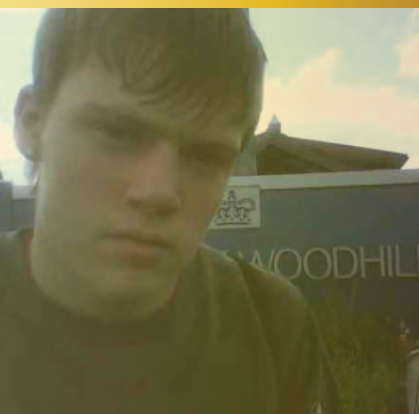
I know what it's like to have that feeling inside that you're here to make a difference, but feel completely and utterly paralysed by it at the same time.

When I was growing up, around the age of eight or nine years old, my Dad would shout in my face for being a bad kid, call me a buffoon, and tell me I would never amount to anything. I guess I must have believed him, as I would hear his voice in my head most of the time when I ever tried to apply myself to anything. I was scared all the time. I was scared of people thinking I was stupid. I was scared of failing and proving my dad right. I was even scared of being a success and proving my Dad wrong. So, I just drowned out the thoughts and feelings that I was here on this planet to do more, and let my life take a completely different path.

As the voices in my head became stronger, telling me I was bad, stupid and worthless, I began getting into trouble. That coupled with sexual abuse at the age of eleven years old, my life started to get progressively worse. At the age of thirteen I was being arrested for shoplifting, lighting fires and criminal damage, at fourteen I had an Antisocial Behaviour Order that banned me from the local area, at fifteen I was expelled from school and by the age of eighteen, I was in a young offender's institution. The next seven years to follow were filled with violence, drug and alcohol abuse, prison sentences and completely destructive self-sabotaging behaviour.

I had my jaw broken, my teeth knocked out, my gullet was torn, I took overdoses, was slashed with a knife, and hooked up to an ECG machine due to my cocaine use more times than I can count. I was diagnosed with three different mental health disorders including Antisocial Personality Disorder, Emotionally Unstable Personality Disorder, and Bipolar Type 2 – for which I was prescribed antipsychotics. I was banned from driving: once due to a police chase, and the second time due to having alcoholic epileptic seizures, and amongst all the chaos, I was sectioned under the mental health act after trying to commit suicide by cutting each side of my throat in a desperate attempt to stop the pain I was feeling at the time. Things were bad - really bad - and I ended up back in prison for the third time, serving an eighteen-month sentence for grievous bodily harm during a drunken argument in a taxi queue.





The day after I was sentenced, I called up my friend from prison and asked him what had been written about me online. He told me that I was on the front page of the paper, and branded a 'violent thug' – which I wasn't bothered by; it was normal for people to refer to me in this way. However, he proceeded to tell me that another friend had posted a picture of me on Facebook, outside the courtroom on the day I was sentenced, with another picture that was taken seven years earlier outside the exact same courtroom – above the picture he had written a caption that read 'nothing changes'. He was right. Nothing had changed. I kept ending up in the same place, doing the same things over and over again, and expecting a different result. I hung up the phone and walked to my cell and looked at myself in the mirror, and finally realised that it was me who needed to change. As obvious as that may sound now, it had never crossed my mind that the whole time, I was the biggest problem in my life. I had blamed everything and everyone around me for why my life was so difficult and had been refusing to accept responsibility for me and my life. Having realised I was the problem, I finally felt in control, and immediately realised that if I was the problem, then I could also be the solution.

I'd now like to bring your attention to this simple shift that will dramatically improve the results you get on your search for answers, and allow you to not only have the mindset of a Coach but feel as though you do too. Whilst you continue on your quest to develop yourself, I want you to shift your attention inwards.

You see, a lot of coaches are trying to use an external solution to fix an internal problem. However, you are the solution you've been looking for!

It's not productive looking outside yourself for the keys to success. Of course, during this book, I am going to give you a nudge in the right direction; however, I am under no illusion that if you truly allowed yourself to search within, you could navigate your own path, with equal success.

Since that moment in the prison cell where I realised I was in control, I have felt a surge of motivation deep within me that feels equally as strong five years later as I'm writing this. If it shocks you that it's only been five years since I was living in a prison cell, then I want you to get excited, because if you truly take on board the things I share with you, then your life will be completely and utterly unrecognisable in the few years to come. It doesn't take ten or twenty years anymore to create your dream

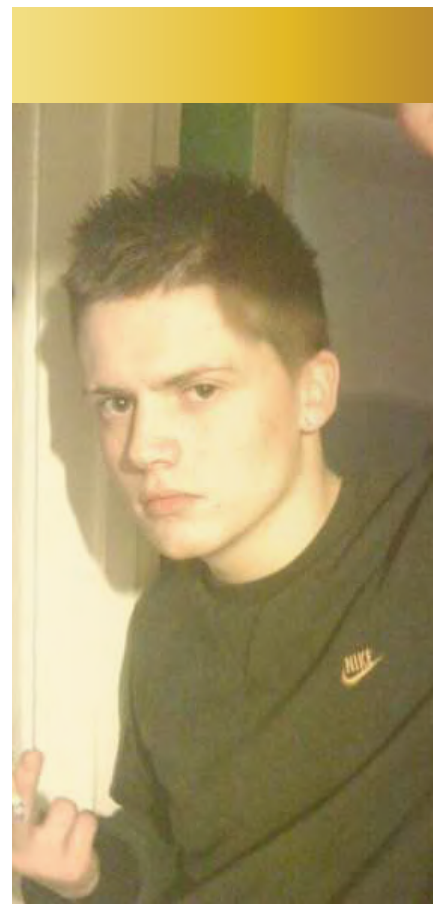
If you allow yourself to realise you have all the answers, and everything you ever need, you'll find the way to travel the world helping thousands of people and earn as much money as you need – and that is exactly what this book will allow you to do.

After taking responsibility for my life, I began to focus on what I could do to change myself.

For some reason, I instinctively knew that it needed to be intensive and immersive. I'd obviously tried to make a few changes to my behaviour before, but with no success, and I knew that if I was going to tackle changing the person I was – then I needed to do something drastic. I read as many books as I could get my hands on about addiction and recovery, as this was the area I knew was causing me a lot of pain in my life. I got into the gym, I started a routine, I tried engaging with a psychiatrist and began to show interest within the Maths and English department. I enrolled in functional skills level one, which is the type of education a child of the age of around eleven or twelve would be learning. I had left school at the age of fifteen, with no qualifications whatsoever, so I had to start right at the beginning.

At first, when I arrived in class, I didn't allow myself to learn anything, I was still scared – although at the time I didn't understand why. I just felt angry, and I would display my anger by misbehaving. I was twenty-four years old, yet I would screw the paper up, throw the paper across the room, and look at the teacher and say "I'm not doing any of this shit!" A couple of lessons in, my tutor, a lady called Suzie, sat down next to me and asked me what was the matter. I don't think I had ever been asked that before, and what I blurted out from my mouth shocked me to my core. "I just don't understand!" – I shouted. It was strange to me that I would say that when I hadn't even tried to understand. It was here that I realised I was so scared of not understanding things, of looking stupid, and feeling like the buffoon as I used to feel growing up – that I never allowed myself to even try to understand in the first place. The reason I mention this is, as I said at the beginning of this chapter: you are the solution.

You have everything you need, as did I – but the stories you tell yourself about not knowing what to do are sometimes the only things stopping you from finding the answers you're looking for.



Just a few months later I had passed Level one and Level two functional skills in Maths and English. I was feeling empowered, and one day a question simply popped into my head, so I outright asked my tutor: “Suzie, do you think I could ever go to university?” – and to this day, I will never forget the certainty of her voice when she turned to me, looked me dead in the eye, and said: “Of course you can!”. I whole-heartedly believed her, and it felt indescribable to have someone believe in me. It’s for this reason that before I go any further with the strategies in this book, I want to tell you something extremely important. I, hand on heart, one-hundred percent believe in you. I can say that because you would not be reading this book if you didn’t have a desire to help people, run a successful business and be motivated to make a difference in this word.

So, I’ll say it again: I believe in you.



After I left prison, I went into six months of full-intensive rehabilitation. During this time, I met with a counsellor who I gradually started to trust. One day, during a one-to-one session she told me it was okay, that I could open up to her. And as she said the final word of her sentence, I felt a whirlwind of emotion erupt from inside. Years of suppressed emotion flooded out as I burst into tears. I walked out of that room feeling lighter and continued on my journey to develop myself. Years later, I stumbled across this counsellor on Facebook. I messaged her and asked her if she remembered me. She said, “Of course I remember you”. Even at that point, I had felt like I was just a job to her, and as though she didn’t really care. I asked her what I had been like. It had felt like a distant memory and I no longer connected with the person I once was, so I was intrigued to know her perception of me at the time. She said to me “You were like a lost little boy, who wanted someone to care about him before he could care about himself”. She was very right. That was exactly what I wanted, and the crazy thing is, I didn’t need to wait for someone else to care about me before I cared about myself - I had the ability to do it all along.

