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Host: Robyn Logan and Andrea Lee

Topic: Coach Street #7 - How to Deliver Awesome Value to Your Clients

Welcome

Welcome to Coach Street, the premium podcast that brings you insider coaching conversations in the fast lane. When coaches need to shift gears, they come to the Coach Street podcast. Grab a coffee and buckle your seat belts as hosts Andrea Lee, from the Wealthy Thought Leader and Robyn Logan from Coach Campus, learn what drives the world's most successful coaches.

INTRODUCTION

Hi everyone. Welcome to Coach Street. This is Episode #7, "How to Deliver Awesome Value to Your Clients." I'm Robyn Logan and jumping in before I've even gotten to her name because she's so excited and so awesome is Andrea Lee.

Andrea: Hey, hey. This is a great topic.

Robyn: Did you eat jellybeans for breakfast or something today?

Andrea: You know, I ate a whole bag of them last week so they still might be impacting me a little bit.

Robyn: Yeah, could be. Okay, I love it, too. I just love the word, "awesome." You know, we didn't have that word growing up. Did you?

Andrea: You were ripped off.

Robyn: I think it's an American word more than Australian. "Oh, that's so awesome." I shouldn't do that.

Andrea: It's funny because in North America I find that it's overused, which is interesting. It's all relative. Actually, that point is a good one to kick off on because coaching being as wonderful as it is, oftentimes people come knowing what they want, or at least they think they know what they want.

But in order to deliver extra-awesome coaching sometimes we need to dig a little bit deeper and go beyond the usual suspects. So that's part of the reason I thought this would be just a great topic.

1. Toleration Coaching

Robyn: I totally agree, and particularly if you've been working for a client for a long time. I don't know about you but I've had clients for two years or more. That's a really long-term relationship and sometimes they do walk up to a session with no disasters having happened. Things are on track; whatever it is that they came to the coaching for is happening.

But they don't want to cancel the coaching. They still want the coaching but there's nothing in that moment that's really coming to mind. Have you experienced that?

Andrea: Definitely. It's like they tick off their wish list and now they get to have extra and they don't know how to add that extra.

Robyn: It's that moment when you go, "Hi, how is it going?"

"Good."

"So, what are we working on today?"

"Uh, I don't know. Things are pretty good, you know? I don't really have anything."

Okay, what do you do in that moment? Andrea, what do you do?

Andrea: I just want to make a tiny note. We're going to cover some really good topics, especially if you're newer at coaching.

What I do—my go-to place and this is actually even if the client comes to me with a very specific agenda, is to ask what they're tolerating. What are they

putting up with that's really got them grumpy? Got them in a bad mood? They're under-producing. The obstacles that are in their way. All of which we call "toleration." To make a noun out of the things that you tolerate. They're a rich and fertile arena for a lot of coaching.

This is going to be new to some people who haven't yet heard of this concept but the prevailing wisdom about playing to your strengths, I actually believe slightly differently from the point of view of the coaches.

How I do it is I think playing to your strengths is great but if you focus on your weaknesses and improve them—like taking what you're tolerating and putting up with and improving those—you give yourself even more momentum than if you were to work on your strengths.

Robyn: Sure. Why not? I think the strength thing is, to be fair, more about not focusing solely on your weaknesses, right? You absolutely have to do that. You know, this tolerating thing is such a great concept. Even talking about it is making me want a session on it because I think toleration—well, mine anyway—they become invisible.

They're like these weeds in the garden that start really little and you think, "Oh yeah, I must do something about that." Then life happens and you get better at tolerating. In fact, I'm very good at toleration. Then before you know it, you're actually putting up with things that are really getting in the way.

I can give you one example. It's not a major thing but the bottom drawer in our fridge dropped off like six months ago. Really, a long time. Just too many big things of orange juice and it just dropped off. So that's one entire space missing. So I'm constantly trying to put bottles of orange juice on the side and cramming them in.

For the first couple of weeks it was really annoying. *I've got to do something about that.* Then I found a way to just fit the orange juice around the back. I just started tolerating it. Then I had someone come in and do a bit of work for me around the house and she was like, "Oh, what's going on with that fridge? Let's get that fixed."

