



Interview with Pat Mussieux

Host: Steve Davis

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Steve: I believe we have Pat on the phone, Pat, are you there?

Pat Mussieux: Yeah, I'm here, Steve.

Steve: Okay, very good, thank you. And I would like to read a little bit to you about Pat, for those of you who don't know. Pat Mussieux is quickly becoming known as the business coach to Canadian women entrepreneurs. In less than 18 months, Pat created a six-figure home-based business and moved across the country and started over. And her story and perseverance are a reminder to us all that it's not where we start, but the direction we go and our plan for getting there.

So Pat, how are you doing tonight?

Pat Mussieux: I'm just great, thank you, Steve. And thank you so much for the invitation to be here. I really appreciate being part of this.

Steve: Thank you. Thank you for being here with us. And we look forward to covering a lot of good information with you.

For our regular listeners out there, I'll just let you know, I'm filling in tonight for Bart Baggett. Bart was feeling a little under the weather and I'm just going to hold his place here tonight.

Pat, getting right in with your interview, we're going to talk tonight about how to build the coaching practice that you want. And what can I say about what all you've done, because you've had a great run here, you've started over, you did move across the country. But why don't you tell our listeners about your story and your experience so far?

Pat Mussieux: Well, thanks, Steve, I'm happy to share that, because quite frankly, I am quickly becoming the poster child, particularly for baby boomer coaches, if you will, and the message of hope. Because while my story unto itself, just about moving across the country and starting over is one thing, one of the key points of the message is I did this at age 55, and I'll just share a bit of background.

When I lived on the west coast of Canada, my background is in human resources and training and development. And on the side, I was working part time for Weight Watchers International as a recruiter, a staff trainer, and a coach, and that was many years ago.

And I also then, when I left the corporate world, I had the opportunity and the invitation to be an independent contractor, which meant my own business, but representing programs and curriculum of the Pacific Institute out of Seattle, Washington. And those programs were all focused on critical thinking skills, mindset, if you will.

So I had the good fortune, over a period of ten years, to work with the leading research psychologists around the world on programs that really get down to the nitty gritty of how people think. Now what they think, but how they think, and how to teach critical thinking skills so people could really reach their full potential.

Now, I was living a really great life. I have had a very good life, a great career, everything was happy and hunky dory, but I will tell you, in working in that environment over a ten-year period and being part of their international speaker's bureau, with access to all of those research psychologists, I had an appetite for growth and I was a sponge to learn everything that I could. Which, on the one hand, is a really good thing. On the other hand, not so much when it came to the home environment.

I was married to a man ten years older than me and his focus at the time was early retirement, and his focus was to pull back and live a very quiet, reclusive-type life, while I, on the other hand, was out and about and really just coming into my own. And so it created a huge risk, not only the travel, but the personal development and so on, and so the marriage started to fall apart.

And as that was happening, all of a sudden it was like this big, black cloud came in and settled over me because not only was I dealing with the stress of that, but then my father-in-law was diagnosed with terminal cancer, my mother-in-law was in the middle stages of Alzheimer's disease, and I was her caretaker. My best friend was dying of breast cancer. And our children, our son and his wife, had given birth, it was an emergency C-section, to twins, prematurely, at 1 pound, 14 ounces each, and unfortunately, one of the little babies was born with only a brain stem and passed away after a few days. And the other little guy went through months of surgery and life in the intensive care unit. So I was dealing with all of this at the same time.

And so what happened, Steve, I made the decision to leave the work with the Pacific Institute, get a job temporarily, while I focused on trying to save the marriage and take care of everyone around me who needed me.

And so as a result, what I did decide to do was to leave the marriage. I just, you know, I didn't like who I was becoming, my soul was dying and I was not being the best person I

could be. Now, the decision I made meant that I just walked out the door. Not the smartest decision after 22 years, where we had built a life, we had built retirement funds and so for. But for me, it was more important to get me back.

And so that's part of the story, in that I walked out the door, I never looked back, I stayed at that job for another year or two, to kind of get the ground back under my feet, and deal with all of the crises going on around me.

But then when things settled, I did make the decision to move to the east coast. I was 55 years old, I decided it was time to step back into my purpose and my passion, which was coaching and speaking, and to come to the east coast would put me closer to my 86-year-old mother and my brother, who was a really good friend to me.

So here I arrived on the east coast, no contacts, no clients, a business that had been shelved for almost five years, but a strong belief in myself, very strong critical thinking skills, and really the passion to get back into business and get out and help women, in particular, live their best life.