Right now, I want you to care about yourself enough to start to draw your attention to the way that you think. This book, being about mindset, is focused on the mind. The way you think will drastically impact the way you feel, and the way you feel will drastically impact the action you take, and the action you take will drastically impact your results. The following chapters are designed to change the way you think and break down some of the common mental obstacles that coaches face when it comes to becoming a coach and building a successful coaching business.

1. Fear of Putting Yourself Out There

Wherever 'out there' is, it must be a very scary place indeed, as many coaches fear it more than anything else. For any coaches who share the same fear of 'putting yourself out there', the first thing I would suggest you do is to gain a lot more clarity on what your fear really is. 'Out there' is so vague. I would suggest that in NLP terms, you're generalising. Generalisation occurs when you look at one specific experience and use it to represent the whole class of experiences. The reason why I want to bring this to your attention first is that you can't be scared of putting yourself 'out there' if we haven't properly defined what 'out there' is. What if 'out there' was a lovely beach in the Maldives with a private chef and unlimited cocktails? Would you be so scared to be going 'out there' then? The answer is likely no. Be careful of generalisation, it's a shortcut the brain uses to save time, but actually generalising can sometimes harm us just as much as it can help us. Being more specific with our fears, as well as our goals, allows us to tackle them more effectively.

Start by asking yourself what it is you're really scared of and challenge yourself to dig much deeper below the surface to uncover the root cause of the fear. You will be amazed at how many layers there can be! If it's okay with you, I'd like to make a few assumptions based on my experience working with coaches and dig deeper with you right now. I'd hazard a guess that one of the scariest and overwhelming environments a Coach could hope to avoid is in the online playground. More specifically, social media, writing content, and dare I say it, doing Facebook lives! You are probably agreeing with me right now and starting to gain more clarity around the specifics of your fear of putting yourself out there. However, we are still only scratching the surface. Let me ask you a question: if the entire population dropped down dead, and you were the only person left on earth, and you went live on Facebook with a grand total of zero live viewers, would this be scary? Ah-ha, so it's not social media, the content, or even the Facebook lives that scare you - it's the people watching! Now dig deeper, is it the type of people watching? Maybe strangers don't bother you, and it's your friends you're more worried about - or maybe the other way around? It could be any number of things from worrying you're going to say the wrong thing, mumble your words, or maybe it's the negative comments you may get? Whatever it is, I can tell you that we still have a lot of digging to do, because these things are still just scratching the surface.

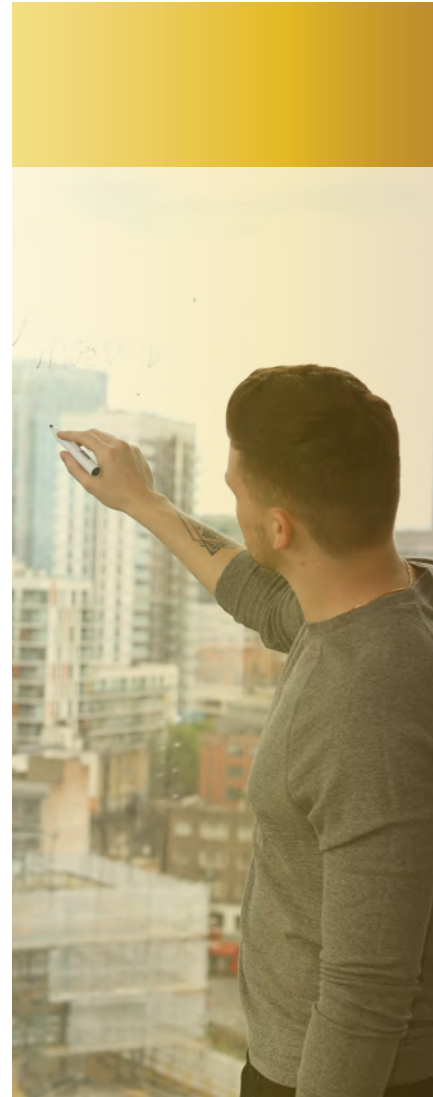
1. Fear of Putting Yourself Out There

Because it's not even those things that you're scared of, it's the way those things will make you feel that is scary. We've all had times in our life when we've been judged, embarrassed, disappointed, rejected or humiliated, and they've probably been extremely painful and traumatic. If your brain notices there is the possibility for you to feel that way again, it's going to avoid it at all costs, which is why we try to avoid putting ourselves in any situation that could cause us pain: hence, not wanting to put yourself 'out there'.

However, we still have more layers to peel back. Why is it that being judged or rejected feels so painful, you may ask yourself? It's because judgement, rejection, embarrassment, or any of these other emotions trigger something much deeper within us, and aggravates our insecurities by amplifying the negative things we feel about ourselves. From working with a lot of people (including coaches, who unfortunately are not immune to these psychological nuances), I've seen that the fear that gets closer to the root cause usually comes from a projection of their own relationship with themselves. A lot of people have hidden doubts about their character, and often feel as though they're 'not good enough' in some respect: not smart enough, not pretty enough, not funny enough, or going back to the generalisation of NLP as I explained earlier, they just don't feel 'enough' full stop. Due to the lack of clarity around it, it can sometimes unconsciously paralyse them. There's more: when we don't feel enough, we also fear we won't be loved; and I can assure you, whether you admit it or not, everyone, including you, wants to be loved. Maslow's hierarchy of needs is a motivational theory in psychology comprising a five-tier model of human needs. One of these five human needs is the need to be loved and belong, they're very closely linked, which brings us down to an even more primal instinct. If you are not loved you may not get a sense of belonging, and if you do not belong somewhere, you are essentially an outcast - vulnerable and unsafe. And if you start to feel unsafe, then you begin to fear death- and of course, you are hard-wired to protect yourself and keep yourself alive. So, there you have it: you don't fear putting yourself out there, you fear for your life.

So, let's look at what we have uncovered.

We've drilled down: from being scared of putting yourself out there; to fear of social media; to fear of the people on social media; to the fear of making a mistake or having any form of negativity; to a fear of feeling judged, embarrassed, disappointed, rejected or humiliated; to the fear of not being enough; to the fear of not being loved; to the fear of not belonging; to the fear of being unsafe; to the fear of dying.



1. Fear of Putting Yourself Out There

The problem for a lot of people, due to the lack of clarity around what is happening for them, is that it is easy to react to their emotions if they don't fully understand them. Say, for example, the prospect of a Facebook live comes up. What most people's awareness is focused on is looking symptomatically. What I mean by that is they see the situation that is occurring on the surface, and believe they are scared by it. However, what they don't realise is that a sequence of triggers has happened that penetrates the root cause of the fear itself.

I've got a shocking hard truth for you here: putting yourself out there is not scary. Facebook lives, social media, even your sweet old gran calling you a failure isn't scary. They are simply surface level factors that trigger the illusion of fear within you. Your nan calling you a failure is just words. Facebook live is just a piece of software. And many other things that most will deem to be scary are actually just complex innate projections of our own insecurities, our need for belonging and our primal instinct to protect ourselves and survive. Next time you find yourself fearing 'putting yourself out there', I want you to remind yourself of this and laugh out loud. Tell yourself that there is nothing to be scared of and that you're safe and loved, regardless of the outcome.

Another way to overcome the fear of the dreaded 'putting yourself out there' is to highlight and enhance the positive outcomes of the action you're taking. Just like it's easy to focus on the surface of the problem rather than the cause, it's just as easy to focus on the here and now rather than the impact of our actions further down the line. The things you do today will dramatically impact your future. If you allow yourself to stay stuck, and sit in a state of paralysis, then I'm sorry to say that your future will be bleak. However, if you show up, put yourself out there, and start to share the value you have to offer with the world on a daily basis, I promise you, things a year or two from now will be incomparable. Can you imagine what my life would have looked like now if when I decided to start my coaching business a few years ago I allowed fear to influence my decisions? Something I want you to be very aware of right now is that although fear seems overwhelmingly powerful sometimes, it's just an illusion of power. Fear is only powerful if you acquiesce to it. Basically, once you see fear for what it really is - an emotion that is designed to keep us safe - and don't allow yourself to bow down to it, it loses its power over you. Just because something is scary, doesn't mean you should not do it.

You essentially have two choices:

Allow fear to overwhelm your decisions and sabotage your future;

or tell it to fuck off, and go and make the impact in the world you really want to make whether you feel the fear or not.



