



## Interview with Rhonda Britten

Host: Bart Baggett

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## Bart Baggett Interview with Rhonda Britten

Bart: Good evening everybody, this is Bart Baggett, I am your host for the 100 Coaching Tips teleseminar series. I have really enjoyed hosting this seminar. We've talked to 24 of the highest paid, smartest coaches in the country. We now have people from all over the world, Australia, New Zealand, India, America, UK, everybody listening to improve their coaching practice.

Tonight we have a very special occasion, we've brought back one of our favorite coaches of all time, Rhonda Britten. Rhonda is an Emmy-award-winning life coach. She was the first life coach on television. Most of you recognize her because you've seen her on TV, but what you might not know is she is a coach's coach. She helps people create coaching programs. She coaches people for learning how to do reality television, and she is an expert on breaking through fear.

Last time we had her on the show or the program, we were just so enthralled with what she said and the response and the number of people that came on and asked questions, we've begged her to come back.

So, Rhonda, I have begged you to come back and you said yes, so welcome to the program.

Rhonda Britten: Thank you, Bart, how sweet of you. It's always such a joy. You know, I love, love, nothing better, than to work with people who want to get better at what they want, what they're doing. You know, what their passion is, what their purpose is. So, you know, if you've got coaches, speakers, trainers, therapists, people that want to get better at their passion and purpose, I am right here. And if you don't know what it is, I'm good for that, too.

Bart: And you're so good at what you do and people perceive, I think, if you're on TV, there's some sort of like a, you know, cutting like a magician on TV, I mean, that you're not really making a bus disappear. But you are actually doing this change work under a whole set of conditions that most, especially beginner coaches, couldn't do. How is it different to do something on television and then bring it down to one on one in your office like the rest of us have to do with our coaching by telephone or in the office?

Rhonda Britten: Well, it's a great question because I do have many, many people approach me about, "Well, Rhonda, I want a TV show, or I've been thinking about getting a TV show, or I've come up with a TV show idea, Rhonda." And while I love

that and want more coaches on TV, it is very different coaching on TV than it is coaching in private practice. We all know that we're, most of us now are getting on the phone and we're learning to listen like nobody's business, we're learning to follow our intuition, and all those things are absolutely necessary on TV as well.

But TV brings another dimension, right? So TV, you have to be visual. And you also have to be attentive to what the audience can—I don't want to say can handle, because that's not really it, the amount of bite-size information they can do. So there's two things that I want to say about TV.

The challenge that most coaches and therapists and speakers and trainers and authors have on TV now, is that producers are trying to script them, they're trying to put words in their mouth. And as we all know, that's really difficult to do because those words may not necessarily be the way to change somebody's life. So you got to say no to scripting. And unless you're experienced with that, unless you know how to do that, and you know how to speak to that production company, that's exactly what they're going to try to do.

I've never been scripted. And what I always tell people is, "I actually am changing somebody's life, you're just seeing five minutes of it."

So when I was on *Starting Over*, when I was on *Celebrity Fit Club*, you know, when I was on *Help Me, Rhonda*, I might work with that client for an hour and a half, I might work with them for three and a half hours, I think on *Starting Over* I have the longest running session time, and I can't remember if it was like three and a half or four hours and literally, I was in one session that long. And I was in the middle of doing a very, very physical exercise, because again, when you're on TV, it has to be visual, you can't just talk it has to be, it has to come alive. And so I was in this session with this client and they literally, I was doing it so long that they had to change camera crews twice on me.

And, you know, my job, when I am on TV and there's cameras, is that I've got to have my client have complete focus on me, I've got to stay very, very present and stay very, very focused so that the cameras do not distract. Again, that's a whole other skill set.

So first hint is that, you know, people will try to put words in your mouth, don't accept them. What I tell people is that, you know, "I actually, I don't play a life coach on TV, I actually am a life coach, I actually change people's lives." And

recognize that being on TV is a very different medium than a one-on-one session and you have to be prepared for what that means.

And you have to be prepared to audition and in actuality, it's something that people have been coming to me now for a while because there isn't anyone really helping all those folks that want to, that are experts that want to get more media exposure to do what I've done on TV 600 times.

So it is very different, it can be done, and we need all of you, if you have a desire to be on TV, get on it! And if I can help you, come on, bring it on, bring those questions on.

Bart: Well, we do have questions and tonight's phone call is really about some of the questions we didn't get last time. Also, if you want to talk to Rhonda directly, this is the opportunity, there's only two people on the series, John Assaraf and Rhonda, that we're going to have some hot seats and actually get to interact, and I don't just simply get to play the host, and tonight's one of those nights. So if you have a question, if you're listening online at the website, you can type in your question, and we already have two typed in, and I'll read them and translate for you.

If you want to speak, just hit \*2. If you hit \*2, that raises your hand in my big brother-esque interaction window. I can see and our producer can see that you raised your hand and they can give you a call back and kind of make sure your question's appropriate. So that way you can interact, so I encourage you to do that. So \*2 or submit your question online at the 100 Coaching Tips website where it says, "Rhonda."

And so, Rhonda, I know the TV element is different, but it's all rooted in your experience transforming lives from something called coaching. And so when you engage with people coaching, because most of our listeners don't have TV shows. Most of them actually have done a survey, most of them are starting out, and so they're actually getting to the point where they're still like, "Oh, my God, I still want to change someone's life. I have finally have, you know, six clients a week." What do they do on a daily basis? Do you start with your fear, your fear premise? What you talked about last time and your book, *Fearless Living*? Or do you start with something a little more innocuous like an intake?

Rhonda Britten: Well, I always start, you know, they always fill out the private client form, right? And, you know, it's approximately, I'm trying to remember how many pages, you know, four pages, something like that, to just get the basic information.

And I have them fill it out and really, I have them fill it out more for them than for me, because in order to get them focused and clear on what they want coaching for, that form does the work for me.

Because when you move from—let me just say the stages. You know, in the very beginning when you are coaching and you are in your first 100 clients, your first 50 clients, right? And you are literally learning how to get somebody to, you know, fill out their homework and you're literally figuring out like, "Oh, my God, is it making a difference?" Right? And all those things, it's really important that you follow a program, so to speak. You know, when I train my coaches, they have a 12-week program that they can put people through. Now, once you start building up those muscles and start moving through that program that you've learned and, I don't want to say memorized, but that you really know the questions in the heart of your being, then you can start working off your intuition and you can start, you'll be able to listen more deeply, and be able to ask questions that maybe you've never even heard before, maybe you've never heard another coach say before, but they're the questions that's really coming up for you.