And so I did it! As you mentioned in the intro, in an 18-month period, I pulled it together and reinvented myself, reinvented my business, and took it to 6 figures in 18 months.

So that's the *Reader's Digest* version of my story. I'll tell you, it wasn't easy, but I have not looked back and I have created a very good life, and that's where I'm at now.

Steve: For those of you just getting on the call, I just had a—

Pat Mussieux: I can hardly hear you, Steve.

Steve: I'm sorry. I'm Steve Davis, 100 Coaching Tips producer, and Bart Baggett is a little bit under the weather, so he's going to take the night off tonight. So I am interviewing Pat Mussieux and she's going to talk about how to build the coaching practice that you want.

And going back to your story, Pat, I think back, my father was the generation before the baby boomers. And I remember talking with him, with some of his friends basically, and I would talk with him and they would say, "Well, I worked here for 40 years." "40 years, wow, did you enjoy it?" "No, I hated every day of it."

Pat Mussieux: Yeah.

Steve: And there's something about that generation before the baby boomers, and we don't have it in the baby boomers as much and we sure don't have it in the generations afterwards, but people these days aren't staying in situations, whether it's a job, relationship, whatever, where they, if they don't like it.

And if I could ask you, Pat, what do you think is holding people back from having the coaching practice that they want?

Pat Mussieux: Well, based on my experience, Steve, and as I mentioned in my story, I've been around the coaching field for a very long time. When I worked with Weight Watchers, this was back in 1988, when really you didn't hear about the coaching. I mean, it wasn't labeled that way and I got my training with them, and that's where I first started the practice.

What I had seen and observed and learned and experienced with my own client base over those many years, the number one barrier is fear. We have been so conditioned in life to play it safe, that that really is the number one barrier. Fear is not a bad thing. You know, I experience fear often—listen, moving across the country like I did, there was fear there. But really, consider, what's the alternative? What is the alternative? And so fear really is where it's at. And so when we get the tools and techniques to manage that fear, to get past that fear, to bust through it, oh, my gosh, it is glorious on the other side!

Steve: Wow. Wow, that sounds great. Yes, and I definitely can attest to that as well. I had learned through study about the science of the brain and what is called the amygdale, which is part of the reptilian brain, and that's what screams out at you whenever change is coming that, "Hey, go back, stop, you don't want to do that."

Pat Mussieux: Exactly. Play it safe!

Steve: Yes.

Pat Mussieux: Stay where you're comfortable.

Steve: Yes. And like our parents used to say to us, "Get a good job with benefits." And that's not enough, it really isn't any more and especially in today's economy it isn't.

And one of the biggest problems today, one of the things that people who are seeking out coaches are looking for, is a way to get unstuck. So many people are stuck, whether it's fear or whatever it is holding them back. What tools or methods have you found that are effective for getting your client's unstuck?

Pat Mussieux: Well, just some very basic tools. That's the one thing about me, Steve, as a coach. I like to keep it simple. We, as a population, tend to complicate things, and it is not complicated.

But let me back up for a minute and speak to the four major barriers that get in our way from truly, not only living our best life, but having our best coaching practice. And the four major barriers are habits—some entrepreneurs have very poor habits when it comes to growing their business. One of those habits is checking email first thing in the morning. And I always tell my clients, “Do not do that. Email is somebody else's agenda.” And it can suck you in, before you know it, it's noon.

My advice to my clients, and one key step in growing your business, is to focus on a revenue-generating activity first thing in the morning every day. To do that for an hour every day, you will double your revenue in a month, guaranteed. Guaranteed.

So that's one of the habits that can be a barrier. You need to look at your habits and determine, are they moving you toward your goals or away from your goals?

The second major barrier is attitude. And around that I speak specifically to women entrepreneurs who have an attitude about making good money, big money, great profit. And again, Steve, it goes back to our conditioning. Like women are brought up to be nice and to share and to give and to support. And so it's a challenge when I say to my clients, one of the first things is, “I want you to double your fees right now.” Because what I know for sure is that most women entrepreneurs, and many coaches, give away a lot.

Steve: Yes.

Pat Mussieux: And it all comes down to the attitude of what's acceptable. The third barrier is beliefs. Now, your beliefs will either make you or break you. Whether we talk about teams or families or business. And beliefs are so powerful that right now, for instance, that many of my clients that I'm coaching, I'm saying to them, August typically is the month where most businesses fail, and this is certainly true in the coaching business. Because there are beliefs around who does business in the summer? Everybody's away, nobody's around, nobody will pay what I want them to pay. You've got to examine your beliefs around why you're doing what you're doing and what is possible.