2. Fear of the Unknown!

When we try to control things, we resist the flow of life. A lot of people think control is a good thing, and in some situations, it can be. But most of the time, it's just a self-imposed restriction. By controlling things, we are resisting opportunity and we stop new things coming into our lives. This may be a surprise, but controlling people are usually insecure and riddled with fear. They're trying to hold things in place for fear of what will happen if they lose their grip. Believing that if they are not there to hold it together, something bad will happen! But what if you were gripping hold of your current reality, and in the process stopping something good in life from unfolding? Beneath every control freak is a fear of letting go. But it's impossible to trust and control at the same time, and it's impossible to leap courageously and hold yourself stuck at the same time.

If you're someone who finds themselves being a bit of a control freak; I get it – the fear of the unknown makes you feel as though you're unsafe and that you need control to feel supported. However, you're supported more than you think. Life can be tough, but those moments are blips in comparison to the wonder it has to offer. You are safe too: look around, nobody is coming for you, and no amount of control can stop unpleasant things happening sometimes anyway. Sometimes, the only thing standing in the way of allowing yourself to feel this support and knowing you're safe is the belief that you are not. So, rather than resisting and fearing the unknown, know you're safe, let go of your need to control, and find the flow of your life instead.



3. Charging What You're Worth

Putting your prices up, or charging anything at all, is actually pretty easy - you just tell your customers a different number. Some people have money, they value what you have to offer, and they'll pay for it. Your customers are not the problem here. The problem is simply the limitation you impose on yourself. You likely don't feel that you are worthy of charging any more than you do right now, or anything at all. So, if you're waiting for somebody to tell you: you are worthy of whatever price you decide!

When you provide someone with a valuable service such as coaching, they need to exchange that value from one form into another. Money is simply a metric of value that has a universal exchange. To your client, they need coaching. However, you need money. So, all you're doing is swapping the thing you want, for the thing they want. It doesn't need to be any more complicated than that.

Whatever you charge, whether it be one dollar an hour or ten thousand dollars an hour, the customer is still getting the better deal! All they've given you is money, which is either a digit on a screen or a piece of paper. Money is just a representation of value. It doesn't really exist, nor is it worth anything. It's just an illusion of value. In the UK, on the front of our bills, we have the words "I promise to pay the bearer a sum of". In essence, money is just an 'I owe you'.

Whereas what you have to offer is no piece of paper, no illusion, no digit on screen, and certainly no 'I owe you'. It's of genuine value.

3. Charging What You're Worth

What you're offering through your coaching is years of hard work, experience, wisdom, talent, and the most important thing of all: time. You can earn more pieces of paper or digits on a screen, but you can never get your time back. Time is the most important and valuable commodity on this planet. It's something so scarce that even the world's richest person couldn't even buy a second more. In each coaching session, you're giving a small proportion of your life to that person. Before that point, you have given an even larger proportion of your life it took to acquire the skills that allow you to deliver the service in the first place.

It's for this reason that when you think about what to charge your clients, you don't compare your service to the competition, or what the customer wants to pay, you simply decide how much you want to charge. The competition is irrelevant, because you are your product, and you are like nobody else: you're completely unique. Not a single human being in this world has the very same set of skills, experiences, education and wisdom that you do. Only you can decide what you charge. You can literally pluck a number out of the air if you like. Believe me, someone out there will pay it. Yes, there will be some people who can't afford it, but you only have so many hours in the day, and you only need a handful of clients, so you don't need everybody to be able to afford it. If they don't want to pay that, then you can find someone else that can.

There are nearly eight billion people on earth. Capgemini and RBC Wealth Management released their World Wealth Report stating that there are around 14.6 million millionaires in the world. Since then, in 2019 the Business Insider reported that there are now 46.8 million millionaires! Not only is wealth growing, but that's 46.8 million people who already have money and are likely to value services like yours over money, and you don't even need to be going after the millionaires either. If there are 46.8 millionaires, can you imagine how many people make comfortable 6 figure incomes and have \$50,000 sitting in their bank account right now? And a great deal of those people may have money, but they may also be stressed, unfulfilled, stuck, they may want a new chapter in their life, or to level-up. Their money is irrelevant to them right now because they already have it. What they need is another form of value: coaching – and here is where you come in!

Money is a great resource but that's all it is, a resource.

You, your life, your value, your time, and everything else means a million times more. Own your worth, and throw down your prices with confidence as if they're getting the deal of their life.

Because guess what? They are.

4. Caring About What Your Friends & Family Think

When you start a coaching business, it can be quite shocking to realise that it's the people closest to you who are the ones that try to change your mind and persuade you it's not a good idea! It's not your haters, it's not your competitors, it's not online trolls. It's your Mum, Dad, wife, husband, best friend, even your sweet old Gran! You see, it's the people closest to you who want to keep you in a protective bubble, and can sometimes be our biggest critics, smash our dreams, put doubt in our heads, manipulate us, and persuade us to give up.

The reason why they do this is that they doubt themselves, and are projecting their own insecurities on to you. Because they don't think they could do it, they assume you can't too. They also feel sad seeing you hurt and disappointed, so selfishly stop you from taking risks so they don't risk feeling sad. They have a different internal representation of the world: different beliefs, opinions, preferences - especially older people, as they grew up in a completely different world to the one we are in now - so they simply do not understand. They are also in protection mode. The unknown has a misconception of danger, and our loved ones think they're protecting us when actually they're doing the exact opposite.

The reality is, your Mum, Dad and Gran are not mindset coaches; they do not understand how damaging their actions are on you. They just react to their emotions, speak out and completely sabotage your life. They must stop, immediately, if you want to live out your life and what is important to you. Otherwise, if you listen to their opinion and take the same path in life they have, you'll end up with the exact life they have. Unless they're millionaire coaches who change the world, I take it you don't want that? Therefore, you have to be firm with them and stand your ground. You don't need to argue with them, you don't need to persuade them, you just simply tell them. In fact, I've even written a draft of the kind of thing you could say to them: "Thank you for caring. I want you to know this means a lot to me. Can I ask you to keep your opinions to yourself please? I respect you, but we are different people and your view is different from mine. This is important to me, not you, which is why you don't understand it. I want you to know I'm happy, and regardless of the outcome, I'll still be happy. I am safe and I can take care of myself. Thank you for caring, but please do not share your opinion with me anymore".

Please do what is important to you, not anybody else. Regardless of how close they are to you. There is no time on this earth to do anything else other than exactly what you want. Stand your ground and tell people to stop influencing your mind. Protect your thoughts and protect your dreams - because they're both worth protecting.

5. Not Having the Resources

You don't have the resources to be successful! You don't have the money to start or grow a coaching business. You don't have the time to dedicate to working on yourself. You don't have the knowledge, experience and skills needed to become a world-class coach. That's what you keep telling yourself anyway, isn't it? It's easier to look at our goals and justify why we haven't hit them by looking at all the things we don't have.

When I came out of prison, I went to rehab for 6 months. Whilst I was in there, I had to sign on for benefits, and when I was released from rehab I had nothing. Not a penny, no qualifications; my time was spent in full-time education during the day, work in the evenings, and drug and alcohol meetings on the weekends. It's fair to say that some would assume I had no resources. However, I did! I had the most powerful resource that is available to anyone. My emotional and mental state. I was hungry, determined and opportunistic. You see, this is a resource that we can all summon up that will allow us to become resourceful! When you're resourceful, you can acquire any additional resource you want. With passion, or hunger, or determination you can take action to grow your business, have the patience to improve your coaching skills and prioritise your life to find the time for things that are important to you. Because the truth is, although you feel that you need all these resources to become an amazing coach with a thriving business, you do not. Yeah, lots of money, time, qualifications and experience would make growing your coaching business easier. But that doesn't mean you can't have the coaching business you desire without them. To have the business of your dreams you have everything you need right now! Your emotional and mental state. So, next time you tell yourself you don't have the resources to be successful, decide to become resourceful instead.

Look in the mirror and realise that you are the only resource you ever really need to go out there and make a real impact in the world!

A photograph of two men in a coaching session. One man, wearing a black t-shirt and having tattoos on his arms, is leaning forward and touching the forehead of another man who is wearing a light blue button-down shirt. They are both smiling. The background is a blurred indoor setting with a sign that says 'HORIZON'.

6. Feeling Like You Have Nothing to Offer

You are gifted.

There are things you find easy that others can't even comprehend.

There is a way about you that allows certain people to feel a certain way. There are skills and talents that you have that you are not using to the best of your ability. How do I know this? Because I was one of those people. I had things I knew I was good at, but I didn't see them as a gift. I didn't appreciate them. In fact, I chose to completely ignore and dismiss them. But why? If someone gives you a gift what do you do with it? You use it. You appreciate it. You make the most of it. You don't leave it, unused and wasted. So why is your life any different? It's not. Don't allow the impact you could create in the world, the feeling you could give someone or anything else that you could create be left unused & wasted.

You are gifted.

It's up to you how you use that gift because you're not something that should be wasted.



7. Caring What Others Think About You

You're alive temporarily. Let that sink in.