Bang, bang, bang, two days later, new rack on the fridge. The feeling of putting the orange juice in the drawer was amazing. So that's just an

example but when you apply that to lots of other things in your life it can make a big difference.

Andrea: This is actually central to some of Thomas Leonard’s teachings. You can just spend a coaching relationship dealing with toleration. That would be incredibly fruitful and valuable to the client. They will return to you and you get a really good reputation.

Imagine your life in every way, like when you get up in the morning and the instant you put your feet on the ground, what are you putting up with? *Oh, this sheet on my bed doesn’t fit exactly right. The floor’s cold. I need a rug over here.* I go to the bathroom and the hot water’s only warm, it’s not really hot. *I need to change that setting on the hot water tank.* The mirror has handprints all over it. The list goes on, right?

So if you can, bit by bit in a coaching relationship, and also in your relationship because here at Coach Street we like to over-deliver. It’s something that you can do starting today. Ask yourself, “How can I improve these little things that are speed-bumps in my life?” It will really make a difference.

Robyn: Has Thomas Leonard got a product out there? I do remember him being big on tolerating.

Andrea: There is a toleration free class that is no longer available, unfortunately, but the concept is essentially what we’re describing.

Robyn: I thought in his materials—you’ve published a lot of the materials.

Andrea: We haven’t got that part published.

Robyn: Well then, we need to create something on tolerating, don’t we? I think a little worksheet on that would be so handy for coaches to use with clients. It can even extend to behaviors and relationships. You know the classic saying, *you get in your life what you put up with*, particularly if there’s an abusive relationship going on. That can only actually happen if you allow it to happen.

It’s interesting—the minute you decide *you know what? I’m not putting up with that anymore. I’m not tolerating that anymore.* You draw the line in the

sand, that's the first step to changing something that you don't like about your life.

Andrea: So tolerations are a really strong go-to place to deliver awesome value to your clients, even if they come to you knowing what they want. You can approach that topic from the perspective of getting rid of the toleration.

Robyn: What if they say, "I'm not tolerating anything?"

Andrea: Oh, I would eat my shirt if I ever heard that. I really, really would. It's just from so many years and so many conversations and experiences. "Really? So it's perfect? Then what are we working on then?"

2. Life Spring-Clean Concept

Robyn: That's a great one, excellent. The next way to deliver awesome value to your clients is one of the things I like to do. It's the life spring-clean concept, which is just checking in with yourself. This is not even just with clients. I do it on my own life, as well. Every now and again, just checking in with your clients. Are they really doing what they want to do?

Even just asking the powerful questions, "Is what you are doing now what you really want to do? If you could wave a magic wand, the day that you had today, is that the day you would have every day?"

The reason I think this is a great question is because clients set goals when they first come and we all have some sort of plan or vision of where we're going in the next few years at least. But then life gets in the way and you take on things that you might not have really wanted to take on. Some people don't have a very good ability to say no. Me, for example.

And before you know it, your life is different to what you had thought it would be. So it is a little bit like a spring clean. It's like a de-cluttering of things that are going on in your life. I think that's another great exercise to do with clients.

Andrea: It's just like with a rocketship. If your life is a rocketship and you're off course by even a .01%, over the course of your life you will end up off-course. That's true of all our clients so asking this question actually delivers incredible value. It's one of those questions that people don't think to ask themselves. They're in it to the degree that they don't realize that

they're off-course, so your value as a coach really goes up if you ask it of them.

Robyn: You have to ask it more than once because sometimes people think that they're fine. I guess it's back to tolerating. Sometimes as humans we don't actually realize the vision that you could have for yourself because you've had so many people telling you your whole life that it's not possible. You have to settle. It's the settling mindset that people get. I think if you dig down underneath the settling mindset you'll find that there are dreams there that they might not have had a chance to consciously bring to the surface.

3. Vision Exercises

The purpose and the surface. So I think that's a really good one. There are lots of exercises for that. You can do vision exercises which is another great way to deliver awesome value. You can do these on the phone. You can run a short mindfulness exercise or a vision exercise.

A great one that I often use is the Martian from outer space arriving on Earth and discovering your life and deciding to create it in an entirely new and different way.