And the last barrier, the major barrier, is expectations. You get what you expect in life, not what you want. And for many coaches, we have very low expectations. It drives me crazy! And so you've got to examine your expectations as well, what do you expect from yourself, what do you expect from your clients? And raise the bar. Just like a thermostat in your house, raise the bar and rise to the occasion.

So some of the tools and techniques that I share with my clients to get them unstuck, to help them grow their business, focuses around my three areas of expertise which are mindset, and I spoke to some of the barriers, marketing, because many coaches just don't know what they don't know about marketing online and offline, and money. Because many coaches, you may be trained and certified in being a coach, but you lack fundamental business skills.

So in my coaching practice and what I share and encourage coaches and entrepreneurs to do, is get yourself educated on fundamental business skills. That comes right down to knowing your numbers, tracking revenue, being able to read P&L statements, the fundamentals of business.

When it comes to mindset, we focus a lot around self-talk as a primary tool and technique because your beliefs are formed by the way you talk to yourself. And so when you say to yourself, "I'm not good enough, I'm not smart enough, I haven't taken enough courses, I don't have enough letters behind my name," we work on the mindset issues.

And then with respect to the marketing, my clients, I have them focus on a 60-day action plan. So once we get clear on who you are, what your purpose is and what you want to accomplish, the big why of your business, then we start to put a marketing plan in place, 60-day focus, because everybody can focus on something for 60 days, and then we focus and zero in on achievements and celebration.

So those are some of the fundamentals, Steve, when I'm working with coaches.

Steve: That was very good, very good. And I've got a question from one of our listeners about the subject of raising coaching fees and I would like to go back and touch on that a little bit with you.

Pat Mussieux: Sure.

Steve: Because right now, seems like every business is facing the price, or what I call the pricing crises where everybody's nothing but a price shopper, it seems like some days.

Pat Mussieux: Yes.

Steve: And what do you feel is the standard for raising your fees? Is it something that needs to be done on a timeline basis every three or six months? Is it something that needs to be done when you introduce new material, let's say you put out a new book or a new study course? Do you raise your fees then? What are your feelings on the raising of the fees?

Pat Mussieux: Well, listen, I don't believe that there is a standard. The way I work with my clients is to say to them, first of all, when you're starting out, the first thing you need is clients. Period. You need clients. You need people to work with. You need testimonials. You need referrals. So you've got to get clients and fill your coaching practice one-on-one. That's the first thing.

Now, when you get to the point where your practice is full or almost full, now we're looking at that challenge of time. You only have so much time in the day and you can only do so many coaching calls in a day. So when my clients get to the point of having their practice about 80% filled, that is when we look at the strategy for taking them to the next level. Some of my clients are extremely good at getting out there marketing, asking for the sale, and filling their practice. So time is really not the issue, because with some of my clients, we're doubling their fees within a three-month period. For some of my clients, it may take a year. It really is dependent on how many clients do you have and then at the 80% mark, we need to look at your business model and then shift the model. And what you do is you raise your fees so that you're attracting a higher level client and therefore, not needing to spread yourself so thin, because you're making more money, therefore you can work with fewer clients.

So that's the approach that we take, Steve.

Steve: Okay. Very good. Very good. I found that very informative. And going back also on the price issue as well, I wanted to touch on that a little bit more. What is your method of handling a price shopper? Do you try to turn them into a client or do you just basically—

Pat Mussieux: No, I don't try to turn anyone into a client, here's the thing. And again, this comes back to mindset and this is what I coach my clients on. You need to get out of the trading dollars for hours model. You've got to. That makes you a commodity. I get my clients to be thinking about the value they bring and not the price they pay. It's about the value you bring as a coach, not the price they are going to pay for an hour or for a service. And so when my clients, if they're starting out, I have a business model that I

recommend when they're starting out. And so it may be something like a three-month coaching program that they will offer to individuals, and say it will be something like 2 30-minute one-on-one phone calls for \$300 a month. That might be a model I recommend. Bring people in, get some people into your practice, and then we start to look at who have you attracted because again, it's easier to work with your current clients and up-level them than it is necessarily to always be attracting new clients. So you need to wrap a strategy around that and then create a business model where you have more to offer those current happy, satisfied, successful clients. And so then we start to build the pricing model on that.

So you'll start with the fundamentals and then you'll start to rise from there, adding products, adding group coaching programs, so you can add a group coaching program where you're focused on a certain fee for service, but you're dealing with a larger number of clients. That's a great way to grow revenue.