I think when you're first learning and, you know, people say, "Follow your intuition, follow your intuition," unless you have a solid foundation, it may be hard—and I'm not saying it's impossible to do it all, of course you can, but it can feel harder to do because you're kind of swimming in an ocean of water and there's no real life raft, right? There's no boats to hit. And that's what a program really does. I mean, that's why when, you know, you go through the \*\*\*\* training program, there's literally a 12-week program that I support you in mastering and understanding, not only for your client, but for you as well. Like you literally go through that program so that you understand what it feels like to go through it.

Our coaching program is very focused on not only you helping others, but literally, you have to have goals of your own, you have to have focus points for your own life. Because we want you to know how it feels to master your own fear while you're helping others master theirs.

So in the beginning you're going to feel like you're leaning on the program, the coaching program training that you went through, please do. Please do. And embody that, learn it, memorize it, and then soon enough, you'll be getting off script and you'll be trusting your intuition more and more and more. And that's the point. Again, when I say script, I say that loosely. Of course there's not, you know, "Say this and then say this," that's not really how it works. But they'll be questions that you'll be supported by.

So please, yes, memorize those, have those handy. I always tell my coaches to have three to five questions that are literally questions that you can memorize so that when you're frozen, you don't know what to ask or you don't know where to go, you can pull one of those questions out and they're always affective and they always get your client moving. And so memorize those questions so that you know them, so that you feel better and more confident immediately.

Also another quick tip is make sure when you're coaching that there's nothing in front of you. I always tell my coaches that are in training to literally, nothing's in front of them except maybe their client form, that's the intake form, maybe a white piece of paper, I always have paper in front of me, and maybe use the computer, but I use a piece of paper, so that I'm writing down things as they're speaking, I'm listening for certain clue words and I'm writing those down.

And then if there's your three to five questions that you want to kind of memorize and embody so if you're frozen or stuck, that you can grab onto. And that's really the only things in front of you. You shouldn't have, you know, a bunch of stuff, because you don't want to get distracted. Because when you're first starting out and your first \*\*\*\* your number one task is to listen. Like listen like nobody's business. Listen, listen, listen. Because the more that you can listen, the more subtleties that you can fuss out, the more you'll be able to transform that person's life. So, listen.

Bart: Rhonda—

Rhonda Britten: Yes, go ahead, Bart.

Bart: When I first started coaching, one of the things that I learned was neurolinguistic programming. And one of the first tips that somebody taught me and I found it so valuable I want to share it with you and tell me if it's something you use.

Is as we're speaking, and let's assume it's a telephone coaching conversation, I would write down certain keywords that they would use repeatedly, and especially if it was in one of the modalities. So if it was visual or kinesthetic or, you know, listening. And then I would repeat those words, "So it feels like you're feeling this," and I would repeat the exact phrase to them. And as trite as that sounded, it created a level of rapport and understanding that I thought was quite magical. I was like, "Wow, I'm not, it's magical!"

Rhonda Britten: Yeah. I say that is not trite at all. It's exactly what I train my coaches to do. So for instance, if somebody says "weight loss," okay, you do not say, "So, you feel fat." No, you do not say that, they did not say that. They did not say they feel fat, they wanted weight loss. Or if somebody said, "I want to feel healthier." You do not say, "So how much weight do you want to lose?" That is not what they said.

So we come in with our own baggage about the definitions of what think words mean or phrases mean and your job as a coach is to have no, no experience of that, like you, no, uh-uh. You don't get to decide what people are thinking and feeling. Your job is to use the words they use and help them define it for themselves so that you can understand what they're thinking and feeling.

So, yeah, I train my coaches. If somebody says, "I want to get healthy," you do not say, "Oh, so how much weight do you want to lose?" Or, "What do you want to give up?" They didn't say that, they didn't say that. You want to say, "What does healthy mean to you? And what would that look like if you were healthy? And what foods would you eat? And what, you know, and would you drink water?" And, you know, you find out what healthy means to them. And then you can, of course, start adjusting and shifting and changing.

But until you know where that person is, you cannot move them forward, you cannot change them. That's one of the things that I see coaches, beginning coaches doing, is they're so focused on getting them moving, the client moving, that they really skip the trust, they really skip the finding out what the client wants, they really just kind of skip over some stuff.

When I do the sessions with the clients, like in my training program, I'm always reminding them to come back to center and, "Okay, what did that person just say? They said healthy, they didn't say weight loss." So again, use those words, absolutely, repeat them, help them, their client, define them, so that they, maybe for the first time in their life, even know what healthy means to them.

So absolutely, it's not trite at all, it's actually a skill. That is a skill and a very powerful skill. And it's a difficult skill for many, many people to do.

Bart: It's just a simple process and you're like, "Wow, I feel like I'm cheating, I'm simply repeating their words," but I think it's hard when you take a whole program or you just got certified, you know, after 80 hours, to know what tip is really, really relevant and what tip is not relevant. For example, you know, how they move their

eyes left to right. I never found that particularly powerful or relevant to me. But matching their words and their exact phrases? Because I think people don't have the same definition, especially if you deal with psychology, you know, I do handwriting analysis and people have different definitions for introvert and extrovert and anti-social. So I just use their word back and I let that definition go undefined. And the rapport becomes deeper.

When I was doing it, I would take sometimes two hours for this intake process. And I always thought that's kind of uneconomical for me, because I was like, "I got all these processes, I want to jump right in and do hypnosis or change work or take them back in their past." So I was, I guess you were saying I was kind of correct in spending that extra time mapping out what's important to them, what their values are, what their words and their language, that's a step that was probably a good step in your training, right?

Rhonda Britten: Well, you know, this is what I would say with that. You're doing it for their sake, right? They're feeling heard, they're feeling understood. It's important for them, right? That may or may not have anything to do with what you're about to coach on.

You know, one thing that I've recognized is when, you know, I'm always working on two tracks, let's put it this way, and this is an advanced coaching skill, gang, so I'm giving you a preview of the way it really works when you're moving forward and you've got those 100 clients underneath your belt, 200 clients underneath your belt. And I know some people on the phone might be thinking, "100 clients? Ah!" Yeah, you'll be there soon enough, trust me. You'll absolutely be there soon enough.

So when I'm coaching a client, I'm always working on two tracks. The track that they think they want to change their life about, so they come to me for a relationship, I work with them on relationship, right? That's what they say they want to work on. Or they come to me for career, I work on their career, right? So I'm working on the track that they say, "This is why I'm here." Okay?

