

THE ASPIRING COACH

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How to Replace Your Full Time Job with Just 10-15 Hours Per Week as an Online Life Coach, Even If You Have No Knowledge, Confidence, or Experience!

Congratulations for reaching this e-book.

If you've gotten this far, that means you're tired of the mundane 9-5 and are actively looking to make a change in your life by embarking on a journey into the world of coaching.

First, you've made an incredible decision to explore this line of work. I am utterly blown away by what coaching has done for my life. It has enabled me to earn more money than I ever thought was possible, whilst helping more people than I ever imagined. Before I got into coaching, I didn't think I had what it took to do either of those things, let alone be able to have both at the same time!

During this short e-book, you'll learn exactly what is involved with becoming an online life coach, how to land your first clients and how to push past the fear and doubt that has kept you stuck until this point. It's a short, yet powerful read, so please allow yourself to get to the end - I promise, you will not regret it.

You may be wondering who I am, and what qualifies me to help you become a life coach.

Well, just six 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 worthy of being a coach, it was me.



Yet, fast forward a few years and I have built a multiple-seven-figure coaching business, a thriving community, speak on stage across the world, and lead a community of thousands of coaches who make a difference in the world.

I want you to know that over the last few years, I've worked with thousands of coaches, and they have just as many limiting beliefs, fears, and insecurities as their clients do!

Yes, coaches have doubts too; they're human.

News flash: doctors get sick, personal trainers eat crap food sometimes, and teachers can get stuff wrong. So, before we get started, if you are having that annoying voice in your head saying,

"you can't be a coach"

"you can't help anyone"

"you haven't got what it takes"

and everything else that new coaches usually hear when they get started, don't worry; this is completely normal, and it gets better.

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 must 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 seeking 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 ever can do.

Before I get started with the core content on this book, let me share with you a few facts to give you clarity around what coaching is and what this opportunity involves:

14 Billion Dollar Industry

The online coaching space is booming! It is a 14-billion-dollar industry in the U.S. alone, and growing by over 14% each year shows that people are more ready than ever to develop themselves and use the power of coaching to move forward in their life.

What is Coaching

Coaching is a process where a coach partners with their client to provide challenging and thought provoking questions that allow the client to gain clarity, have breakthroughs, or answer difficult questions.

A coach is not a mentor, consultant, teacher, therapist, or counsellor - they are a facilitator of powerful conversations using specific questions found within coaching tools, technique, methods, and frameworks.

Different Types of Coaches

A coach is quite simply someone who helps people – and you can help people in many ways. Although a coach is not a subject matter expert, as they are just there to ask the right questions, some coaches may decide to “niche down” and focus on a specific area.

There are many topics in the coaching space such as: mindset, empowerment, confidence, wellness, lifestyle, sexuality, relationships, and many more.

Qualifications Required

The coaching industry is currently unregulated, which provides easy entry to many people with a passion to help others. There is no officially agreed upon pathway a coach must take, other than to find a training provider that can give them the relevant training they need to get results for their clients.

Experience

The experience in coaching comes from coaching others. Practice sessions with friends and family can be helpful to start, but the real experience comes from helping clients with their goals and challenges and learning what led to their breakthroughs.

Some coaches may also have experienced personal challenges in their own life that allow them to have a deeper awareness around their clients' problems.

Income Streams

Not all coaches work only 1:2:1. This is usually how they start; however, once they get an understanding of their client's obstacles, they can move into creating online courses, events, retreats, or even writing a book and speaking on stages.

A coach brings the title of a public figure, and it opens many opportunities outside of the traditional 1:2:1 coaching model.

Average Earning

Whilst a lot of aspiring coaches don't always use their coaches' skills to start their own businesses, the ones that do have varying incomes from \$500-\$1,000 a month from coaching sessions outside of their usual working hours, all the way to coaches who sell thousands of online courses and generate millions of dollars a year.

Earning depends largely on the results a coach can get for their clients and the amount of work they are prepared to put in to develop their coaching business.

Operating Costs

The beauty about an online coaching business is there are next to no operating costs whatsoever. You may decide to host a website for \$20 a month, upgrade Zoom to a pro account to deliver your online sessions, or hire a virtual assistant to manage your diary for a few hundred dollars a month. But other than that, most revenue generated is profit that can be kept.