And then on top of that, as you move through the strategy and the business models, then you start to add on things like VIP days with you, as you grow your practice. And so a VIP day would be something like \$5,000 for half a day. And again, that way you do not stretch yourself thin, but you attract a higher quality client and increase your revenue.

Steve: Okay. Okay. Those are excellent points, excellent points. I just had a question come in also, I think this is relating to marketing. But I've got a life coach that's asking, do you find social media an effective platform?

Pat Mussieux: Oh, yeah, I sure do. And here's one of the reasons why, Steve. Social media is free. It's free! And I know many coaches starting out have zero to no budget for advertising, promotion and marketing. So I love to come up with ways of helping my clients build their platform, get their name out there in ways that don't break the bank. Social media is free.

Now you need to have a strategy around it and you need to know what you're doing. Because you're building relationships online and people will do business with people they know, like, and trust. But you need to have a strategy. It's no different than going in person to a networking event and you can either be that kind of person who walks in the door and starts shoving business cards up somebody's nose, or you can be the one who starts to ask questions and be interested in the person you're talking to. It's the same on social media. But social media is free—so yes, figure out who your ideal client is, who needs you the most, where are they hanging out? Because for some, it might be LinkedIn. And I call LinkedIn “Facebook with a suit.”

Steve: Yes, yes.

Pat Mussieux: So if your client base is somebody more in the corporate professional-type world, that's where you want to be on social media. If you're looking to work with women entrepreneurs like I do, and perhaps baby boomers, women are the largest growing demographic on Facebook, so that's where you want to be. And Twitter is like speed dating, I absolutely love it.

And so my strategy and my recommendation to clients is, again, do not get sucked in by spending too much time on social media. Create a strategy and have your personal touch to it. I'm in there five minutes in the morning, five minutes at noon, five minutes at night, that's it. Otherwise, I have a social media assistant who handles all the corporate pieces. So she will be the one putting out the promo information around my radio show, my telesummits, my webinars, she handles all of that. I'll go in and add my personal notes three times a day. That's my take on social media.

Steve: Okay. Very good. And do you also do blogging as well as far as promoting your practice?

Pat Mussieux: Absolutely. My newsletter, which goes out once a week consistently, Thursday, 2 PM Eastern, and these are key points, again, for marketing. Be consistent. People like to know when to expect your stuff. And so my e-zine is automatically linked to the blog. And so when people start to comment, I go in there and continue the dialogue with them on the blog.

Steve: Very good. Very good. And for our new coaches and newer coaches, how long is your newsletter? Is it a three-page newsletter? Do you recommend using other authors to help you write the newsletter? Posting other people's material as well? What's the beginning coach to look for?

Pat Mussieux: I would say, for a beginning coach, there's a certain format to a newsletter that is effective, and actually, I wish we had had this call last night, because I had my radio show this morning and I interviewed the international guru of e-zines and he gave great contact. So if people are my friend on Facebook, we will be posting the audio of that interview. There's great content in there. I learned a lot from him.

An e-zine is structured in a certain way, in a certain flow, to be effective electronically. And so I would suggest people just get their hands, go to my website and sign up, and model my e-zine format, because I have paid gazillions of dollars to my own coaches for getting this kind of guidance. For beginner coaches, absolutely invite experts in your

field, not competitors, but collaborators, people who would be complimentary to that which you do.

So if you're a health coach, for instance, then get somebody who is a pro at sales to write a guest piece or a guest article in your newsletter. Don't invite the competition, that's just a stupid thing to do. And I say that because I hear from my clients saying, "Well, those are the people I know, that's my network," yeah, I know, but duh! Broaden your network. And so get people who often complimentary information to that which is your area of expertise.

Steve: Yes. Yes, definitely. And for those of you who have joined the call, I'm Steve Davis, I'm filling in for Bart Baggett tonight. I'm the producer of 100 Coaching Tips and we're interviewing Pat Mussieux and she is a coach in Canada and she does a remarkable job. She's also founder of the Wealthy Women Leaders.

And if we could come back on some things, going back to your starting over, you had a life that wasn't going in the direction you wanted to and you decided to start over. What were the top success strategies that you implemented in the first six months, that made a difference in your business?

Pat Mussieux: Oh, I'm happy to share that, Steve. When I moved here, and I had nothing again, and I was sitting here, I rented a tiny, little room in a condominium, I saw a two-line ad in the paper from a professional woman who rented rooms out to students. And so I talked my way into that room and it was great, because I was able, I had a roof over my head, but that was about it.