And then I'm working on a whole other track, which is the whole of their life. And so people come to me for a relationship and I might see that they're having issues with power in their career, or they come to me for career and I see they're having intimacy issues, right? So I'm always working two tracks, because I'm focused on one, helping people get fearless, identifying where that fear runs, and three, many times people identify what they want to work on, but it's not really the issue in their life. It's not really the challenge, it's not really the place. They actually pick things



that they just want to solve that they think is a big problem. It's not really the true problem, it's kind of like a math problem, like a symptom problem. So again, not that I don't address it, of course I do, because they need that to be addressed. But I'm going for something deeper, I'm going for something much more transformational, I'm going to really shift the way they view themselves in their life and help them identify that core fear. It's not only going to change the way that they see their current problem, but to ever see, to literally shift the way they do any problem ever again. That they never see anything the same.

So that's an expanded view. Remember, when you're a beginner, and I say beginner gently, because I know many people on the line, if you're just starting to coach, maybe you've been a self-help junkie or you've been a therapist or maybe you've been a speaker, an author, I know that you may have some "coaching" experience. And if you're somebody's who taken a weekend coaching class or a two-week coaching class or something less than eight months to a year, you may be feeling inadequate in your skill level and you'd be correct. Anything less than eight months, nine months of a coaching school, definitely not going to give you the skills you need to really feel masterful coaching. They may give you some skills but then you're not necessarily build your confidence and your skill level, so be attentive to that.

So in the beginning, remember, you want to, you know, follow a path so that you can start learning the skills of coaching and you want to have a program that you can follow in order to embody those. And then as you keep it going, you're going to start working on more than one track, like I suggested. You're going to actually start working on the track that they say, and then something way bigger than that, way larger than that, way deeper than that, and that's really where your intuition and your mastery comes in.

That's where people say, like I had a client on Tuesday and she's like, "You read my mind, every time I'm on a session with you, you read my mind, right?" And, you know, it's because I'm listening to something much deeper than she could ever say and I hear her beyond her words and so when I'm able to articulate what I'm seeing, she literally feels like I'm reading her mind. Now, am I reading her mind? No, I'm not reading her mind. I'm just trusting myself and my intuition. That comes with confidence and that comes with client after client after client. If you don't have it now, don't worry about it, it'll come. Just keep practicing.

Bart: Well, it comes with experience. You know, Malcolm Gladwell talked about 10,000 hours and when you see patterns and you've seen so many people, your unconscious mind is really helping you go, "Hey, I recognize that pattern, I've seen it

38 times in the last 10 years, and they normally have this issue.” So I think unconsciously what we’re calling intuition is a whole lot of experience that our unconscious brain is kind of feeling you and you go, “Hey, that feels right.” Is that how you pursue it? Because that’s how I do it, when people go, “How do you do so much with handwriting?” And I’m like, “Wow, there’s been 25 years. I can show you where I get it technically, but how I put it all together and how it comes to me instantaneously is just experience.”

Rhonda Britten: And yeah, I still would say that that’s one part of it, and I happen to believe in something beyond that. I happen to believe that my work is soul to soul and I believe that I am being given information from their soul to mine that they’re not able to articulate. So that’s just from a spiritual perspective, but I do agree that experience gives me that confidence and gives the ability to press myself.

And fundamentally, I believe that something is happening between me and my client, that is beyond anything that can be named, right? I mean, I’ll say some things that are literally, you know, way off the chart, like it doesn’t, it is not experience, it’s like the crazy thought, right? It’s like a crazy thought I bring up. And again, I am just following my intuition, so I have no crazy thoughts when I’m coaching. I know that if I’m being told to say it, if I’m being guided to say it, I say it. And literally 99.999% of the time, the person on the other end is like, “Oh, my God, how did you know?” Or, “You know, you’re kidding me, how did you know?” You know, they’re frozen, and like, “Are you joking? Oh, my gosh.”

You know, so I do believe there’s something beyond the practical. I do believe in a spiritual component and I do believe that their soul is speaking to mine and I am able to articulate what they can’t yet. That’s just my opinion, but I love it.

Bart: Your opinion’s pretty valuable, we got a lot of people that look up to you.

Now, we’ve got a couple things, if you’ve just joined us, because we had a lot of people join us in the last 10 minutes, and my name is Bart Baggett, I’m hosting the wonderful and articulate Rhonda Britten. She is the author of *Fearless Living*. You also have a Fearless Living Institute, did I get that word correct? Where you actually train people to go through a curriculum of fearless living?

Rhonda Britten: That’s right. That’s correct.

Bart: Fearless Living Institute.

Rhonda Britten: That's right. We have a training program, the Fearless Living Training Program, Certified Fearless Living Coaches, and we also have something that's brand new, it's called Wheel Certified and it's for all those coaches out there that just really want to embody the \*\*\*\* and they don't necessarily need the coaching program in full. And so that's an accelerated program that helps them learn the work of Fearless Living, you know, kind of minus the skills, so to speak. You still get the skills in, you know, kind of in a roundabout way because you're working with one of the mentors.

So even if you're Wheel certified, you work with a mentor to actually embody how to identify somebody's wheel of fear and how to identify their wheel of freedom, because that's the core of my work. You know, as I shared on the last call with you, Bart, is that I have developed the only program that helps people master their emotional fears today is a fear of rejection, right? Most people just say, "Well, you have a fear of rejection." Well, actually know what to do about it, and not something general and, you know, repeatable to everybody else, but is actually unique to you. Because I do believe that we all each uniquely have a core fear and I help people identify it, that they can literally shift their perception of the world and so that's what my program does for coaches, it gives them the understanding and the mastery of their own emotional fears, as well as to help their clients.

And then if they're already a coach, they can go to the Wheel Certified Program and learn just to work without all the, you know, hundred hours of clients, etc., etc., because we're going to trust that you've already got those skills, and then you work with a mentor, go through the program in an accelerated way and have another tool belt, have another tool under your belt.

Bart: Wonderful. And if you want more information on those programs, we've built a page for Rhonda, [100CoachingTips.com/RhondaB](http://100CoachingTips.com/RhondaB), Rhonda B as in Rhonda Britten.

A couple questions have come in, we've got a couple people raising their hands, Rhonda, so can I go to a couple of questions from our listeners?

Rhonda Britten: Absolutely. Sure.

Bart: Wonderful. If you want to get in the queue, hit \*2 on your phone, it will raise your hand and just like L Valen Court [phonetic] which I'll call on in a minute, then we will ask you a question.