Now, we've got the practical stuff out of the way, now it's time to take a deeper look into the number one barrier that will stop you from creating a life of freedom, an abundance of money and a lovely warm feeling in your stomach due to knowing you're making the world a better place.

Can you guess what this number one barrier is? ***It's you.***

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 whenever I tried to apply myself to anything. I was scared all the time. I feared people thinking I was stupid. I feared 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 following seven years 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 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”***.

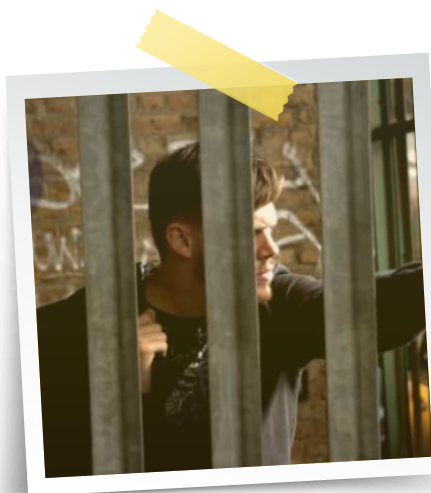
He was right. Nothing had changed. I kept ending up in the same place, doing the same things over and over again, and expecting a different result. I hung up the phone, walked to my cell, looked at myself in the mirror, and finally realised that it was me who needed to change.

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 your quest to develop yourself, I want you to shift your attention inwards. You see, a lot of aspiring 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 e-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 on this journey, with equal success.



Since that moment in my prison cell when I realised I was in control, I have felt a surge of motivation deep within me that feels equally as strong six 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 a few years. You'll find the way to travel the world, help thousands of people, and earn as much money as you need.

It doesn't take ten or twenty years anymore to create your dream business. If you allow yourself to realise you have all the answers, and everything you ever needed, you'll find the way to travel the world, help thousands of people, and earn as much money as you need.

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, 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 departments.

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 the matter was. I don't think I had ever been asked that before, and what I blurted out of 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 I used to feel like 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, 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 ebook if you didn't have a desire to help people, run a successful business, and be motivated to make a difference in this world.

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 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 whilst I was going through treatment.



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. The way you think will drastically impact the way you feel, the way you feel will drastically impact the action you take, and the action you take will drastically impact your results.

The following points are designed to change the way you think and break down some of the common mental obstacles that aspiring coaches face when it comes to becoming a coach and building a successful coaching business.

Fear of Putting Yourself Out There

Wherever “out there” is, it must be a very scary place indeed, as many aspiring coaches fear it more than anything else. 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 thousands of aspiring coaches over the last few years and dig deeper with you right now.

I’d hazard a guess that one of the scariest and overwhelming environments you could hope to avoid is in the *online playground*. More specifically, **social media**.

However, we are still only scratching the surface. Let me ask you a question:

If the entire population dropped dead, you were the only person left on earth, and you posted on social media, with a grand total of zero people seeing it, would this be scary?

Ah-ha, so it’s not social media - it’s the people reading it! It could be any number of things, from worrying you’re going to say the wrong thing, mumbling your words, or maybe it’s the negative comments you may get? And 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 lives 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”.

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.





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 just don't feel "*enough*" full stop. This often paralyzes them.

There's more, when we don't feel enough, we 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 the fear of social media; to the 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; and finally to the fear of dying.

The problem for a lot of people, due to the lack of clarity around what is happening for them, is reacting to their emotions if they don't fully understand them.

So, when the thought of starting an "online" business comes up, most people's awareness is focused on looking at it 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, 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, social media 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.

If you put yourself out there and start to share the value you have to offer with the world on a regular 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 instead 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.

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 self-imposed restrictions. 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. They believe that if they are not there to hold it together, then something bad will happen!



But what if you were gripping ahold 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 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.

Worrying What Your Friends and Family Will Say!



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 that 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 onto you. Because they don't think they could do it, they assume you can't either. They also feel sad seeing you hurt and disappointed, so they 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, etc.

Especially with 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 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.

Try to empower yourself to 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 to do. Stand your ground and tell people to stop influencing your mind. Protect your thoughts and protect your dreams because they're both worth protecting.

Not Having the Resources to Get Started

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, 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, there is a resource that we can all summon up, which is 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 on the world.

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.

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 that is 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 start 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.