It's just a silly exercise but what it does is it enables people to move outside of where they are now and to think about themselves completely differently. As if it didn't matter; without taking into account what their husband thinks or what their parents think or what their employers or the children think. To forget all of that and just think about themselves.

Andrea: I love that. Another really cool thing that is similar to that is to imagine the doorbell rings. Ding-dong. You go to the door and it's CNN with video cameras rolling. What is it that you'd race to hide or change before they come in? You have just five minutes. Those are often the things that people need to work on.

Robyn: Okay, I'm thinking about what I would race to hide.

Andrea: For me, at this point it's a little bit late. I live my life in a way that if CNN were to arrive it would be okay. You know what I mean?

Robyn: I think I'd just welcome them in and say, "Listen, if you want me you take me how you found me. This is my life. Come on in."

Andrea: I think your coaching is done. I like that.

4. Mindset and Challenging Assumptions

Andrea: Mindset is especially valuable for clients who come to you asking very insistently for a nuts-and-bolts solutions and tools and tricks. Those of you who are in corporate coaching or business coaching or financial coaching, things like that, oftentimes they say, “Look, I just want to know exactly what to do. Tell me in what order and when and exactly what to do.”

This can be very frustrating. Obviously if you’re very good at what you’re doing you will give them what they’re looking for but to dig deeper into what greater value you can deliver to clients is to ask, “What’s the mindset with which they’re approaching the concrete to-dos?”

So often that is the root of what might be at issue. It doesn’t matter how genius your to-dos are if the mindset hasn’t been addressed.

Robyn: Can different clients easily do that, though? How do you identify your mindset?

Andrea: It’s one of those things that as a coach, over time, you start to gain an intuition. Maybe an example or two would help. For example, just today I was coaching a business owner. She’s a coach and she’s been doing really well one-on-one.

She’s just recently launched a group program and she wanted to know exactly how she should earn more money. So she filled her group program. My advice to her was to change her mindset about selling the next group program if her current group program is full. She was like, “It’s full. I need more tactics on how to make more money. Tell me exactly what I need to do. Do I write an ebook? Do I raise my fees? What do I do?”

Well, in fact, what it was was a simple mindset. She thought that she couldn’t sell the next group that was starting in a month. The existing group was on; she was delivering to that existing group. She pre-sold the next month’s group program. What kind of money was she going to earn next month?

It almost doesn't matter why she thought it. She had this mindset that she couldn't. And it's like, "That's really strange. Why can't you sell that program now and tell people that it starts then and just keep going?"

Robyn: It's questioning your assumptions, as well, isn't it?

Andrea: That's true.

Robyn: Because we all have so many of them going on all the time. I love that about coaching. This is one of my favorite things about coaching, is when my coach will challenge some of the assumptions that I'm making. "Does it have to be like that? Who said it has to be like that?"

Andrea: So that's sort of a mindset thing. It's definitely a little bit advanced. It's one of my favorite things because as you get a bit more experienced listening to this episode of Coach Street, you'll know what I mean when I say you can coach the tactics until you're blue in the face. But if the mindset isn't quite right, you're not going to get as far as you could. So it's a place to dig deeper to add more value to your clients.

Robyn: I should think that increasingly people are open to that now because there's a lot more written about mindset now. A lot more businesspeople talk about how important mindset is. I've even noticed in bookstores, like if you go to the airport bookstore--which is one of my favorite places to hang out--the self-help section and the business section used to be on opposite sides of the store.

I don't know if you've noticed this but they're slowly merging. The self-help section's right next to the business section, and sometimes in it. There are just so many more books now about the importance of mindset to success in business.

5. Leverage

Another thing I like to look at all the time for delivering awesome value to clients is leverage. Let me explain what I mean by that.

Back in my consulting days, when you tried to get a result for a client there were only three things you could look at. That's the time, money, quality thing. You're familiar with this, right, where they say you can only have two

of those things. This isn't good for a girl like me who wants to have my cake and eat it, too.

Anyway, so the concept is that these are the limited resources that we have at our disposal, time, and money being the main two. So if you want to do something cheaply and you want to do it fast, then it's hard to keep good quality. If you want really top-quality and you still want to do it cheaply, it could take a long time. That's the concept with that.