The world existed before you were here, and will continue on after you leave. Eventually, all of us, even the greats, will be forgotten about. We're here for a microscopic amount of time. But yet, I feel like a lot of coaches forget that. When they could be working on their legacy and making an impact in their coaching business, they're watching TV all evening or working long hours in a job they don't like. Sat in a deep sense of ignorance that they'll be here forever. But the truth? Time is running out. You know that feeling when your 7-day holiday goes by in a flash? And you get back to work and wish you were back on the beach? But you look forward to your next year's holiday? Well, you can't do that with your life. Once it's over, it's over. No going back. No second runs. So it's important that you make your impact in the world whilst you have the chance, because then at least you'll know that your microscopic amount of time on this earth was spent wisely.

During your time on this planet, you don't matter as much as you think you do. You don't matter, I don't matter, none of it really does. In fact, in around one hundred and thirty years, everyone who is currently living will have died. Then within a short time, we'll be forgotten, and in more time after that, this entire civilisation will be forgotten. And you care about what she thinks of you? What he thinks of you? What 'they' might say? I get it that judgment can seem overwhelming sometimes, but what the fuck is judgment in one hundred and thirty years when everyone you've ever met, including yourself is dead? We have a small sliver of time on this planet, and it must be used to the best of our ability: to make a difference, to contribute, to make the world a better place. Because once the time is up, ultimately none of it really matters anymore. So, enjoy the ride whilst it lasts, and do everything you want because even if shit hits the fan, who cares? It will be forgotten, along with everything else. Rather than fear judgment, choose to live fully instead, because that's all that really matters.

8. Finding the Motivation to Build a Business

I met my girlfriend Dayana whilst speaking at an event in Barcelona. I'd like to think I charmed her and she was attracted to me, but regardless of the chemistry we had she lived in Miami and had a job to go back to. Now, imagine if I lived in a reality where I was living at home with my mum, in a full-time job, scraping by to cover my bills. The reality is, Dayana and I would have gone separate ways. The practicalities would have made it near enough impossible to make it work, regardless of how much we wanted it to. However, over the last few years, I've built a business that allows me to be location independent, which means I can work online anywhere in the world. I've built a business with no cap on the money I can earn. This is how businesses work: the owner of the company you work for is earning more and more each year - yet, the employee's salary stays relatively the same.

Having this uncapped income means I can support myself and others comfortably. Which is why when I met Dayana, and we decided we wanted to be with each other, there were no practical reasons why we couldn't make it work. After just a few days of knowing her, I looked at her in bed one morning and said:

"Quit your job, don't go back to Miami, and let's travel the world together".

She said yes, and I realised that I had just bagged the girl of my dreams because of an online business. You see, people think that business is all about money, but it's not just that. Once you have the money, it's what you do with it that can be your motivating force. For me, it's freedom. The freedom to do the things you want to do, have the things you want to have, be in the places you want to be, and be with the people you want to be with.

Imagine if I was stuck in an office right now, listening to Karen beside the photocopier talking about her next holiday to Tenerife, thinking of that time in Barcelona when I met the girl of my dreams. Instead, since Barcelona, we've travelled through Paris, London and I'm now blessed to be living in Bali with that girl of my dreams. If freedom doesn't motivate you each day, I don't know what will!

9. Scared of Making the Wrong Business Decisions

When I was 25 years old, I punched a guy in a taxi queue, and I went to prison for the third time. As a result, I got support in prison, got funding for rehabilitation and changed my entire life to the point where I now help thousands of people. Between the ages of 18-21 years old, I got caught up in selling drugs. As a result, I learned about sales, marketing, finances and how to deliver a product in a competitive and high-risk environment. I dropped out of studying a business degree after just 3 months. As a result, I have built a 7-figure business by the time the rest of my class even finished their business degree. The point I am making is this: you have no way of telling what can unfold in your life. What you thought was a bad decision could end up being the best thing that ever happens to you, so fearing it and trying to control it is pretty pointless. Also, the whole overthinking thing really just causes stress, overwhelm, anxiety and paralysis.

Let me explain why there is zero point trying to make the 'right decision'. You can't read the future: what is 'right' today, may be 'wrong' tomorrow based on external influences outside of your control. Both good and bad things can happen that change the course of your life. Your values, interests and environment will change: what is important to you, what you like and where you are will be different and will again mean the decision could be flipped again from 'right' to 'wrong'. You're only guessing until you actually do it: regardless of how much thought you're putting into making the 'right' decision, you're speculating, making assumptions and predicting what it will be like. The reality is, as soon as you experience it, your opinion may change. From whose perspective is it 'right'? Everyone has different beliefs and opinions (complete polar opposites in fact). So, to one person your decision is wrong, and the other it's right. Another reason why it's impossible to make the 'right' decision.

One of the biggest problems people face is putting their energy into trying to achieve things that aren't possible. The reality is, they end up trying to achieve the impossible. There are no right or wrong decisions, only decisions. Let me say that again because it's a game-changer: there are no right or wrong decisions, only decisions. I'm not suggesting you don't put some thought into trying to make choices that will move you closer to the things you want from life but never try to reach certainty with a decision, as that's simply an illusion. One thing to realise is whatever decision you make, most of the results and the outcome are out of your hands. When you learn to surrender and make decisions quickly, you'll find yourself making some good decisions, and some not so good, but regardless, every decision you make 'right' or 'wrong' will be moving you forward in your business. Realising this is really the only right decision you can make for your business.



10. Not Feeling You Have What It Takes to Coach People

I always used to feel this irritating feeling inside. A kind of restlessness.

I had tried various things to satisfy this itch, but nothing worked. So, I tried to drown it out by drinking, taking drugs and distracting myself with reckless behaviour. But, I could still feel that the itch was still there. Right, let me cut through the years of therapy, and get to the good stuff. The itch you feel? The niggling feeling? It's the real you. The 'you' before the years slowly battered you with insecurities, negativity, and others' opinions.

The real you is in there, and it just wants to get out.

You have something so amazing inside you, you can't even comprehend what your life would be like if you could let that part of you out into the world.

Becoming a Coach is just the start for you: you can become unstoppable, and deep down you know it too. Deep down you know that you have something amazing to offer the world. Something far bigger than you've ever allowed yourself to admit previously. The reason why you don't want to admit you have what it takes to coach people? Unleashing this part of yourself, and seeing what you're truly capable of once and for all is scary! What if I fail? What if I succeed? What if I change? What if I am not good enough? These questions will start to overwhelm you, and then starts the internal process of drowning out the real you again. Silencing you back into the depths of your subconscious, leaving the real you as nothing but an irritating internal itch again.

10. Not Feeling You Have What It Takes to Coach People

There is ONE very important thing you need to shift if you want to start to satisfy the itch and unlock the real you once and for all. You must realise, the 'itch' is not something you must do. It's something you must be. Be a leader, be someone who inspires others, be fearless, be the best version of yourself, be more you. These are the things that will satisfy that inner itch and allow you to realise you have what it takes to coach people. Because deep down you know, and that's why the inner itch won't go away. So, next time you feel that irritating itch, thank it for reminding you that you have what it takes and that you have more to offer. Then decide: listen and repress your true self, or listen and become the person you know that you can be. The difference between the dissatisfied you, and the real you is just one choice away.

I used to look at successful people and think I was different from them. I wasn't as clever as them, motivated as them or talented as them. They had a great life, money, and freedom to do what they wanted - but that was for people like them, not people like me. I was different. I thought that even if I tried really hard, it still probably wouldn't be enough: because I wasn't enough. So, it made sense to not even bother in the first place. But then I realised something that changed everything. I was simply telling myself a story. A lovely little story to keep me from pushing myself. It was much easier to tell myself I was different than it was to admit I had what it took to be successful. Admitting I had what it took to be successful meant I had to make changes, I had to challenge myself, and I had to work on myself and my future every single day. And that seemed scary. But I realised I needed to just try, and find out once and for all, to see if I was 'different'. I decided to re-write that story and tell myself that I could be successful. I told myself I had no excuses, and if 'they' had it, then so could I. Have you ever felt like this? Different from other coaches? Telling yourself a story that you're not good enough? Somehow incapable of the same levels of success others have? Well, let me tell you something. I used to think I was different, and I was. I'm very different, but not in the way I thought. Actually, I had talents, skills and abilities I never knew I had. After admitting I had what it takes, in stopping telling myself these stories and really starting to challenge myself? I started to catch up with the 'successful ones' and even overtake some too.

So, if you think you're different? Maybe you are! But for all the right reasons.

Believe me when I say this: those successful people you look at, you don't have what it takes to become like them, you have what it takes to become someone a million times better.



11. Trying to Coach Everybody

"If you try to please everybody, you end up pleasing nobody."

This is a great place to start here because it really doesn't need to be any more complicated than that.