Now, Helene, from Palm Bay writes in, "When promoting my life coaching business card," she's just starting she has business cards and fliers, she's concerned that the word life coach isn't very compelling. What can she say in the place of "life coach" on a small business card or a flier?

Rhonda Britten: You know, it's so funny, I've been having this question a lot lately so you're bringing up something that's in the air right now. I was just talking to somebody about this literally, I mean, not even two days ago. And, it's so funny, because life coaching, for so many people feels a little, oh, it's not enough, like, you know, I've got to be a business coach or a marketing coach or a transition coach or an empty nester coach. And all of those are wonderful and valid because you're niche-ing yourself and niche-ing yourself can be an incredible marketing tool. And I wouldn't diss being a life coach. You know, I always say that, you know, us life coaches have to stand together and claim a life for people, right? And you can use transformation coach. You can use, again, achievement coach. You can make a way-shower coach, right?

So whatever calls to you, I urge you to really, you know, what is your favorite thing to do? Are you a purpose coach? Do you help people find their purpose? Do you do soul level work? I mean, do you have a great deal of spiritual background? Are you a health coach? Do you want to call yourself a holistic coach or a whole-ness coach? Right? W-h-o-l-e coach.

So, you know, it's really up to you and you are breathing the air of all life coaches right now because everyone's kind of sitting there going, "But life coach is just too generic and I don't know, all the big money's in business coaching."

And I'll tell you, one of my coaches, a life coach, went and trained to become a business coach, she learned some business techniques, right? And it's so funny because she \*\*\*\* as well and it's so funny, you know, there's just, I love it that people are getting tools everywhere. And anyway, so she sent me this note recently and she said, "Wow, when I became a business coach, I thought I had to hide the fact that I'm a life coach." And she wrote to me, she goes, "And now I realize all business coaching is life coaching," she goes, "All I do is use the skills that I learned in Fearless Living as a Certified Fearless Living Coach, all day long." So her business coaching—and this is my experience because I business coach all day long—is life coaching.

So again, you might want to focus it on your niche, you might want to focus it on your soul's purpose. You can make up your own name. This is your business. You can just call yourself transformation central if you want.

You know, so follow your own gut there, follow your own gut.

Bart: Great. Great answer to that question. And if you've listened to the other phone calls and if you haven't listened to them, I encourage you to get all the replays, because we spent a lot of time talking about how to find your niche and how to kind of brand yourself.

Rhonda, you're unique in the fact that you are, you know, kind of TV's number one life coach, but you've sort of ended up branding yourself because you found a philosophy or a methodology in the Fearless Living Program that really focuses it. So even though you are still proud to be a life coach, there's still a subcategory which you branded yourself, and I think that's kind of the key, that new people, it doesn't come to you overnight, guys. It can take months of you meditating and praying and asking, you know, what that brand is. And maybe sometimes a client will walk up and just tell you, you know, you're this coach, and you're like, "Wow, that's what I am."

Rhonda Britten: Yeah. And Bart, you're saying something really good because like look to see who's attracted to you. You know, what coaches are coming your way or clients are coming your way?

And don't worry about forever, this is another thing that I've noticed coaches worry about, like "Well, if I brand myself this, I have to do this forever." No, you don't! You brand yourself that way until you don't any more.

So, you know, if you're attracted to working with women and that's your specialty and you like, or like working with women in transition or women that are about to have babies or want to get pregnant or, you know, dating, and three years from now or two and a half years from now or five years from now you decide, "Well, I'm going to expand my niche," it's okay, you can do that. So don't worry about forever. Everybody focuses on forever. Don't worry about forever, just focus on the next 12 months. What do you want do you want to focus on for the next 12 months? What are the clients? Who's coming to you?

Another great thing to do is ask your, if you don't have any clients yet, ask your friends and family, what do they see you as? You know, that might be a really

interesting thing as well, you never know. Or your coaching, your fellow coaching students, if you're in a coaching program, ask them.

Bart: Wonderful. Lots of questions coming in now that people are like, "Oh, they're going to answer questions, that's great."

I'm going to go to two people on the phone live, see how this works out and we'll go back to some of the people that have submitted online, Kelly, your submitted question, we'll get to you.

L Valen Court, we're going to call on you, and U Provost [phonetic] at a 310 number, so let's start with—and I'm going to guess her name's Linda, and I do not know, we're just making an "L," you know, could be something else, coming from Oshawa, Ontario, I believe it is. Let's see if we can hear her. And I am now un-muting that. Steve, if you can hit the un-mute button, we can try and get to the caller here.

Hello, anybody there, guys?

Rhonda Britten: Hi, this is Rhonda from Ontario.

Bart: Hi, Rhonda.

Rhonda Britten: Hey, Bart.

Bart: Okay. Ontario, you are now un-muted, can you hear us?

Caller from Ontario: Can you hear me?

Bart: I can!

Rhonda Britten: Yes, I can, excellent.

Caller from Ontario: Oh, yay! Okay. Great, oh my God, I couldn't figure out how to do this phone. Hey, Rhonda!

Rhonda Britten: Hey, what's your question, my sweet?

Caller from Ontario: I have a question, actually you sort of answered it, about niches. I wanted you to talk a little bit about a niche for life coaching. Like how do

people decide, or how would I decide on a niche when I have so many great ideas about what I want to do with my coaching business. Like where do I even start?

Rhonda Britten: Oh, I mean, it's such a great question because I know it can be overwhelming, and it can feel like, oh, my gosh. You don't want to cut yourself off. And, you know, that's one of the things about niche-ing, right? It's almost like you, you know, all marketing experts saying niche-ing, it's all about niche-ing, right?

So, you know, I would go with your first love. I would go with the thing that you love the most and know that that is going to support you in having all the auxiliary. So whether it's transition, like I said, or whether it's, you know, working with, I mean, tell me one of the things you love working with, I'll ask you.

Caller from Ontario: Well—

Rhonda Britten: Okay, what's your favorite client? Tell me about your favorite client?

Caller from Ontario: I love clients that are sort of discovering their own niche. Clients that are in transition.

Rhonda Britten: Okay.

Caller from Ontario: That come to me with, full of all of these great ideas and yet they're trying to find a path for themselves. I find a lot of clients I get referred to by other coaches and for other reasons, and yet it always comes around to this one thing.

Rhonda Britten: Well, it sounds like you know exactly what you're good at then. It sounds like you know exactly \*\*\*\* your niche. What do you think it is?