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 the best version
of yourself

Be fearless

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 to 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 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 'the' 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 that 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 than them.

Caring What Others Think About You

You're alive temporarily. Let that sink in. The world existed before you were here and will continue after you leave. Eventually, all of us, even the greats, will be forgotten about. We're here for a microscopic amount of time. 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 businesses, 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 but 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 your 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.

Finding the Motivation to Get Started

I met my girlfriend Dayana whilst speaking at an event in Barcelona. I'd like to think I charmed her and that 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 to 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!

Scared of Making the Wrong Life Decision



I understand that you may want to weigh up the options over and over again. Maybe you're bouncing between wanting the comfort from your current job and the excitement from a new online career, and the thought of moving in the wrong direction terrifies you.

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 for a business degree after just 3 months. As a result, I had 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 pointless.

Also, the whole overthinking thing 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 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 opposites in fact).

So, to one person, your decision is wrong, and to another, 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.

Fear of Failure

You're not actually scared of failure. You're scared of how that failure will make you feel. Failing taps into not feeling that you are 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 at 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 covered 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 our primal instincts to keep ourselves safe, but you 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.

If you can fully feel that on the inside, nothing that happens on the outside can affect you. 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 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 fear ice cream, sunny days, and winning the lottery because you perceive them as positive things. This is what you need to do with failure.

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 goes:

Fail fast, fail often, and fail forward.

You really do learn so much with every self-perceived fail, when in fact, it's not failing at all. It's simply learning. A process of testing, tweaking, 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 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.

If 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

Scared of Taking Risks

Risks are amazing. Risks aren't something to be feared, worried about, or 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 rewards. 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 risks 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 to 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.

How to Uncover Your Hidden Coaching Superpowers

Whether you know this or not, there are talents that lay within you, and you have so much potential. There is so much within you, it's unbelievable, but sometimes we make these assumptions that because we're good at something, everybody's good at it. And because it comes naturally to you, it must come naturally to everyone but that's not the case. There are things that you are good at that other people are terrible at.

In fact, they are just terrible, they are frustrated, and feel completely and utterly stuck in that area of their life and they're desperate for someone to help them. Now, due to the power of the internet, we can find these people and offer them support and an exchange. You provide them with the help they need, and they provide you with money. It's as simple as that really. Both are valuable to the other person.



I want you to start by asking yourself, what are you good at? What are you passionate about? What are you talented in? What were you good at when you were younger that you've not pursued for a long time? What do you enjoy talking about? What topics do you read a lot about? What courses do you buy?

Maybe you're really good at keeping in good shape. Maybe you're really good at a morning routine. Maybe you're really good at loving yourself.

Maybe your confidence is a 10 out of 10. These things are superpowers and very valuable to someone who isn't so good at them. It's your duty to go and help somebody with those things, because there's someone out there that's struggling right now.

It is so easy to dismiss our talents, our skills, our wins, our qualifications and instead, focus on the things we are not good at. But how about shifting the lens and the focus towards what you have got? Maybe you've had difficult life challenges that give you a set of experiences that have taught you a lot about how to overcome them for example.

Highlighting these superpowers and being able to package them up and share them with others is what's going to earn you an income. Because if you have something that people want, they'll be prepared to exchange that value.

The value you've got is your experience, your qualifications, your passion, your natural God-given talents, and you package that up into a coaching service, and sell it to someone who values that help more than the money in their bank account.

Because what's money if you don't have the thing that you want, whether that's the confidence, or the self-love, or the peak performance, or the mindset, or the empowerment to be able to go off after the things you want in life. It's worth nothing.

So, it's time to highlight your value and what you have to offer the world and simply go out there and share it. Don't worry, I'll explain towards the end how we can support you to do that.

Feeling Selfish for Building a Business

A lot of new coaches, especially ones with children, consider going after what is important to them, but for some reason, they think it's selfish to do so. Selfishness is a lack of consideration for others, but does putting yourself 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 means 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 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.



Not Feeling Confident to Coach People



A lot of aspiring 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, and its "*progression*" that we should really strive for, I do however agree that 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.

Making Your First \$500 to \$1000 a Month

So you want to know how to start earning enough money to consider safely transitioning out of your job, and to be honest, it's easier than you think. You may be used to the very incremental increases in salary that you get with your job, however, your perception of growth is not relative to the actual growth of the company you work for.