Generalists typically don't do very well because they're average in a lot of areas, rather than really good at one thing. For example, have you ever seen those restaurants that sell a bit of everything? Chinese, Indian, pizza, burgers, kebabs, ice cream, etc. Typically, it's full of people who don't know what they want to eat and don't want to pay a lot for it either. But, say, for example, you really fancied some Chinese food. You were craving some chicken chow mein, some authentic Chinese tea, and some aromatic Peking duck. Would you risk going to a buffet that was also selling Indian and ice cream? Or would you want to go to a place that serves Chinese food, day in and day out? The place that you have absolute certainty would satisfy your needs. Yup, you'd go to the Chinese, and you'd probably pay more for it, too. It's exactly the same for your coaching business. You want people to come to you for one thing, so they have the confidence you can satisfy their needs in that particular area. I'm sure the chef at the Chinese restaurant could also make a pizza and flip a burger, but actually, by offering more it dilutes the confidence in the customer that you can deliver on the thing they actually want. I know how frustrating it can be to know you can help people with confidence, help people grow their Instagram, help people develop their career, help people live according to spiritual principles, or whatever it might be. However, if you say you can help everyone with everything, you'll end up like the buffet of the coaching industry, with those people who don't know what they want, and not want to pay much for it either.

12. Thinking You'll Exclude People If You Niche Down

A lot of people seem to think they will exclude people if they choose a niche. Now, I'll be honest, some people will not resonate with your messaging. However, they wouldn't have bought from you anyway because being vague repels people more than telling them you don't want to work with them. What you'll find is that you create a bit of scarcity around your coaching and people similar to your niche will reach out to you, and say, "Hey! I know you usually work with ****, but I was wondering if you could help me, too?" How much easier do you think it will be to close the sale when the prospect feels lucky to even be having the opportunity to talk with you? Besides this, I'm guessing the reason why you're worried about excluding people is the fact that you want more people to help anyway, right? By niching down, you will attract ten times the amount of people who you actually want to work with anyway.

A lot of coaches think their niche is a way of policing who gets the privilege of working with them. However, it's not like that at all. The reason why we niche is to position ourselves and attract our ideal clients. However, you don't have to exclude people who want to work with you. Once, a professional kickboxer approached me to work with him. I spoke to him, I liked him, felt like I could help him and the rest is history. I didn't turn him away because he wasn't in my niche! This doesn't mean I have to open my niche up to working with kickboxers, too! It's just another client I have behind the scenes, and my positioning is still super accurate and creates certainty in the mind of the buyer of whom I wish to work with the most.

What about if a client needs something else? Again, just like the person you're helping, the same goes for the things you coach on, too. Your positioning is focusing on the main thing your niche would benefit from, and the area you can offer the most value with. This is essentially a way of hooking in your clients. Once they're interested, paid up and getting results, you may wish to present some other areas of development to your client. Coaches usually have a number of tools available in their tool kit. Having a niche doesn't mean you can't use these tools; it just means you focus on one, and introduce the others later. The problem with introducing them too soon is that your customer gets confused, doesn't know which route would be the best for them and gets overwhelmed. Overwhelmed and confused customers don't buy!

Also, just because you've done your master practitioner in NLP, your Reiki Healer course or your hypnotherapy certificate, doesn't mean your customers care about it. Although you value these tools massively and know they will help them, it's not up to you to ram unwanted services down customers' throats so early on. *My advice is: keep it simple, hook customers in with what they want, and then when you're working with them you can start to explain what else they need.*



13. Worried About Picking the Wrong Niche

“What if I pick a niche and people don’t respond or I don’t like my niche?” I can imagine these are a couple more of the internal stories you have floating around inside your head right now. What if it does go terribly wrong? You got confused when picking your niche, and actually, nobody wants to work with you and the people who do, you can’t stand! What would you do? Change it. It’s as simple as that. You simply update a few words on your social media bio’s and off you go, starting to nurture a new audience. I would always recommend you give it a try for a few fair months before jumping ship though, as there will always be a small amount of self-doubt after you choose your niche. It’s easy to overthink and start wondering if you made the right choice. I had a client once who wanted to change her niche because she thought men were indecisive. I encouraged her to stick it out a little longer, and then in a matter of weeks, she started to get men saying yes to her every single time. This particular client now tells me she loves her niche.

“I’m not going to want to work with these people forever, so I won’t have a niche.” I take it you’ve heard of Mr Robbins? He’s a guy who helps people complete fire-walks, have extraordinary relationships, become the best version of themselves, build a business and make a ton of money in the process? Well, even Tony himself started off helping people with phobias through NLP. He has developed and evolved through his career to be able to be much broader. Besides, it’s good to not compare your strategy to celebrities, as what works for them will almost certainly not work the same way for you. The point I’m trying to make is that your niche will evolve and change through time. Just because you’re using one area to focus on now, doesn’t mean you’ll always do that one thing, but it will allow you to penetrate part of the market and move into different spaces in the future.

As I mentioned earlier, I was a mindset coach helping entrepreneurs sort their head out and make things happen. However, once I penetrated this part of the market, I found another niche to pivot into. I liked working with coaches, I had value to offer them and they were entrepreneurial anyway, so if anything, I actually ended up making my niche even more refined! The point is, it has changed and evolved. I’m now Lewis Raymond Taylor, Business and Mindset Coach. I help coaches create a solid mindset and a thriving online business. You may be wondering why I have no pain point in my ‘I help statement’ and why there is no vehicle of change, either? The simple answer is that I created it before I knew the best way to create them, and I also already have an audience of people who know what I do. As I mentioned, what works for someone else almost certainly will not work for you in the same way. Trust me when I say that the above information will give you the best chance of laying a solid and accurate foundation that will attract the right type of people into your business.

14. Fear of Failure

Congratulations for knowing you fear failure.

This is actually a much deeper fear than most people experience.

Knowing that you fear failure shows you have a much greater sense of awareness than the majority of people. However, as I explained in the previous section, with a fear of putting yourself out there, you're not actually scared of failure. You're scared of how that failure will make you feel. Failing taps into not feeling enough, and if you're not enough then you won't be loved, and if you're not loved then you're unsafe, and if you're unsafe then your life is a risk – and that is what you're really scared of. However, as we already established you're safe, you're loved and you'll be perfectly fine regardless of whether you fail or not.

I know we've moved past this section, but it's worth really re-addressing this issue, as it has got to be one of the most profound realisations a person can ever have. We can't change your primal instinct to keep yourself safe, but we can intervene in this kind of fear-based escalation process and stop it dead in its tracks by re-assuring you that you're okay! I want you to really listen to what I am about to say, right now. Allow yourself to be open and receptive to the message, and trust me enough to absorb its intent. Ready? No matter what you do in your life, no matter how successful you are, no matter how hard you fail, no matter what people say to you, or what they say behind your back - you as an individual, are enough.

You are enough, you have enough, and you're loved enough.

As long as you can fully feel that on the inside, nothing that happens on the outside can affect you.

14. Fear of Failure

The reason why I didn't mention fear of failure in the previous section is that I wanted to speak about this one by itself. Because out of all of the fears, this is one of the strongest. The main reason for this is people simply have their wires crossed, and although they likely already know what I am about to say, they don't necessarily allow themselves to absorb the meaning and see failure for what it really is. Stripping this down to the simplest form, you are only going to fear something if you see it as a negative. You will likely not be scared of ice cream, sunny days, and winning the lottery – because you perceive them as positive things. This is what you need to do with failure if you want to stop it affecting you. Rather than resist failure by seeing it as a negative, I want you to try to embrace failure and see it as a positive. You see, failure really is the best thing you can do, as it teaches you so much. There is a saying that says: Fail fast, fail often, and fail forward. You really do learn so much with every self-perceived fail, when in actual fact it's not failing at all. It's simply learning. A process of testing, tweaking and refining, and figuring out what doesn't work, which is crucial to figuring out what does work!

Another reason why failure is not something that needs to be feared is that you directly control if you fail or not; and if you're the one who decides whether you fail or not, then what is there to fear? The way I see it, the only way you can fail is by giving up. When you're working towards something, it's never one track. You're never just going to go from A to B. There are going to be many twists and turns and self-perceived failures along the way, but this will eventually lead you to success. Therefore, it's just a journey, and you just need to keep moving forward. The only way you can fail is if you stop. This is what a lot of people do wrong: when something doesn't work, they stop and they change the goal. Don't change the goal.

Change the plan but keep moving forward, because every time you try, you're one step further forward on your journey.

As long as you don't stop you will eventually achieve success as you define it. Through this process too, you will have grown as a person and you'll be more disciplined and consistent with yourself because you kept pushing forward. You'll also appreciate the success way more when it arrives.