Caller from Ontario: I think my niche then would probably be supporting clients to find their own path.

Rhonda Britten: Yeah, exactly. Like, you know, their own path, their own voice, their own message, you know, their own journey. So it's about finding themselves inside the, you know, the mess, right? Inside of the chaos, like, getting their own clarity of purpose, right? So that sounds really great.

And you bring up a really good point, Deb, is that some people, it's not necessarily transition. Your niche might be based on your client, like maybe you like to work with women 50 or over, or maybe you like to work with young teenagers.

So it may not be transition or, you know, dating, it might be I work with women, you know, 22 to 25 that are moving from, you know, college to adulthood, right? Something like that. You might be working with women who are experienced, successful and strong and are now ready to, you know, stand out in their own. Right? Ready to express themselves fully and completely.

So it sounds like you're also helping women have their own voice and be their own icons and be their own, you know, again, I keep on coming up with the word stand, like really stand somewhere.

You're clearer than you think, you're clearer than you think, Deb, own it.

Caller from Ontario: Great. Thanks a lot.

Rhonda Britten: You're welcome. Thank you.

Bart: That's great, and I'm glad to see that our little phone system is working. So here's a question from Kelly. She is from Levitown [phonetic] and she says, "After being certified, is advertising effective?" So basically it relates to that other question which somebody called in and says, "How do I get my first client?" So kind of brand new, they're certified, first client, advertise, what's your first step?

Rhonda Britten: Well, first of all, I want you to listen to the other call that Bart and I did, because I talked about how to get your first client, so please do that. Please, please, please do that. So it's a client that Bart and I did before, so please get that call and listen.

And this is how I got my first three to five clients. And this is beyond what I told Bart last time, in our last call. You know, it's really important that people know you exist, right? So advertising, I don't know if you're comfortable in marketing and advertising background, I don't know what you mean by advertising. It depends on the budget you have, I mean, if you have the money to advertise, where? Where you going to advertise? And if you're going to advertise, you cannot advertise by saying, "Hi, I'm Susie and I'm a life coach and I'm going to change your life." Nobody cares. Nobody cares. So if you're going to advertise, you better know about



advertising. You better know about marketing so that you can create a dynamic, effective ad.

And so most people I know that are life coaches don't have that skill, so what they do is they create a business card and create an ad or create a flier that really talks about themselves, right? That's not advertising, that's not marketing.

When I first started my business, fliers were the most effective thing for clients beyond the tip I gave last time to Bart. The number one thing, when I filled my workshop, when I filled my monthly events, because notice, I said I had monthly events. Every month I had a freebie event. And I actually trained, the Certified Fearless Living Coaches are trained to give talks once a month, we actually give them a curriculum, we actually tell them, you know, we actually support them in learning how to do that, and we actually support them in learning how to run groups so that they can, again, have an event for free once a month and then run groups and then out of those groups and out of those free events come private clients. It's a natural transition. Just a natural transition.

So fliers are super, super effective if you belong to a community, if you belong to a church, if you belong to a social club, right?

A great way, another great way to have clients is having those free events and using Meet Ups, MeetUp.com. Meet Up is very effective. You can start your own group on Meet Up and say, "Hey, people with blah, blah, blah, if you blah, blah, blah," you know, again, whatever yours are—

Bart: Women in transition, weight loss, you're giving a free lecture for \*\*\*\* right.

Rhonda Britten: Right. Right. If you're sick of feeling fat, you know, come to this event. If you're sick of getting caught up in the muck and mire of your life and want to find your purpose, you know, show up here. Right? So again, you want to ask compelling questions. I think my very first workshop, I think I called it, if I remember right, are you ready for a miracle? Right? That was my whole work in the very, very, very beginning, are you ready for a miracle? And it was when I was developing the Fearless Living stuff, but I didn't have Fearless Living yet, it wasn't called Fearless Living yet. I hadn't branded it that way. Again, as Bart said, it took me a few years to just kind of brand it with that name.

So I used to teach workshops called are you waiting for a miracle? And I'd do them once a month, for free, for a couple hours, and then out of that I would build my

coaching, group coaching program, and out of my group coaching, out of those events would come my private.

So, you know, if you're only going to use ads, you better be a great advertiser. You better be a great marketer, you better know how to do it. And a great way to do that is actually using Facebook ads, put your budget at like \$25, \$10, \$30. Put four ads up, change the headline, change the photo, change the text, and see which one works. See which one you get more hits on, and then that might be the basis for your flier, might be the basis for your business card, might be the basis for, you know, wherever you want to go next, right?

But, you know, we all want blogs, we all want websites. There's some basic social media that you could be doing. But again, you can't do everything, you have to really, really, really decide what you want and how you want your practice to look. Don't get caught up in everybody telling you what to do if it doesn't interest you. I have friends that never got on Facebook, never tweeted. Not interested. That's okay. They have thriving practices. It's up to you. You have to decide. Don't get caught up in the hype.

Bart: Great question. There's so many ways to answer to that, and I don't know if this caller's listened to the other phone calls, but Rhonda, that replay of yours, that was a great question for non-advertising, hi, what do you do, you know, here's what I do.

The other thing I'll say is, that there's probably 40 or 50 individual tactic or strategies that the speakers have given. All can be effective.

My advice to you is if you can afford a marketing coach to come up with a marketing strategy, that's different than advertising. Because advertising is, I spend money, the phone rings. And that may be part of something much bigger, which is a marketing plan. And maybe there's a particular person or something out there, I can't give you a specific course to go purchase it besides what we provided you here, because there's so many marketing tools, but that would seem to be where she's coming from, Rhonda, she needs a marketing strategy, not just an advertising tactic.

Rhonda Britten: Yeah, yeah, I agree with that and I'm going to say something. Don't just hire a marketing coach because they say they're a marketing coach. They have to provide you with referrals and statistics in order to justify their payment. Right?

Bart: I agree.

Rhonda Britten: So, you know, there's so many people out there that, you know, social media experts, marketing experts, internet marketers, right? That really don't have any success, but their success is getting clients to pay them but they themselves have really not had a lot of successful client results. So make sure you get referrals, make sure you get stats, and make sure that the contract is based on milestones, not just, "Oh, I'm going to give you a marketing plan and then you go do it, and then I get to pretend I never worked with you if it doesn't work," right?

So make sure that you have those things in affect in order to have your back and watch your money. It's your money you're paying for, it's good money, so use it wisely.