But I love to look at that just with life. So if your client was a business coach that's an easy one to work on any time. You look at how you can get the result you're getting now with less time or with less money. Just that question is a great question for anyone in business or anyone who has a client who is a business coach. It should be the question you're asking yourself every week.

You can also apply that to your life. How can you leverage your time and money? I'll give you an example. After-school activities are insane now. My kids are ten and eight now. I thought it was tough when they were three but when they're three they're not really in dance class and they're not playing football, so it's a little bit easier at the end of the day.

Now they're playing sports, they're doing all sorts of things. I'm always looking at how I can leverage my time. That's my limited resource. So how can I leverage that?

They want to do all these after-school activities, so what I did is I tried to find activities that were on at the same building at the same time. So I found this big sports center that did a swimming squad and girls' basketball at the same time. It took a while to find it but I finally did find it and that's what we do.

Luckily it wasn't ballet and I didn't make my son do ballet or something like that. They did actually want to do those sports. Still, if I hadn't tried to look for it I would have been doing them on separate nights in separate locations. You know, driving 40 minutes across town. So that's an example.

Andrea: I think of that, Robyn, for me personally the way I put it is I'm getting more done than I think. I might not realize it but I'm getting more

done than I think when things are overlapping. It will become more clear later exactly how productive I've been.

Robyn: You're saying just generally speaking that's how you feel?

Andrea: Generally speaking as well as specifically. Let's say, in my business if I'm coaching a client privately I also know that I'm—in a sense—writing my next book or preparing for my next workshop. If I'm teaching my next workshop, I know that I'm also preparing for my next private client. It kind of goes both ways.

So that concept of leverage takes the pressure off of me. So many of us are over-achievers or high-achievers. It takes the pressure off of me that I can trust that leverage is occurring.

Robyn: I think it's a way of thinking that unless you're aware of it or even know that it's a possibility, that it doesn't necessarily happen. I think of this friend of mine, Maria, who's Spanish. Her mother used to cook. They were from rural Spain, about an hour and a half outside of Madrid. She would get a chicken and cook a big casserole thing but she would cook six meals with that chicken.

So I think what happens sometimes, particularly in the Western world, is you just roast the chicken and eat the whole thing. That's it. That's dinner. She would have a broth, a soup, come from that. They would take all the innards out and cook sausages with that. They would have about six meals with that one chicken.

That's why I'm always looking at something and thinking how I'm going to invest my time and money in this activity to get two or three times the benefit or the output.

Andrea: That's a woman after my heart, a six-meals-in-one chicken. I love that. Can we have an episode on Coach Street on the six ways to cook a chicken?

Robyn: Yeah, get her on as a guest.

6. Financial Freedom

The next way to deliver awesome value to your clients is financial freedom. Are you going to talk about that?

Andrea: Financial freedom is a fairly obvious one. However, depending on what kind of niche you're in in coaching it might not necessarily occur to you to deliver value in that arena. It is present in every human being's life so it doesn't matter if you're coaching them on their health, on parenting, on career or whatever.

Financial freedom is actually a backdrop within our coaching occurs. So don't be afraid to go ahead and relate back to financial freedom. Ask questions like, "Well, as you bring up your kids, is the idea of your retirement or providing for their college tuition important to you? Would you like to work on that?" That's a simple way to add value to the coaching conversation.

Robyn: Like who doesn't want financial freedom? That's always got to be a topic you can work on. It was a rhetorical question but then I started to take it seriously. Maybe there are some people who are already financially free so they don't need it. But then, what does that mean? How free can you be? There are very few people that I know who are so completely free that they're not working at all.

Even people with really successful businesses, even when they have time freedom and flexibility—you and I both are running very successful businesses, right, and we can just pick up and go over here or there or go on a trip. But it's not like you're not working in the background. So I think there's always space to have a little bit more of that financial freedom.

Andrea: And quite frankly, I'll add this little piece. Here and now we're talking in 2013 and for the next decade and a half for sure, this idea of money and the economy and all that is going to be very strong as a trending conversation in life for human beings in general.

So as a coach, if you're looking for ways in which to add additional value just for the joy of it in your coaching relationships, relate that to the grand scheme of things. How much debt our society is in, the credit card culture, all of that is without question going to be relevant to your clients for a long time to come.