15. Scared of Taking Risks

Risks are amazing. Risks aren't something to be feared, worried about and avoided. We're conditioned to think that risks are negative. From a very young age, we've been wrapped in cotton wool. I mean, have you ever heard a mum say to their child "Have a good day at school, Jimmy and don't forget to take loads of risks". It just doesn't happen. The truth is, people who prevent you from taking risks are being extremely selfish. This might be hard for you to comprehend right now, but what somebody is saying when they tell you not to take risks is not for your benefit. They're saying "Look, don't take risks, because if something happened to you, I wouldn't be able to deal with the pain of you being upset or hurt". They're protecting their own feelings. However, in the process of them doing this, they're stopping you from experiencing something very important which is at the other end of the spectrum, and that's the possibility of experiencing the reward. If you don't take risks, you will never experience reward. Reward, in most cases, outweighs the risk.

Not taking risks, not pushing yourself, not building your business, not making an impact in the world; these things are the biggest risk of all!

Because, not only are you denied the possibility of reward, but you are also setting yourself up to suffer the feelings of regret. I can assure you, if you're worried about the feeling of risk, it's insignificant when comparing it to the feelings of regret. The reason for this is that risk is a choice and an opportunity you can take and have control over. However, regret usually comes in hindsight, when it's too late to change and you've lost your power to choose. What you don't want to be doing is sitting in your rocking chair in an old people's home, knowing full well that you didn't make your mark on the world, when the whole time you allowed the fear of taking a risk stop you. Remind yourself that taking risks is a positive thing that will allow you to experience rewards in your life. It's the thing that will elevate your success and catapult you in a new direction while taking that next leap up. You can't take that leap without experiencing some form of risk. Embrace it and go for it, because I promise you, in more ways than one it will be worth it in the end.

16. Not Being Able to Engage with Customers Effectively

The more value you add to someone's life, the more money you'll make. It doesn't need to be any more complicated than that. Just go out there and help, and have as many powerful conversations as you can, and you will find you'll get the perfect outcome from both you and your client.

When you reach out to customers you need to make sure you start the conversation with something specific to them - you don't want to look like you're sending the same copy-paste message to everyone. For example, you could say, "Hey, I see you just came back from Florida? I love Florida, where were you?" or "Hey, I see your mutual friends with John? I've known John for years; how do you know him? I see you're an entrepreneur specialising in digital marketing, how long have you been doing that? I'm really into digital marketing, but for my coaching business." All you're doing is engaging in a friendly conversation, not just sending them something generic and not immediately going in for a sale.

Once you've done that and built some rapport, you can start to ask them some questions. These questions have two purposes: either to identify a current pain or problem they're having, or to establish a goal or desire they have. Their problem might be that they can't get any clients, they can't close sales or they can't pick their niche. Their desire might be that they want to build a coaching business, become a speaker or make more money. You can identify these things just by asking the right questions: "How's business? How's your confidence on a scale of 1-10? What's the biggest obstacle you face in your life right now?"

Remember it's okay to ask these questions - you're speaking to someone who knows you're a coach already, they've engaged with your profile and they know what you do.

16. Not Being Able to Engage with Customers Effectively

Once you've found their pain or desire you have a reason to start helping them. It's important that your coaching is there to help fix a problem or achieve a goal that they already have - I can't stress enough how important this is, it's not your responsibility to create problems or goals for your clients, or to force your services on someone if they don't need them. All you are doing is establishing where they currently are and showing how you can help them to get to where they want to be.

When you know what their pain or desire is, you add as much value as you can through messages and demonstrate that you're good at what you do. There's no point asking them to have a discovery call with you until you've shown them that it's worth their time talking to you.

Coach them, give them advice, share stories, motivate them and help them as much as you can through having a powerful conversation with them.

As I said before:

The more people you help, the more value you offer, the more likely it is that someone is going to want to work with you.

They're even likely just to recommend you, to start engaging with you or want to do joint ventures with you. Helping more people has a direct correlation to the amount of money and success you will have, so help the people you reach out to via message as much as you can without asking for anything in return.

The intention is to help them so much that they want more - that's where the discovery call comes in. You are never going to sell via message, apart from a few minor exceptions. People need to have a bespoke conversation with you where you're addressing their needs, you're removing any obstacles they have, you're handling their objections and building a relationship. You're not going to achieve that without having a one-to-one discussion with them either over the phone, or face-to-face.



17. Dealing with a Lack of Engagement

The number of times I have had messages from people who tell me they've been following me for months and now want to work with me, yet I've never seen them like a single one of my posts, is ridiculous. Just because people don't like and comment on your posts, doesn't mean they're not reading them. A lot of people are fearful of admitting they need help, or what their friends may think if they are seen commenting on something self-help related. Try not to always look at engagement as a measure of success. It can be hard sometimes as it is the modern-day metric of validation. However, it's all very superficial and doesn't always mean you're successful.

There are influencers with millions of followers who barely make any money and don't offer an ounce of value to their audience. You don't need to get a huge number of likes, comments or followers to make an impact and make very good money. They say you only need 1,000 raving fans to make one million dollars a year, and I can tell you that is pretty accurate!

Focus on adding value, and doing the right thing.

Also, it goes without saying but I will mention it, that these things take time! When I first got started, I posted things that only got seven likes, and contemplated deleting it for fear of looking stupid. But each time you post, you'll see a few new faces, a few extra comments and a couple more follows. This builds up over time, and as long as you keep going, you'll start to see the engagement increasing, albeit slowly at first. It does take a while to build momentum, and in the meantime measure your success by the number of people you are helping or the value you put out into the world – and I promise you, it will come back round to you sooner than you think.



18. Thinking the Coaching Industry is Saturated

If you google the definition of a coach, you'll get two definitions. One is a sports coach, and the other is a bus. Right now, coaching is in its infancy. You only need to ask a handful of people what coaching is or explain what you do, to see their face screw up and look utterly confused. Or try asking your friends who Tony Robbins is! The guy is the most famous coach on the planet, a billionaire who has been in the game for 30 years, regularly walks tens of thousands of people across fire, yet they have no idea who he is. I spoke to a Psychology graduate recently and she finished her degree without a clue what coaching was until she got a Facebook ad from The Coaching Masters!

If you're worried that you're seeing coaches 'everywhere', then you may find you're tapping into your reticular activating system. The RAS acts as the gatekeeper of information between most sensory systems and the conscious mind and is responsible for you noticing things once they're brought into your awareness. For example, if you've ever bought a new car, suddenly you start to notice the same car everywhere! The reality is, the car was always there, but you were unaware of them driving past because you hadn't brought it into your awareness. It's the same with noticing Coaches. Now you're aware of coaching, you'll laser in on it more – but in reality, there aren't many in comparison to other professions and the sheer amount of people that have problems. Yes, you'll start to see more and more coaches, but that's because the demand is high. There are hundreds of thousands of hairdressers because everybody needs their hair cut. There are hundreds of thousands of restaurants because everybody needs to eat. Just because there are already a number of hairdressers and barbers, doesn't mean there isn't room for a new one, especially if what they have to offer is better than the rest of the competition.

Coaching is growing 14% every year and is a 2-billion-dollar industry and it's becoming more popular in modern-day society. Connor McGregor, world UFC champion with a net worth of \$120,000 was seen hugging his coach after winning his recent fight. Coaching will become as fashionable as having a personal trainer in years to come, and when that happens, there will be a coach needed for every person on this planet – so until there are 8 billion coaches, there will still be room for you.

19. People Bad Mouthing Coaching

If you're listening to other people who try to tell you that coaching isn't a good idea, or not valuable, you simply move on to the next person. The reality is, there will always be people who have something to say. "Accountants are boring, online business is a scam, politicians are liars, salesmen are sleazy". These stereotypes are everywhere, and if anybody has a bad opinion of coaching, you just look the other way and focus on people who value it. It's very easy to laser in on the little black dot. The little black dot is the small minority of negativity in the world. All around it is gratitude, love, hope, adventure, happiness, excitement and every other range of positive emotion. But if you stare at the little black dot, and focus on the negativity, that's what you'll see. It's the same with coaching: for every one person that has something negative to say, there will be a hundred people who know you're doing good work in the world.

There are a lot of haters out there, and they will hate upon anything they possibly can. They are just living in a vicious cycle of resentment. Hate is actually a projection of their own self-doubt and insecurities, and it's a clever way their brain has developed to defend a potential intrusion that may contradict their own beliefs. Their belief is: I can't do it, but that's okay because nobody else can either. If you try to do something they wish they could do, they'll drag you down because it's about to contradict their belief system. Basically, if they acknowledge that you could do it, that means they have to do it too - but they're too scared to take the risk. *The good news is that they're the problem, not us. We are prepared to go to the places the haters are scared of.* We are prepared to risk our peace of mind, for the abundance of reward. It's funny actually, because when you actually do the thing they said you couldn't, rather than be inspired to maybe do something for themselves, they just get even more jealous. This makes them even more resentful and spiteful to the next person who tries to contradict their beliefs - making them even bigger haters. Vicious cycle, isn't it? Next time they try to hate on you or badmouth coaching, try to coach them through it! Try to help them, because they're just lost souls, trying to justify the position they're in. Don't hate them back, feel sorry for them; because you're the one who will take what you want from life, and they're the ones who will be left hating on the next person.