Now remember, I had shelved my business for a few years. And so you can appreciate in this day and age, when you are out of sight for even a day, you're out of mind. Let alone a few years. So here was what I knew for sure. I am very good at what I do. Mindset is my expertise. Marketing and money are my strengths. I am very good at content and coaching and speaking. Here's where the gap was for me. I didn't know what I didn't know about marketing these days, particularly online. Because look how Facebook and Twitter have just, I mean, exploded in the market just in the last few years. Steve, you and I are from the generation where as a speaker, I was carting around an overhead projector and transparencies. So things have changed.

Steve: Yeah.

Pat Mussieux: So one of the first things I knew to do and that I was smart enough to do, was I hired a high-level coach. Now, I came away from the marriage with nothing, by

way of furniture and so on, but I did have a good credit history. And so I rubbed together those credit cards, I did my homework, I found the best coach I could find, because remember, I was 55 years old. It's not like I'm 30 or 40 and I have a few years to mess around with this. I was 55 and I wanted to fast track, and I was smart enough to know that on my own, I would be making stupid mistakes, costly mistakes, and it would take me two to three times to get where I wanted to be and I would be reinventing the wheel in many situations.

So I did my homework, I hired a high-level coach, I needed to pay for the first month up front. I said to that coach, "Tell me what to do," because she was a multi-millionaire, "Just tell me what to do." And I committed to doing the work and I hustled my butt and I got out there and the first thing I did was get a new client in the amount that would pay my coaching fee. So I didn't need to worry about that the rest of the month.

Steve: Oh, okay.

Pat Mussieux: So I hustled, because here's the thing, Steve. It all does come down to mindset. One of the things that differentiates me from the market at that time, is I was hungry. I did not have a fall-back position. I had no spouse upon whom I could lean with a paycheck, I had no savings account, I had no retirement fund. I was hungry and I needed to get out there and make it happen.

Many new coaches who are starting out right now are lazy. They're not doing the work because they're not hungry enough, they are full of fear, and they are in a comfort zone hiding behind their computer. That I know for sure.

So I was hungry, I hired a coach, I did exactly what the coach told me to do and one of the first things she said was, "You need to hire a virtual assistant." And I'm thinking to myself, "Are you kidding me? Like I could barely pay you!" But I made the commitment to do exactly what she told me to do. So I hired a virtual assistant to whom I could outsource and delegate administrative tasks, contracts, invoicing, scheduling, so that my time was freed up to get out there and do what I do well, and bring in the big money. Those were two of my success steps right out of the gate.

Steve: Yes. And then you just kept doing that—

Pat Mussieux: Every coach should have a coach, Steve. Every coach should have a coach.

Steve: Yes, I'm in 100% agreement with that and I've been a member of a couple of coaching programs myself and right now I'm also being coached by a gentleman in Florida who is an excellent business coach. And I totally agree, you always need coaching, not just for the accountability.

Pat Mussieux: Yeah.

Steve: But also just for insight sometimes.

Pat Mussieux: Exactly. Because typically the coaching will come with a mastermind group. And so now you're among peers, now you're among people who get it, they don't think you're nuts and they'll support you and you'll get great references when it comes to resources like virtual assistants and so on. And you learn from each other, and you support each other, you're not the Lone Ranger any more.

And so I know that many new coaches on the line might be taking a deep breath going, "Hire a coach?" It's like yes, you must do it. Every successful entrepreneur has a coach. And when you are hiring a coach, if that coach does not have a coach—run. Because you want to work with people who are progressive, who are in the know, who can fast track you, and who are a few steps ahead of you. That's my opinion.

Steve: Yes, yes. Very good advice. We have a question from Kristen in Chicago, and I know we touched briefly at the beginning of the call, she might have gotten on a little bit late, I'm going to read you her question. Let's say you know you're valuable skills, you know who you would like to work with, but they do not value your services. How do you continue to search for people who value for money or your skill set?

Pat Mussieux: Hey, Kristen in Chicago, hello, and thanks for being on the line. Well, here's the thing, Kristen. The first step is to identify who your ideal client is. And then go hang out where they are. And so what I see many coaches doing, I went to a lot of networking events here, and I live in London, Ontario—not London where the Olympics are—I'm in London, Ontario, just south of Toronto, and I go to different networking events and I see the same people hanging out with the same people and it's in little clusters and they're out, of course, looking for business. You've got to really get clear on who is your ideal client, where do they hang out, and then go hang out there.