Bart: That's great advice. I remember hiring somebody who worked with all my internet marketing friends, but no one told me that they worked with her, but they hated her, until I had hired her and realized that she was never around, didn't return my emails, but she took my \$800 or whatever it was.

Rhonda Britten: Yeah, exactly.

Bart: We have a live caller from Beverly Hills, California. Whoever's phone number ends in 0692, I believe you're un-muted. Is it Prevost [phonetic], is that right?

Caller Prevost: Hello, hello.

Bart: Hi, how are you? You're actually un-muted, you can ask Rhonda a question now, if you're last number is 0692.

Rhonda Britten: Hello?

Bart: Hi.

Rhonda Britten: Not there, Bart.

Bart: She's not there, that's just you and me talking.

Rhonda Britten: That's just me and you, Bart.

Bart: All right. Well, we'll leave her un-muted, maybe she'll come back.

Here's a question from JMRye@ Yahoo [phonetic]. "That's it, I'm semi-stuck. I want to work with parents, mainly mothers, who have challenges with their children and healthy eating. But I seem to get a lot of clients who want to lose weight and they have diabetes. How can I marry the two and attract more parents with children?"

Rhonda Britten: Well, I mean, let's just say, I mean, the parent's habits do affect their children's habits, right? So it's a perfect segue, I mean, I don't know if you're attracting people with Type II diabetes that also have children. I don't know if you're attracting single people or married people or coupled people or mothers or fathers or who you're attracting, but that's an easy do. So when you, you know, worried about your own weight, worried about your kids, are you an example, you know, are you living, are you eating the way that you want your children to eat? Need help in taking care of yourself and be the better parent? You know, da, da, da, da, da. And of course, that's just off the top of my head.

But that's an easy transition because parents always want to help their children and most parents don't know how to help their children because they don't know how to help themselves. So I really urge you to bridge that gap and just, and again, I just threw some ideas for you off the top of my head, I hope you wrote those down, and if you didn't, please listen to this again, the replay again, and write those down, and then build off of that. So there is absolutely a way that you can tie in parents' behavior with children's behavior. All right?

Bart: Yeah, I like that.

Rhonda Britten: Easy do, easy do. You can totally do that. And you can do that with, make sure you have an image, make sure you have an image of family. A single mother with a child, a husband and wife, you know, a same sex couple, you know, make sure you have the images of families, of parents and children on your site so they know what your site's about. One of the big mistakes we make on our website is having just pictures of us! And not pictures of our clients, right?

Bart: Rhonda, we ran a contest because we had a survey and one of the contests was we're going to put a link to your website. And a lot of the people didn't have websites yet because they're so new. One of the websites that I came across and I want to call it out because it was a very pretty site, but clearly she said, "I'm looking for women over 40, you know, making a transition from the empty nest." Like she was very clear that women from 40 to 60 was her market. And she had about 17 pictures of models that she had got from the internet, they were all in their 20s.

Rhonda Britten: Yes, yes.

Bart: And I was like, this is such a mismatch.

Rhonda Britten: Mismatch.

Bart: Mismatch completely to the market.

Rhonda Britten: Okay, I was working with a vitamin company recently that hired me to come in and consult on internet marketing, you know, just their whole marketing plan. And I go to their website and they work with menopausal women and there was no pictures of women on their site anywhere, there's just pictures of guys.

Bart: That's crazy, and you're the first one to point that out?

Rhonda Britten: Hello? Hello? Hello? There were just four other internet marketers before they brought me in. And it was like, okay, gang, and an internet marketing company gave them the site. It's like, okay, all right, okay, \*\*\*\* guys.

So yes, I worked with a lot, a lot, a lot, a lot of businesses and coaches and speakers and authors and experts to help brand themselves and to support themselves in building their business. And so your website needs to reflect your client and yes, it needs to have information about you on it. You'll go to my website, there's a photo of me. But you'll also see photos of clients, right?

So please, make sure it's not just about you, but it has photos of clients as well, the type of client that you want. And lots of testimonials, gang. And if you don't have testimonials, you better be giving some free sessions to get some.

Bart: I'll tell you how I got the testimonial. One of the, the mayor of LA's name, Richard Riordan, you probably recognize that because you're from Los Angeles, Rhonda, but he was the mayor for eight years. And he hired me for something, and, I don't know, it was \$7-800, and I called him up and I remember saying, "Hey, I'll tell you what, if I could use your name as a testimonial, I'll just, I'll waive this invoice." And the guy's a billionaire, I mean, he has made so much money, he's like, "Really? You'll waive the invoice? Great." So I sent him over three testimonials, his assistant circled the one I could use, and now I've got, because I've marked it in LA, a testimonial from the mayor of Los Angeles. And it was that simple. It was simply a five minute request, and it's just one of the, it was that and the picture of Larry

King, I mean, people are like, "Wow, this guy must be really important." Well, I'm important because I asked for a testimonial. So you have to ask, they're not just going to hand them to you.

Rhonda Britten: That's right.

Bart: And if keep it easy for them to circle it and say, "Here's the one I like the best, change these two words," you'll have all the testimonials you can handle.

Rhonda Britten: That's right. I agree 100%.

Bart: Question from Renee West in Aspen. And by the way, we're running on the last ten minutes, so if you're going to get your question in, please do it now. You can hit \*2 or drop it online.

I love this question. Renee has been a massage therapist, we love massage therapists, massage therapist for 14 years and she would like to do more modalities, like including homeopathy, energy work, teach yoga. She has tons of massage clients, obviously she's great, done it 14 years. One homeopathy client, one energy, and currently no yoga clients. How can I integrate other modalities into her practice?

Rhonda Britten: Well, sounds like you're already integrating them into your practice, it's just that you haven't had enough clients yet for them to understand all the things you do. So you might want to start thinking of yourself as a holistic coach, you probably, might already do that, but that you work with the body/mind connection, or you work with the body/mind/spirit, again, whatever, again, is true for you. Because when you start working with the body/mind connection, then you have permission to do whatever you need to do with that client in order to support them.

Also, you might want to get off the, like hourly rate. You might want to think of a more holistic program for your clients, so for instance, you might give people a treatment plan of, you know, a massage a week, a yoga session a week, you know, \*\*\*\* twice a week, and then you do, you know, some email coaching. Like you create a more holistic program so they're not, and you're going, this is why we're doing this. You know, you're doing stretching and you're doing this for yoga, and for these benefits, and then you're doing massage for these benefits, and then these benefits work together. So that you're literally creating an entire program with maybe some email support and coaching calls and again, it may be more expensive

in order to do that, but people that want that personalized attention are absolutely willing to pay for it.