20. Not Having Big Dreams

I've got news for you: although it may feel like this, your dreams are not dead. They are still very much alive. If you could think back to when you were younger, your dreams and aspirations haven't gone anywhere. At the moment, you're failing to acknowledge them, and I don't blame you. It might be the voices in your head that tell you that you are not good enough. It may be personal circumstances such as family, work or financial obligations. It may be the adversity you've had to go through. It could have been an accumulation of all of those things, but your dreams are still there!

This may be hard for you to hear right now, but the reality is that you chose to settle. You wanted more from yourself, but you're simply not allowing yourself to acknowledge it. Don't worry, I did the same. Before I started to work on myself, I was simply not acknowledging my dreams and I wasn't going after what I wanted. But I decided to explore myself and remind myself what they were, and started making them happen! You're the same. Your dreams are still there. You don't create them, you find them. They're within you right now. There are values, beliefs and passions you've had right from the very beginning. Some of them evolved over time, and some new ones will occur, but the reality is this: that one thing you want to do, you've always wanted to do it. It's not gone, and you can find it again. We can bring it out, enhance it, highlight it and actively work towards it until you achieve it! My guess? You want to make a huge difference in this world. It's so big, it can scare you sometimes, but don't allow yourself to settle for any less than HUGE impact. You're not here for a couple of clients, you're here to sell out stadiums, and deep down, you know it. Don't let yourself forget it.

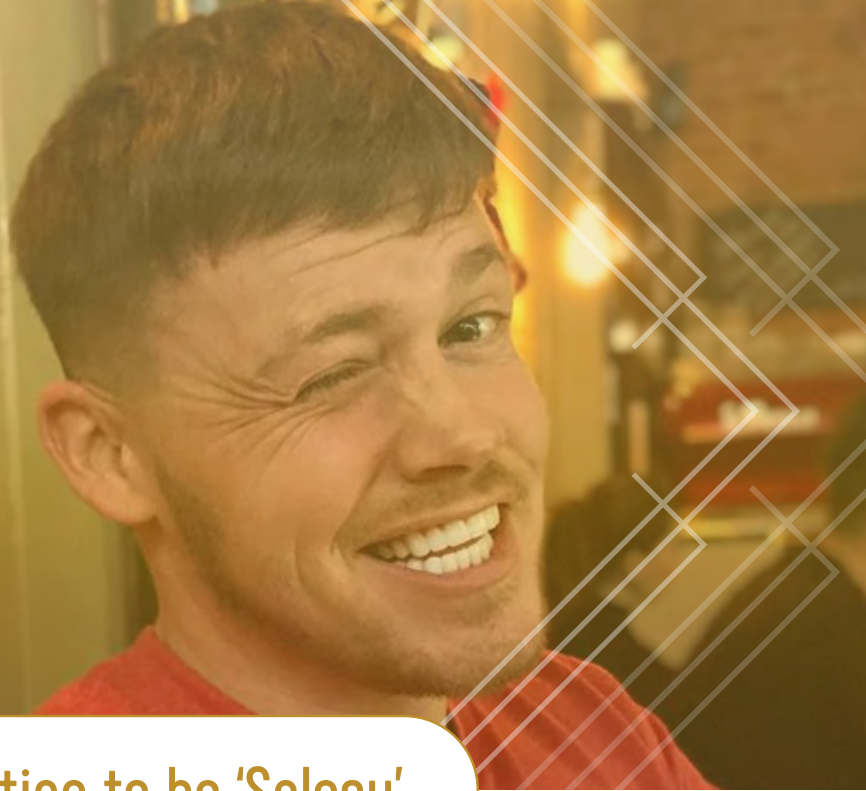
I realised something when I was going through my transformation, and it changed everything. I had two choices: ***I could let my dreams run at the back of my mind, or I could take consistent action to make my dreams a reality – and as black and white as it is, those are really the only two choices we have.*** That's really what it comes down to and what stopped me from taking the obvious choice was the fact that it all seemed too hard. Fear, overwhelm, potential rejection, failure and disappointment all seemed too difficult and too hard; it was easier to just do nothing. But then, I realised something else: it wasn't that situation that was hard, it was life that was hard. Regardless of the choice you make; whether you stay stuck not doing what you want, or you actually push forward to achieve your dreams, you're still going to come across hardship, adversity, pain, feelings of discomfort, disappointment, rejection and failure, no matter what you do! However, one of these options is worth it. You owe it to yourself to go after the absolute best-case scenario because some of these things are inevitable regardless of what path you choose.

21. Feeling Selfish for Building a Business

A lot of coaches, especially ones with children, consider going after what is important to them, to take action and achieve their goals, but for some reason, they think it's selfish to do so. Selfishness is a lack of consideration for others, but just because you put yourself first, does that mean that it's detrimental to other people? Does putting you first cause you to not consider others at the same time? Absolutely not. You can put yourself right at the front, just like every other important person in your life. You mean just as much as everybody else. I understand why you feel that way; our childhood experiences tell us to share with others, give to others and be kind to others. But sometimes, it gets skewed along the way and feels like we can't give to ourselves. That's not true.

You deserve this and what you'll find is by putting yourself first, you'll be in a much stronger position within yourself and be better equipped to support the people that mean a lot to you.

You can use this very basic analogy that you may have heard before: when you are on an aeroplane and the safety announcement comes on, they tell you to secure your oxygen mask first and then to secure your family's oxygen masks because they know that if you are safe and in a more secure position, you're able to provide for other people in a more effective way. It's exactly the same in your life. If you're stronger and well looked after, you'll provide for other people better. So, by putting yourself first, you're also putting the people around you in the same position. It is not selfish to go after what you want in your life. In fact, you deserve it, and so does everybody else around you.



22. Not Wanting to be 'Salesy'

Sales - at its core - is building relationships with people, delivering value and then getting the person to the point where they want more - and that's what you need to do. You're not trying to ram something they don't need down their throat. You simply focus your time and energy on approaching the people who do want what you have to offer. You don't need to do a hard sell. You're only selling to people who want your product or service. You're just offering them an exchange - you're giving people the benefit of your life experiences, your knowledge and your time and they're giving you back remuneration in the form of financial compensation. Everything in this world is about exchange: what can I do for you and what can you do for me? Some of your audience will have problems in their lives, and big goals they wish they could achieve. If you're going to help them to get there, you should be compensated for that - and that's where they exchange their money for your time.

There are a number of intertwined fears that come with selling. One of the reasons it can seem so overwhelming for a lot of people is that the outcome is extremely black and white and you either get the sale or you don't; which means you either succeed or you fail, you're accepted or you're rejected, and you either win or you lose. There is a lot of pressure to avoid the pain that comes with failure and rejection, and a lot of pressure to move towards success and victory! As stated in other sections, I want you to remember that regardless of the outcome, you're learning! You are uncovering customer objections, building your confidence, and learning your customer's pains and desires. This will inevitably make things easier, each and every time, and you're without a doubt edging closer towards success. When getting started out, I'd always recommend you shift your perspective and embrace this fear. You're less likely to fear something if you've chosen it and it's within your control - so, rather than looking for yes's straight away when you're inexperienced and likely to be disappointed, go out there on a quest to learn and search for the no's! Challenge yourself to get ten no's on sales calls, then there is nothing to fear, and the worst-case scenario is that you fail, and in doing so you get some coaching clients!

22. Not Wanting to be 'Salesy'

Coaches often have a number of self-sabotaging patterns when it comes to sales. There could be a number of reasons (that may surprise you) why you're avoiding the sale. You may not feel as though you deserve the money, you may not feel like you're a good enough coach to charge, you may feel scared at the prospect of them saying yes and actually having to coach them. You may not have a well-defined niche and as a result, feel unsure if you will enjoy working with the individual. If any of these things are going on, you may either avoid selling altogether, or you may deliberately damage your chances of success by ignoring messages, not actually pitching your services on the call, or at very least, just not bother even trying to persuade them to work with you. The above challenges can be more complex, and worth getting some 1:2:1 coaching around the issue; however, if you want a tip from me? I'd suggest ignoring the feeling, taking the action, and pushing yourself through these barriers with sheer force. Once you get a couple of happy clients with great results, I can assure you that you'll start to feel a hell of a lot better about selling to people because you know that what you have to offer actually works! However, you must take action in order to see these results.