And so I like to work with very progressive, high achieving-type individuals. I don't need to have a discussion around the value I bring. I don't need to be bartering with people around my fees. When I am in the right environment and I project the confidence and the competence around who I am and what I do, people come to me, Kristen. People

come to me and ask, “How do I work with you?” And one of the ways that that happens, the way I facilitate that when I’m out and about, is to fine-tune my introduction. Many coaches, when they’re out networking, for instance, and they have an opportunity to introduce themselves, first of all, they will stay seated. I am always the one to stand up in my red jacket and introduce myself proudly, boldly, and project my voice. And after I say my name, the next thing out of my mouth is, “I work with women entrepreneurs who struggle to find clients, who want to make more money, and who desperately want financial freedom.” Most of you sit down, make an introduction in a very soft voice, and the next thing out of your mouth is, “I’m a coach.”

Kristen, people don’t care. They don’t care what your label is. They care what your solution is. They care about the transformation you provide, so when you get clear on that, and you get out and you speak to that, they will come.

Steve: Yes, totally agree. And also I would like to add, if I could, to what you said, Pat, you mentioned something that she knows who she would like to work with but they don’t value her service? If that’s the case, that’s not your ideal client, you need to change your profile up, you need to figure out something. We hear so many people say, “Oh, I’m going to start a business and it’s going to be specialized for stay-at-home moms.” There’s nothing wrong with stay-at-home moms, I’m perfectly okay with that, but the problem is, they don’t spend a lot of money.

Pat Mussieux: Well, they do on the shopping network.

Steve: Yeah, yes. But they’re not going to spend a lot of—

Pat Mussieux: They do, and Steve, here’s the reason I say this. Everybody has money. And people will spend money when they recognize that the solution meets their needs. So I say it in jest, stay-at-home moms spend money on the shopping network, but that’s what they’re looking for and they know where to go to get it.

Steve: Exactly. Yes.

Pat Mussieux: And so I go back to the point, you get what you project. So what are you projecting and where are you? What environment are you in with respect to attracting the right people?

Now, listen, I know a lot of new coaches who, first of all, do not project their voice, do not stand with confidence and competence. They don’t even dress for success. I’ve been

out to networking events where some of these coaches look like they've just crawled out of bed. Give your head a shake.

Now, I'm not saying go invest a fortune in a wardrobe, I'm saying buy one good professional looking outfit, wear that every day, I don't care. But project that of a professional. Take pride in who you are and in the industry. And dress to the level you aspire to.

I used to coach people, when I was in HR, I would tell employees that all the time. So that's where it starts. It starts with the way you think. Many new coaches are very uncomfortable because while they do have an area of expertise, it's new to them to be out promoting themselves, that's a whole new concept, that's all the mindset stuff. And I'll hear them say, "Well, I'm new to this or I'm just in business a few months," yes, but you are an expert in your field. So learn the business skills, strengthen your critical thinking skills and stand out there in your power, the world needs you. And so people will value you when you project that.

And listen, here's another thing. Your fee is your message to the world about your level of confidence and your own ability. Let me repeat that. Your fee is your message to the world about your level of confidence in your own ability. And that's why I say to my clients, "You go double your fee right now. And believe in you."

Steve: Excellent. Excellent advice there and I hope all of our listeners caught that. And I've got another question from Renee in Fort Collins. I think we've got time for one more question, so Renee asks, "What if you have more than one specialty? How do you choose?"

Pat Mussieux: Well, there's a number of ways of approaching that, Renee, and hello and welcome from Fort Collins, I love that area.

There's a few ways of approaching that. I have different areas of specialty, as I mentioned. Marketing, mindset, and money. But here's the thing. People don't wake up at 2:00 in the morning and say to themselves, "I need a marketing specialist." Rather, new coaches will wake up at 2:00 in the morning, especially toward the end of the month and go, "Holy crap! The end of the month is coming and I need clients, how do I get them?" And so you can put an umbrella over your services and promote it that way so typically for me, I end up attracting clients based on their need for help in marketing, because I'm very good at that. But quite frankly, when they come to me and they become a client, we end up spending 80% of their time coaching on mindset skills, comfort zones, self talk, handling the fear, stretching your goals, time management.

So I would say, Renee, take a very good look. Here's the thing, especially if you're new in the industry. Take a very good look at your areas of expertise, identify the one where you have the highest level of confidence and competence and for which will be your fastest task to cash. Because for the most part, as a new coach, we get wrapped up and stuck in that whole mindset of scarcity. "I don't have enough money, I don't have enough clients, I can't afford this, I can't afford that." You need to change your thinking around, "How can I afford that? What do I need to do?"