Robyn: Do you have any exercises you do with clients on financial freedom?

Andrea: You know, there are lots of exercises. Probably the best place to start that anyone could start with and it's just a really beautiful coaching question and anyone could use it and follow an inquiry into it would be to say, "Have you ever thought about how much money is enough?"

It can be taken as a philosophical question. "I never thought about enough. What does enough mean? Does it mean not worrying? Does it mean having ten times as much as I actually need? Is that what's needed to feel like I have enough?"

But it can also apply to a very tangible set of numbers, like a calculation that we often do in coaching groups around how much reserve is enough. Is a year of financial reserve enough?

If you have 20 years that you'd like to work and then you figure you have about 20 years of retirement, how much money per year of retirement do you really need and is that enough? If we use that number and then divide by the number of years that you want to work, that means you need to earn X amount. Are they on plan to do that?

Robyn: People just don't do that simple step, do they? It's really weird. I think you could combine your mindset with the financial freedom.

Andrea: That's a great point to make.

Robyn: I think really, just the beliefs people have about money—that's a great question to ask a client. "What are your top three beliefs about money?"

They might say, "I don't know. What do you mean, belief?"

Everybody has a belief about money. I believe money is easy to make. I actually truly believe that. Money is easy to make. But that's a very different belief to a belief that there's never enough money. Both those two beliefs are going to make a significant impact on how much money you've actually got.

Andrea: Yeah, I love that, Robyn. I think what you're doing is pointing to a specific way to add value to clients in a very deep way. It's different from mindset. I think that takes multiple beliefs to have a mindset, but if you want to drill down on a specific belief or assumption that's operating and

holding a person back like *money is hard to make* or *money is the root of all evil*, things like that, those are things that can be very good to work on.

It would probably take a little bit more skill, a little bit more personal experience, a little bit more coaching experience, to do really good belief-change work. It's a bit tougher than some of these other things but beautiful, beautiful stuff happens when you go there.

Robyn: I interviewed a financial coach once and I thought that we would talk a lot about ways to make more money, really, or get more money in your life or whatever. Most of the interview was about mindset. It's really interesting.

Oh, that's it. We've actually ripped through our awesome value to clients list. Are there any more that popped up for you?

7. Thinking Proactively

Andrea: Yeah, I think that once you start thinking along the lines to be proactive rather than sitting back and wondering what the client wants to work on today, it's proactive to think about your clients.

I talk frequently about how, especially for private clients, I have what I call a "crock pot" inside my heart for each one of my clients. It has their photo and name on it and I'll talk to it and say, "What's cooking in here? What might be in their blind spot? What can I put into the conversation actively without them prompting it?"

I'm convinced that's one of the reasons why people seem to appreciate the coaching with me. I don't take that sit back attitude and say, "What do you want to talk about?" I'm in there with them, you know?

So different things like relationships—you're working on helping people succeed in business. Well, how are their relationships, both internally in that business or team or staff? Is the business doing really well? Is the spouse really upset and on the verge of leaving? These are bigger picture things that often a client may not bring to you but you as a coach can add value.

The physical health of the client—I remember earlier on in my coaching career that things were going so well for this client. Then they went to the hospital with a nervous breakdown. I coached them through it. I've coached

people from jail, I coach people in Hollywood, I coach people in the hospital. But I learned that the hard way. So it feels good to share with everyone here on Coach Street. Keep an eye on your client's health.

Robyn: But then, really, what can you do with that sort of thing unless the client speaks up and says something?

Andrea: Well, in that particular case it was like, "How is your energy? What kind of hours are you working?" If they have set a really ambitious goal for this month you're supposed to be spotting the client, not just taking them at their word.

Robyn: Right. It's that thing of being a bit more proactive and not the "What would you like to work on today" coach. So what I thought of in line with that in providing awesome value to your clients is to bring things to the session or to them that they might be interested in. There are resources like reading.

Often I'll see something that think, *that would be great for that client*. I just shoot it off in a quick email or connect a client with someone who might be able to help them achieve a goal. I'm sure you do the same thing. That's another way to bring awesome value to clients.