So I would think of yourself as somebody who comes in and does overhauls in life. Like you overhauled their life. You get them to the next level of body/mind connection or the next level of health and whatever that is, whatever that healing is, or whatever that clearing is, or whatever that, again, you only know the words that turn you on, that you're attracted to.

But you can absolutely do that. Hopefully I've given you a different way to think about it, instead of thinking hourly, think program. Not hourly, think program.

Bart: That is amazing advice. And if those of you who didn't hear the Carey Peters interview, she's a health coach, and she, I think she was like three days ago, she broke down what she recommends her health coaches in packages, and it was nothing less than brilliant. And it basically matched what you just said. But she spent about 20 minutes and she gave the titles. So if you haven't listened to that replay, go back and get that, if it's expired, you know, spend the 97 bucks and listen to all the replays, because that is exactly how you can move that loyal client base of massage into packages. So good answer there.

I believe our Beverly Hills person is now on the line. Jesse, are you un-muted, can you hear me?

This is why I don't do live radio, Rhonda, any more.

She's been talking to our producer, she's all ready, she's un-muted. Now I can't hear her.

Rhonda Britten: Jesse, are you there, girly-girl? Or boy-boy, Jesse could be girl or boy.

Bart: I know. I know. I can leave it here.

Rhonda Britten: Okay. Well, let's move on, they don't want to jump in. Maybe they're not \*\*\*\*

Bart: Here's a question I don't fully understand, maybe you can do it. She says, "Do you believe that many coaches simply don't know how or simply don't know how

to listen and that maybe be distracted by visual stimuli? And basically the clients just not listen and go off in their own head?"

Rhonda Britten: You know, first of all, your opportunity as a coach, and this is an advanced skill. An advanced skill alert, advanced skill—I teach this on a regular basis to my coaches as they're moving in the advanced sections of the program. In most coaches, when you're beginning, are afraid to ask your client, like what's going on when they feel the client's distracted. Right?

So if I feel my client's distracted, I might say, like let's say I hear some noise in the background—if I hear noise in the background, if I hear a dog bark, if I hear a kid talk, I go, "Are you alone? Is this still a good time? Is there something you have to deal with? Something you have to take care of?" I mean, I'm going to say something because I'm distracted by it, right? If I hear somebody's voice or I hear some noise, I am distracted. Well, if you're distracted, I guarantee you your client's distracted. You better bring it up, you better address it, you better allow them some time. Maybe they have to, "Oh, yeah, my daughter just walked in and I just have to give her her homework." "Great, do you need two minutes? Do you need me to call you back?" "Oh, no, no, no," 99.9% of the time. I go, "Great, go for it."

And I might say, "So, is it?" "Oh, it's all right, okay, I just told her." "Okay, great, so are you ready to get back to session?" "Yes, I am." "Okay, so great, you're alone? And you're in your own private time?" "Yes, okay." "So let's take a breath and get back to center." "Great." And then take a second and get them back.

So do not avoid calling your client out, and I don't mean calling in a like, "You're distracted!" But in a way that supports them in coming back to center. You must be willing to do that. If you're distracted, they're distracted. All coaches have to train themselves, that's why I say, have a blank piece of paper in front of you, don't have a lot of stimulation in front of you. I have my client's folder—this is exactly what I have, I have my client's folder with all their back notes and their history, in case I need something, like let's say I forget their child's name, I can whip it out and look it up if I've just gone blank for a minute, or her husband's name or the dog's name or whatever other names I have. I have a blank piece of paper, I take tons of notes in my session, tons of notes in my session, and then—that's it! That's all I have. Those are the two things I have in front of me. Anything else is a distraction, I don't have my computer on, I don't have my iPad on, nothing.

So if you are not fully attentive to their breathing patterns, if you're not attentive to their vocal changes and their tonal changes, if you don't hear every word out of their



mouth, then you are not being fully present with that coaching client, and that takes effort and that takes courage, and that takes a muscle. Not easy to do if you're not used to listening fully on the phone for a whole hour. It's a muscle you got to build and that's okay, let's start building it.

Bart: And you also don't have the luxury of looking at all the visual clues because they're on the telephone, so you've got to notice when their posture changes or their breathing changes, because that's when, and they get resistant or stubborn or scared and you've got to pick that up audibly.

Rhonda Britten: Yeah, and Bart, I'm going to just stop you, because I don't believe in stubborn resistance, right? Me, personally, Rhonda Britten, right? I don't believe that there are, don't get me wrong, there's probably a small level of difficult clients. But what I've discovered, Bart, over the years, is that most clients that are difficult really have an unskilled coach working with them. And I'm not saying all times, there's probably 10% of difficult coaches, difficult clients, excuse me, 10% difficult clients. But what I've found over and over again, is that the client, the coach isn't skilled enough for that client. The coach doesn't have the skill, blames the client for being difficult or resistant because the coach doesn't know how to deal with it.

When you feel the client is resistant or stuck, you have an opportunity to learn more skills to help your client move through it.

Bart: Totally agree. Absolutely agree. Nicely done, nicely done. Okay, we're coming down to the last five minutes here, Rhonda. You've got a couple things. If you haven't been to the [100CoachingTips.com/Rhonda](http://100CoachingTips.com/Rhonda), there's the special offer that people can get like having your basic fear program. But tell me a little bit about the certification, because I know that people that are looking to specify and say, "I am trained as a Fearless Living coach," what does that consist of? Is that a weekend? Is that eight months? Is that something that you do an application process for?

Rhonda Britten: Absolutely. It's an application process and we actually are the only life coaching program in the world, actually the only coaching program in the world period, that has prerequisites. So we have things that you must do in order to double check yourself, triple check yourself, whether Fearless Living coach is for you.

One of the things I recognized years ago when I first started coaching and then training coaches, is that most coaching programs didn't, there was no prerequisites, you just gave them the money. You know, you just gave money and if you didn't

like it three months later, it was like, "Oh, well, you gave us your money, your problem."

What I discovered very quickly is that I wanted to make sure every single person working in the Certified Fearless Living Coaching Program, whether that's the full program, which is eight months to a year and a half, depending on the speed in which you go through it, because phase two and phrase three, they're going to be at your speed, because it's the amount of clients you have. So it takes anywhere from eight months to about a year and a half. And then the Wheel Certified Program, like I said, is an accelerated program.