So find your fastest path to cash, follow that first, fill your bank account, and then start to integrate the other areas of expertise for multiple streams of revenue. I hope that helps, Renee.

Steve: That's some very good advice and I'd like to take just a moment. This is Steve Davis filling in for Bart Baggett tonight, 100 Coaching Tips and we're interviewing Pat Mussieux and she's been talking with us about how to build a successful coaching practice, how to build a coaching practice you want. It's been great advice so far and we've got, as I mentioned at the beginning of the call, Pat, we've got a lot of new coaches that are starting out and some of them, unfortunately, are struggling right now, so how can they implement these strategies on little or no money?

Pat Mussieux: Well, here's the thing, Steve. I know a lot of new coaches will go from free teleseminar to free teleseminar to free teleseminar looking for all the freebies, and hey, that's a good thing. But here's my advice to my clients and the people I speak to all the time. Identify your top three needs. Is it creating your elevator speech? Is it fine-tuning your public speaking skills? Because quite frankly, public speaking is the number one way to grow your business. It's the number one way.

And so identify what you need first and then focus on that. So if you're subscribing to like ten newsletters and getting on ten teleseminars, I say stop that. As I say to my clients in planning their 60-day action plan, identify your top 3 needs, focus on what you need, and then pull in the resource information that speaks just to that need and get rid of the other distractions. Write down the top three things that you've learned, even on this call tonight. I've given you enough action steps here. Pick three and then take action tomorrow. You will grow your business.

And so I would suggest one of the first things is tomorrow, start your day with a revenue-generating activity. That could be follow-up phone calls, it could be getting on the phone, lining up speaking engagements, it can be creating interview opportunities with

experts in your field, all kinds of revenue-generating ideas. Stay away from the email until you have spent an hour focusing on growing your business.

Secondly, get a coach. Get a coach. It's the best investment you'll make in your business.

Thirdly, take a good look at the people you hang around. You are the average of the five people you spend time with. Some people need to go, they're not good for you. Take a good look and surround yourself with five supportive, inspiring, helpful individuals. And then get out there! Get away from your computer. Get out there! Listen, go to breakfast networking events, they're the most inexpensive. I know how to do all this on a quarter, I'll tell you, because I've been there. Go to the breakfast networking events, get invited as a guest, then you get to go for free, and get very clear on your networking goals, fine-tune your introduction, and then be sure to do follow up, that would be your revenue-generating activity.

Those are my best tips, take action tomorrow, low cost, high return.

Steve: Very good, very good advice. Very good advice. And I'd like to remind our callers that our replay is up for 24 hours after our interview tonight. So please take advantage, go back through, listen to Pat's interview again. And Pat is making a special offer for our 100 Coaching Tips listeners, and you can find it at 100CoachingTips.com/Pat, P-a-t. And Pat, I'd like to ask you, if you could tell us more about your special offer.

Pat Mussieux: Yeah, I'd love to, it's one of my favorite programs. Thanks, Steve. It's the program that is Seven Steps to Getting Out Of Your Own Way so you grow your business. Because we do get in our own way. And so this is a program I created, it's a very simplified program, and it is in three components, my areas of expertise, with a focusing on marketing, mindset, and money, so there are audios that I've created in each of those categories, and it comes complete with PDF downloads, action forms, and therefore, action steps that you can take to move forward and grow your business. It's a very easy-to-follow program and it is something you can do in chunks and so it's not anything overwhelming for anybody, because as I said at the beginning, keep it simple, stay focused, one step at a time, and learn to get out of your own way and grow your business, because the world needs you.

So it is audio and it is homework and it is simplified and it is effective, and it works. That's the program, Steve.

Steve: Very good, very good. And I would also like to mention on the offer, you have a 20-minute personal laser coaching call with you.

Pat Mussieux: That's right.

Steve: And that in itself is worth a lot. I want to say just having a coach that can laser in with you, that is a good thing. A lot of times that can be the determining factor.

Pat Mussieux: That's right.

Steve: On whether or not your business transforms and becomes a business or if it just remains, as some people say, an expensive hobby.

Pat Mussieux: Exactly.

Steve: And we can find the special offer if you go to 100CoachingTips.com/Pat, P-a-t. And I especially liked on the offer that you have, it's electronic.

Pat Mussieux: That's right.

Steve: So as soon as they buy the offer, they can download it, the audios and the workbook. So there's no waiting.

