



MASTER MIND MENTOR

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you have the power![™]

PROPEL YOURSELF FORWARD WITH LIFE OR BUSINESS COACHING **By Jeffrey Howard**

What Coaching is and what it isn't

Life or Business Coaching is designed for people that are truly ready, motivated and committed to create a successful life for themselves, or ready to take their business to a new level of success. A life or business coach is skilled in helping you make dramatic improvements every area of your personal or business life and holding you accountable for the changes you say you are committed to making.

Ten years ago, coaching was considered the new “fad” in personal and business development but now everyone from Fortune 500 executives to homemakers and small-business owners are taking advantage of the power in having someone on your team, in your corner...so you don't sit on the bench.

A Coach is not a therapist. Although many Coaches are consultants, a true Coach is more than a consultant...a Coach is also a friend who can give you the “tough love” you need to make the hard decisions in your personal or business life. A Coach helps you focus on both the big picture and the task at hand so you can reach your end goals in a manageable, organized and methodical way.

A Coach is committed to your success ALMOST as much as you are (Hint: your Coach should NEVER be more committed to your goal than you are!). Your Coach is your personal expert, consultant, motivator, mastermind partner and cheerleader, all wrapped up in one powerful package, to help you realize your highest potential!

Most Coaches specialize but many are skilled in a number of areas. For example, a Life Coach may be focused on people in transition in their lives, whether career changes, divorce, loss of a loved one, etc. Business Coaches may be specialists too, perhaps focused on a specific area of business or a specific type of business.

Wherever you are in your life right now, if you are committed to success, whether personal or business, a Coach can help you get to where you want to go, faster, more efficiently, more profitably and with a greater degree of satisfaction.

While there are many ways Coaches work, there are also typically common areas of focus, particularly in setting and achieving goals. Depending on the structure, your Coach may give you homework to complete before the next session. A good Coach

will “MasterMind” with you to help come up with ideas that you might not have considered working on your own.

There are entire books written about coaching, so I’m not going to try to cover the entire global subject of coaching in this short article, but I do want to share with you a little bit about how I coach my clients.

MasterMind Life Design Coaching (personal or business or both)

Because I have a broad and varied background and have studied and worked in a number of areas throughout my life, I have a somewhat unique approach to coaching. I can bring insight into many areas, both on a personal, spiritual and business level and because I enjoy variety, I split my coaching time between business and life coaching, with a focus on what I call MasterMind Life Design Coaching.

My typical client is an entrepreneur, or wants to be. This could be a small business or home-based business person (or both). He or she is interested in personal development and improvement. My clients typically have an open mind to new ideas and experiences and are willing to look at ways of creating success that might initially be a bit foreign to them.

Because the entrepreneur typically is in a constant state of balancing their personal and business lives, we spend time together co-creating a program to promote that balance of work and play that is so important in the lives of busy entrepreneurs. A large part of our coaching program is the MasterMind process, which essentially is idea development and execution. When two great minds get together working on solving the same problem, magical things can (and do) happen.

Seven Ways [MasterMind Life Design Coaching](#) Can Propel Your Personal or Business Life Forward Faster:

1. Help you to set realistic and achievable goals (Hint: Virtually EVERYTHING is achievable) in your business or personal life
2. Provide an organized structure to get you from where you are to where you want to be
3. MasterMind with you (and your business team, if necessary) to generate new ideas, and organized plans for executing on those ideas
4. Help you develop and automate your marketing and sales efforts for your business
5. Plug you into the MasterMind Network (yours and mine) to expand your contact base and the resources available to you
6. Hold you accountable for your own success
7. Teach you how the Law of Attraction and MasterMind process REALLY works so you can super turbo-charge your life or business by using it properly

I would like to invite you to explore coaching for yourself to determine if it is a structure that can help propel you forward in your own life.

Without a doubt, Coaching can be a major positive force in your life, but coaching is a relationship, so finding the right coach for you. Explore the options. There are a lot of great coaches whose primary goal is to assist you in creating the life that you want to live. Finding the right one will be a step for which you will thank yourself (and your coach) as you develop your greatest potential in life and business.

Jeffrey Howard is the CEO of MasterMindMentor.com, and an author, speaker, life and business success coach, teacher, musician, entrepreneur and MasterMind Visioneer. He is currently based in the heart of Sonoma County, California's beautiful wine country region.

*Learn more about MasterMind Life Design Coaching by visiting
www.MasterMindMentor.com*

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