So we want you to have prerequisites so that you know that doing Fearless Living and adding that tool to your tool kit is the right one for you, before you spend the money in order to become a coach. So we are actually the only program in the world that has prerequisites. So yes, there's an application, there's a couple things that you get to do.

Another thing that we noticed is that most coaches that wanted to become coaches actually had never been coached to any great degree, so that's one of the prerequisites. So if you've already been coached, great. And if you haven't been coached, you're going to get some coaching to make sure that, again, becoming a coach is right for you. A lot of people, Bart, are interested in becoming coaches because they're self-help junkies, just like I was, right? And I thought, "Oh, my gosh, I can make money doing what I love, right?" And of course, it's a much deeper story than that, if you've heard on my story, based on my past.

But again, most people come to coaching because people have said, "Oh, you're already a coach, just call yourself a coach, you already know how to do that." That is not true, by the way. If people tell you you're a coach, that's awesome, but it doesn't necessarily mean you have all the skills of coaching, please. Take that as a confidence builder, but do not take that as a fact. Right? You need some training.

One of my pet peeves is people that call themselves coaching and have not had any training, because there are refinements that dilute the profession if you are not trained.

So Certified Fearless Living Coaching Program, like I said, is an eight month to year and a half program. There's three phases and like I said, you learn how to do events, you learn how to have clients, you have over 100 hours of clients. And you learn the whole method of Fearless Living. You learn how to identify that Wheel of

Fear and that Wheel of Freedom you learn all the tools, you learn to build conversation skills, etc., etc. And if you do Wheel Certified, like I said earlier, it's an abbreviated program. You can pretty much do that program in approximately 10 to 12 weeks, again, depending on how fast you go through, but you can do that pretty gosh darn quickly, so that you can get those tools under your belt and add them to your repertoire so that whether you're a \*\*\*\* coach or a coach you client, or a coach you coach, or, again, whatever your \*\*\*\* is, you now have that fear, that Wheel of Fear and Wheel of Freedom skills, that tool under your belt so you can use it at will.

Bart: Now, if somebody goes to [100CoachingTips.com/Rhonda](http://100CoachingTips.com/Rhonda), or [RondaB](http://RondaB), both of those, there is a Fearless Living online training program, and I give a discount code, so you can get, I think 90 bucks off. So write this down, the special code is coach, c-o-a-c-h. And if you decide to get that program, which I guess is the starter program. So if they're interested in becoming certified or any more of your more expensive programs, spending the \$189 here is really the first step and will be credited toward something bigger, is that correct?

Rhonda Britten: Well, it is a prerequisite if you're thinking about becoming a Certified Fearless Living Coach and you're thinking about taking the eight-month program, the full-on training, that program is actually a prerequisite. So, you know, you can pay the full price or just three payments of 97 or you can pay the price for, that's been given to Bart, and everybody on this line who's listening to my voice right now, which is 2 payments of 97, so get on there now and take advantage of that savings. And if you make one payment, I think it's a total payment of like over \$90, like you're saying Bart.

So yes, that is one of the prerequisites. So if you're even thinking, like if anything I'm saying is like, "Wow, I'd like to learn that or maybe I went to the," maybe you went to that weekend coaching program and realized, "Oh, my gosh, I need more skills, wow, I'd love to have Rhonda and her mentors help me and support me in becoming a really powerful coach," then yes, please take the program at this discounted rate so that you can determine. Because I know this is what happens, when people take that program, you will know immediately whether Fearless Living is a program for you to become a coach in.

Now, if you are already a coach, then taking the program, you'll just be adding some coaching to that program and you will get in touch with the coaching director. So just kind of get on over to [RhondaBritten.com](http://RhondaBritten.com), [RhondaBritten.com](http://RhondaBritten.com), and you can ask

for information, if you're already a coach, you want the abbreviated coaching program, because there's a different class that you must take.

But again, if you're interested in learning this, and maybe not getting Wheel Certified, but just wanting to understand how Fearless Living works, Bart, you know, it's a big old payment off for the Fearless Living training program. That's my baby, that's the crux of my work, that is the foundation of everything I teach, which is like my, like you literally learn how to identify Wheel of Fear and Wheel of Freedom, you literally earn yours. And as you learn yours, you're going to help others be able to identify theirs. It is literally the crux of the Fearless Living Institute, it is the centerpiece, it is the foundation.

Bart: Wonderful. It's [100CoachingTips.com/Rhonda](http://100CoachingTips.com/Rhonda). And if you're listening to this via the replay, then that's also going to be up for 24 hours as well, so we appreciate you doing that. And thanks for giving a discount code, we really appreciate that.

Rhonda Britten: Yes, of course.

Bart: A lot of people are just starting out, they're on a budget. 197 or 180 bucks is pretty inexpensive. Our entire series, the whole season, is \$97 and for some people that's like wow, I get 24 hours of coaching. Yeah, do that. For a bunch of brilliant people like Rhonda sharing like, you know, their 30 years of coaching experience, I can't express enough how I encourage you guys to stop by the website, [100CoachingTips.com/Rhonda](http://100CoachingTips.com/Rhonda).

Rhonda, you've been great, we've got to wrap it up, is there any final thoughts for these newer coaches or veteran coaches to inspire them and ask them to get out there and change lives?

Rhonda Britten: Absolutely. Don't believe your own negative self-talk. You became a coach because you were moved to do so. You've done the work and now it's time to do the next level of expression. You know, you became a coach because you love transformation and change. Honor that and start transforming the lives around you, just by being a better you. So I am so, so excited to be part of your journey and I am honored to be considered perhaps your life coach and I do honor that word life coach. And if it doesn't work for you, that's okay, too.

Remember, this is your life, your career, make it your own, and of course, always, always, always Bart, be fearless! Be fearless! Be fearless!

Bart: I just love Rhonda Britten, she's so awesome! Okay, everybody, this has been, we're at top of the hour now. Thank you for joining us for this live edition of 100 Coaching Tips. Check out next week is the last week of the live phone calls. We've got three and we've got some at noon, including the hot seat with John Assaraf. And also check out the replay button on your 100 Coaching Tips. Rhonda's page is [100CoachingTips.com/Rhonda](http://100CoachingTips.com/Rhonda), that will get you there. Take advantage of the discount coupon called "coach."

And until next season, Rhonda, I hope you join us for Season 2, thank you for being such a generous coach and helping us learn more about a coaching career.

Rhonda Britten: It's an honor, thank you, Bart.

Bart: Thank you everybody and have a great night and keep changing lives everybody. Good night.