Pat Mussieux: And I'm telling you, it is good, solid content. So if you liked any of what I said tonight, there is more of that in that program, and I do believe that there's really great time management for entrepreneur tips in there, too, and that really is a critical need in the market, I know that for sure. So it's a solid program, it's a simple program, and it will work for you.

So make a decision, go get it, you'll be happy you did it!

Steve: Yes, yes. And you had mentioned about taking action tomorrow and one of my former coaches in the past used to have the saying, "The speed of implementation is directly proportional to your likelihood of success."

Pat Mussieux: Bingo.

Steve: And going back, yes, like you mentioned about the fear, the fear keeps you stuck where you are, it's time to get out of the comfort zone, time to get out of the box, time to make a choice and let's turn that coaching business into a business that supports you.

Pat Mussieux: Here's the thing, Steve. It's like get over yourself, when it comes to the fear. Get over yourself! You made a decision to get into the coaching business because you had a belief that you had something to offer. People aren't going to come knocking on your door.

Steve: Right.

Pat Mussieux: You are probably the best kept secret in the world, so get over yourself and get out there and just start, because once you take action, you will create momentum. Will you make mistakes? Sure, we all make mistakes. Will you have setbacks? Sure, that's how you learn. It's okay. Have fun with it, just get out there and serve the world. Period.

Steve: Exactly. Exactly. And one more time, it's 100CoachingTips.com/Pat, and we didn't talk about it earlier, but I want to go ahead and cover the price on it. You're selling the Seven Step Guide to Growing Your Business by Getting Out Of Your Own Way, which is the home study system, 3 CD's and a workbook, plus a 20-minute laser coaching call with you, Pat, and you're selling that for 197. That is a remarkable offer there, to get that much. You've got everything inside the kit, you've got all the tools, the scripts, and templates, even examples.

Pat Mussieux: You're on your way.

Steve: Everything you need to transform is in that package for \$197. So that is quite a bargain. And going back—

Pat Mussieux: Well, Steve, here's what I have to say about that. Anybody on the line who is serious about growing your business, if you are not able to invest \$197 in your business today, then quite frankly, you might as well go get a job. Because you must invest in yourself and in your business to go and grow. \$197 is nothing. People throw that out the window for a movie and dinner and a few lattes. Invest in your business, you're not going to get a better deal, quite frankly, and based on this call, you can tell, I can cover a lot of content in a 15-20 minute laser coaching call, believe me.

Steve: Yeah.

Pat Mussieux: So there is tremendous value there, go get it, do yourself a favor, make a decision, and take action now.

Steve: Exactly. Very good, very good. We're drawing toward the end of our hour, Pat, do you have any closing remarks that you want to make?

Pat Mussieux: I always have something to say, Steve, and I can't believe the hour's almost over.

I just want to say this to each and every person who is listening on this call. You are a unique human being. We all were put here with unique gifts. Yes, there are coaches after coaches after coaches and it seems more and more every day, somebody's hanging up a shingle. And I often hear from my clients, how can I possibly stand out in the crowd?

Recognize that each and every one of us has a story. My story is different than your story. Not everybody wants to work with me because I shoot from the hip, there's no BS with me, and there's no hiding with me, and zero toleration when it comes to excuses, so I have my own style. I'm 5-foot-nothing, I'm French Canadian, I'm 55, 60 years old. And so not everyone is attracted to me as a coach. So take that to heart and look in the mirror. Who are you? What is your unique story and what do you have to offer and go out there and be your authentic self. Stop comparing yourself to others, stop trying to be like others, go be you because you is good enough. That is my closing comment.

Steve: Very good.

Pat Mussieux: Steve, I think you from the bottom of my heart to be able to be here and to be able to share with everybody and I trust those who take action will be growing their business as of tomorrow. So thank you, Steve, and good luck with the rest of the summit.

Steve: Okay, thank you very much, Pat, that was very well said and I would like to take a moment just to remind you, if you would like to take advantage of Pat's offer, just go to 100CoachingTips.com/Pat. If you would like to listen to Pat's interview again, she will be on for 24 hours, the replay will be up for 24 hours. Also we have our weekend replay, we'll be sending out an email about that this weekend, for all four of our interviews from this week will be up, so please take a moment to look at that and listen.

Thank you so much, this is Steve Davis for 100 Coaching Tips for Pat Mussieux. Everybody have a good night, thank you.

Pat Mussieux: Thanks, Steve, bye everybody.

Steve: Thank you.