A company is designed to keep expenses low and profit high, and although you may feel like your career is progressing, actually, when you factor in inflation, you're earning very little extra year on year, and no matter how much you earn, you can never really enjoy it anyway, as you are always spending a third of your life stuck in one place, working for someone else.

Now I start by helping you see that although \$500 to \$1,000 might seem like a lot of money to you, and because of that, you may feel like it's out of reach. Have you ever stopped to think that there are some business owners out there in this world that would be incredibly disappointed if they made a million dollars in a month?

I know some of those people; it's mind blowing.



When I was in that prison cell, I was only allowed to spend £15.50 a week, and that was for everything. Whether that was our food outside of our core meals, for our credit on the payphones to call our family, for stationary, for toiletries, I had to make £15.50 last me all week. When I got out of prison, £50 felt like a lot of money!

Fast forward a few years later and it's not usual for us to do a launch of one of our courses and make \$350,000, and in all honesty, it doesn't make me feel like I've won the lottery, it feels normal.

The point I am trying to make is, "a lot of money" is a perspective and once you start to develop your own business rather than working for somebody else's, you will realise that the growth is insane, and quickly you'll find yourself adapting to a new perspective of money.

Something you may also not be aware of is that people like to invest into experiences in coaching. What that means, is they don't want just an hour or two of your time. They know that's not going to be long enough to make real long-lasting change in their life. What they want is to work with a coach for a three-to-six-month period. These clients comfortably pay between \$1,000-\$5,000 for this type of support.

Now, straight away, you're going to think, "*Whoa, I could never charge that kind of money for coaching. I'm not good enough*" And on this occasion, you're right. You aren't the person who would be worthy of that price – now.

I promise you however, with the right tools, techniques, frameworks, and the superpowers that you can learn to break down limiting beliefs, shift perspective, set goals, get clarity, remove unwanted emotions, and other powerful coaching techniques, you will then be worth a \$5,000 price tag.

You will then be the kind of person that knows your worth and knows how much you can charge for the life-changing service that you offer.

Now that you understand this, the answer to making your first \$500-\$1,000 a month as an online life coach, is simply to learn how to coach people. Maybe share a post on social media that you're offering coaching services and try landing just one client paying you \$1,000 for a three-month experience working with you.

Once you do this, you'll grow in confidence, your results will get better, your demand will increase, and so will your prices. It's simply just a matter of time before you're working 10-15 hours per week, earning between \$5,000-\$10,000 a month.

And the crazy thing is, it doesn't stop there. Once you start offering group coaching, courses, membership sites, retreats, events, and maybe even writing your own book, you could be earning millions in just a few years' time. It's possible, I've done it, and so have thousands of other coaches around the world.

All that is required is pushing through the resistance and fear, a little hard work, investing in yourself, and sticking at it for a period of time until your results start to compound.

If you want to learn a little bit more about the ins and outs of coaching and the tools and techniques we use to coach people, because obviously I haven't gone over those in this book, then we've actually put together a completely free masterclass that will show you how to change your life by starting an online coaching business, even if right now you've got no confidence or experience.

In this masterclass, we'll share with you the tools and techniques you can use to coach people, and you'll be able to see if this is for you or not. My guess is it probably will be.

You can register for this free masterclass by clicking here.





I hope you have found this information useful. On a personal note, I just want to encourage you to get started.

When you get started, you will come up against barriers such as the ones listed above; however, regardless of all the mental barriers, what you can create as a coach is indescribable and, I can tell you from experience, it's one hundred percent worth pushing through!

My life consists of travelling the world, helping people, and seeing a multimillion-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. 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.

If you're ready to take the first step on your journey to becoming a coach, I would not expect you to do this on your own. Being supported by others who are on the same mission is vital, as well as learning from people who have the results you desire.

We would love for you to ***join our community*** of thousands of coaches around the world.

Our monthly membership includes absolutely everything a new coach needs to

Develop your mindset

Get qualified as a coach

Build your own successful freedom-based business.

Membership



Come and join us and start your coaching journey for just \$9.99 per month.



Thanks for reading this to the end and I really hope I can continue being part of your coaching journey.

You can do this! Remember, I believe in you. Maybe it's time you did too?

Coach Your Way to Freedom.

Lewis Raymond Taylor

CEO & Founder, The Coaching Masters



www.thecoachingmasters.com