I want to remind you of the fact that regardless of the outcome, you are enough, you have enough and you're loved enough. That failure, rejection & loss need not say anything about you as an individual. You are amazing, and the outcome of any form of sale will never change that. Also remember, you have a bloody miracle up your sleeve! Can you imagine if the prison tutor from the education department who believed in me, or the counsellor in rehab who broke me down refused to accept employment due to fear, or not deserving it, or any other mindset obstacle? I'd still be a drug-addicted prisoner. However, now I am making a difference in the world. Those people who changed my life got paid for it, and they deserved it. The money is completely and utterly irrelevant compared to the life-changing service that you provide to the world. You owe it to your customers to sell to them.

Remember, these people need coaching. They have their own limiting beliefs and might be fearful of being rejected by you, they might not know what coaching is or if it's going to work for them. Even if someone is liking and commenting on your posts, or messaging you directly, it's unlikely that they're going to outright ask if they can work with you. Most people need to be approached so you can build that relationship one-on-one before they're prepared to pay for your services. Unless you approach them, and unless you have the courage to share the value you have to offer with them, they will likely stay stuck. You deserve to sell coaching, and your clients deserve to be sold coaching.





23. Running Out of Things to Say During a Session

A lot of new coaches can sometimes fear the awkward silence when they don't know what to say, or feel as though they would run out of things to talk about over a block of coaching sessions. The reason for this is they are putting too much emphasis on them leading the conversation. The best coaching conversations are fluid and are guided by the client. You can open the coaching session with something as simple as "What is on your mind?", and all you need to do is intuitively ask questions beyond this point to allow the client to explore themselves further.

Questions such as:

"Why is this on your mind? How does this make you feel? What do you need? What else? What is the real problem here?"

will allow you to dig deeper and take the conversations to new depths. Every answer your client gives reveals a huge amount of information, which will prompt you to ask another question, thus allowing the conversation to flow naturally. Remember, you never have to have anything to say, you just need to ask questions. They can be related to the conversation, or you may decide to open up a new line of conversation and ask a completely independent question in another area.

Utilise the coaching frameworks you know can be helpful too. Simple frameworks such as the GROW model can be used over and over again. If you ever get stuck, just focus on the basics such as: what does your client want, what is holding them back, and what action are they going to take? Every session will be different and your clients will have new goals, new obstacles and new actions they want to take - so, if you ever get really worried of running out of things to say, just say the same things again, and although the questions are the same, you'll find the conversation will be entirely different.



24. Not Feeling Creative Enough to Write Compelling Content

Personally, I don't think content needs to be creative. It helps, but it's not the witty and clever content that performs the best on social media, it's the content you connect with, that offers genuine value, that allows you to resonate on an emotional level with the person who is writing it. There's a process that is not unique to me, it's used throughout marketing, which says: "The customer has to know, like and trust you." - and in doing so, you will build a relationship with your audience to the point where some will want to work with you. Rather than trying to be creative with compelling videos and interesting images, start by focusing on connecting with your audience on a personal level.

By sharing parts of your life and being open and vulnerable, your audience will relate to you and they're going to start to get to know you on a deeper, more intimate level.

You're going to be more visible so they're going to get to know you. You're going to be sharing parts of your life which they might resonate with, which in turn is going to get them to like you, and if you're demonstrating value, then they are also going to start to trust you. This is the most compelling content, and it doesn't take any creativity to share your own personal experiences with the world.

A photograph of three people in a room decorated for Christmas. Two men and one woman are wearing black t-shirts with 'THE COACHING MASTERS' logo. One man is standing and holding a laptop, another is standing and holding a smartphone, and a woman is sitting. A Christmas tree is visible in the background.

25. Not Feeling Confident to Coach People

A lot of coaches allow their lack of confidence to hold them back from becoming confident. Natural confidence comes from competence, and the only way you can ever truly become competent is to practice. You've heard the old saying 'practice makes perfect': while I don't entirely agree with that as perfection is an illusion, I can tell you, practice builds your confidence, that's for sure.

One of the reasons why a lot of coaches' lack confidence is simply because they compare themselves to other coaches and feel inferior against them. They see other coaches with beaming personalities and assume that they don't have what it takes to be like them. I want you to know that every coach you see has been on their own journey. They once lacked confidence in one area or another, and it took practice to build up to where they are today. I can also tell you that regardless of how they come across, they still have their own invisible insecurities. I do, they do, you do. Guess what? We all do.

Accept and embrace that confidence is a developing thing, and you shouldn't expect to be graced with it immediately – it happens over time.

You'll also find that people relate and connect to displays of insecurities.

If you approach social media, coaching or anything else and deliver a ten out of ten performance, without a single stutter or tremble in your voice, you end up becoming the person who makes others feel inferior and causes a disconnect between you and your audience or clients. Being real and displaying natural emotions is okay, it makes the viewers feel more comfortable, makes you more relatable and allows you to connect with people on a more personal and authentic level. So, if you're worried about not having the confidence to coach people, don't worry, you don't need it – just focus on being real, and developing your confidence one day at a time, and you'll still get the results you desire.



26. Wanting Everything to be Perfect

Perfection is an illusion; there's no such thing as perfection. Somebody's amazing is somebody else's awful, and somebody's awful is somebody else's amazing. Perfection is simply a perspective. Once you realise that you can't do something perfectly, it makes it a hell of a lot easier to actually take that step to provide something that isn't perfect.

I remember I used to have severe perfectionism to a point where I couldn't even write down anything on paper because I would just be infuriated with myself for making a single mistake. I would rip it up and crush up the paper so nobody could see it. I would be petrified of people thinking I was stupid and my mistakes to reveal this about me. I was in rehab where I had to submit a morning diary and I couldn't bring myself to hand it in with any mistakes in there. I judged myself, I was critical of myself and I assumed that everybody would be the same.

But one day, I decided to take action on my perfectionism and to get the benefit of the therapy that I was having by submitting a daily journal and expressing myself.

I wrote out the worst-scribbled piece of information that I could possibly create. I made mistakes, I crossed them out and just submitted it. It felt very uncomfortable and that was stepping outside of my comfort zone, but by doing that I'd broken that barrier of perfectionism. I'd submitted something that wasn't perfect. I ended up getting feedback on what I said and was able to feel supported, and they didn't mention the mistakes either, to my surprise.

You see, perfectionism is actually a trait of low self-worth. When you judge yourself, you assume that everybody else is going to judge you too; but actually, nobody cares. The sooner you realise that everybody else is more interested in themselves rather than you, the better. People are more concerned about their own life, their own insecurities, and their own desire to be perfect that what you do, doesn't really affect anybody else as much as it affects you.

When you want to get something perfect, let me tell you what the likely outcome of that is: you don't do it at all. It causes you to procrastinate and not act. Imperfect action is an extremely vital skill when it comes to building your coaching business. You can get so much done when you complete things to an imperfect standard! Imperfect action wins every time, as you'll see so much progress in such a short period of time. Ironically, every imperfect attempt you make, you learn, you develop and you get more information to achieve something as close to perfect as physically possible. Meaning, by allowing yourself to be imperfect, overall you end up creating something more perfect than you ever would have if you strive for perfection in the first place!

26. Wanting Everything to be Perfect

You have to test things, try things and get as much done as possible. Waiting until things are close to perfect is just going to delay you. The sales page with a couple of typos will still make sales, posting your story on social media with a few bits left out will still connect with your audience, creating a logo that isn't mesmerising will still establish a brand. The thing is, everything in your business will evolve. Your branding, your niche, your website and everything in-between, so it's pointless spending too much time on these things because they'll end up getting deleted and replaced anyway. Within four years, I'm on my fourth website, third brand, second company name and I've replaced sales pages and stuff eight to ten times each to improve it after getting feedback – but none of that stuff stopped me from making hundreds of thousands of pounds in the process. This is just stuff; this is not about you. The imperfections in the things you do that are outside of yourself, such as a business or your results, don't matter or change the person you are whatsoever. You are perfectly imperfect, never forget that.

That's the end of twenty-six of the most common mindset barriers coaches face and how to overcome them quickly. I hope you have found the information useful. On a personal note, I just want to encourage you to keep pushing forward. When you get started, you will come up against barriers such as the ones listed above, and in all honesty, they don't always go away quickly. Each and every time you level-up, you're presented with a new junction in your coaching journey and you'll likely feel new levels of fear and doubt. However, regardless of all the mental barriers, what you can create as a coach is indescribable.

My life consists of living in Bali, helping people, travelling the world when I want, making an impact and seeing a million-dollar company grow in front of my eyes. There was a time, not so long ago, where I was reading information online just like you, looking for answers - which leads me back to what I said at the beginning: you are the solution. You have everything you need to create the exact same life I have. Regardless of the fear, regardless of the doubt, and regardless of the lack of confidence, I promise you - you can make this happen. Remember, I believe in you. It's not always easy, but the freedom and fulfilment you get from coaching is a feeling that cannot be compared to any other. Nobody said it was going to be easy, but what they did say was that it would be worth it.

Coach Your Way to Freedom.

Lewis Raymond Taylor
CEO & Founder, *The Coaching Masters*