Andrea: See how fun it is? Did you just hear how we hit so many things by thinking of our clients proactively? It's a completely different thing than just sitting back and punching a clock. "Okay, what question do you have for me today?" That's not really coaching. That's not a coaching relationship.

Long-range clients—sometimes clients will come to us with short-term issues that are presenting like acute problems. Once you've gotten them past that, it can be really wonderful to say, "Well, have you thought about what you're going to do next year?"

When you do this, what we're coaching on right now, you can repeat that this time next year. Wouldn't that be fun to have something to do again? All of a sudden you're giving them a vantage point that's completely different than they may have thought of.

Robyn: You know, just thinking back on all the things we've covered today, I can't imagine why anyone would not have a coach. Why would you not

have a coach? How fantastic would it be to have someone doing all of that for you? It would be so cool.

When I think of all the value that a coach delivers to a client, particularly just listening to the passion when you speak about your clients and how you really take them into your heart, I'm like, everyone wants to be your client. Why would you not want to have a coach like that who's going to deliver such awesome value?

Andrea: For our listeners who are listening to Coach Street, we appreciate you so much because you care enough to want to improve. That is a huge difference. Stand in your values as you embrace these things.

Robyn: I just love that there's more and more coaches joining the profession. It's just so exciting to me how it's growing and how different all the backgrounds are now of people coming into coaching. It's just fantastic; so much better than 10 years ago.

Blended Coaching

Andrea: What are some of the new areas people are coming from to get coaching from? What are some of the new areas that you've noticed? I'm just curious.

Robyn: One I've noticed is one we were talking about the other day. In the company we were looking at some stats and when we first started about 10 to 12 years ago, about 80% of the students who came to us wanted to be a professional coach. They were what I would call the "career change" coaches. They were coming in and changing careers and setting up as full-time professional coaches.

What I've noticed now in the recent stats is that it's flipped around. We have something like 60% to 70% of our coaches who are coming in with the view to blend coaching with what they're already doing. We're doing a lot of work on what we're calling the "blended coaching model," which is actually helping people do that even more.

What I've noticed is that people are not throwing out the baby with the dishwater. They're not turning their backs on their past experience. They're looking at how they can integrate that with coaching to provide a more

rounded offering. It could be the coaching area or it could be in the area they're in.

For example, the yoga teacher who is doing the life coaching course but still staying with yoga teaching and yoga workshops but just putting in a coach approach. There's that concept or there's the yoga teacher who is becoming a life coach for yoga teachers.

So I'm noticing that there's a different style and approach to coaching than I saw before.

Andrea: The way that I would describe it is like a shift from the noun of coaches and being a coach to being the proliferation of the verb or the action of coaching. Moving from "coach" to "to coach." The act of it can be blended with anything. Maybe fewer people are calling themselves a plain old coach.

Robyn: Yeah, maybe. Maybe that's the other thing that's happening. It's fascinating. I'd like to do a whole episode on that, too, Andrea. We should write that down in our notes.

SPOT THE COACHING

Robyn: Mine is from last night, watching telly before bed. Cyndi Lauper is out in Australia at the moment and she was on this late night talk show. Did you know I saw her perform live in New York last year? Did I tell you about that? Let me just tell you, it was the best concert. We were just walking down a street randomly. I was in New York for a week or so.

We walked past this theatre and saw her name in lights and thought, *oh yeah, I remember her. Let's go in and have a look.* They had just had a cancellation and we got four tickets three rows from the front. It turned out to be a benefit concert, which was even better. It had all sorts of people performing—Whoopi Goldberg was there. It was extraordinary.

Anyway, she was amazing. I went in thinking, *Oh, really? How old is she? Can she sing, still?* She was extraordinary and she was up and on stage just totally being herself.

So last night when I saw that she was on I sat down and watched. She was talking about her relationship with Lady Gaga and one of the news raters asked a question about whether she supported her.

She gave this whole little speech about when she first met her, she said, "Listen, don't do what happened to me. I was really different. I had lots of ideas about how I wanted to perform. And really, in many ways, it was performance art, not traditional standup, just singing into a microphone. And all the music producers told me, 'Don't do that. You really need to just stand still and you need to get your voice like this and like that.'" And she listened to them.

Her advice to Lady Gaga was, "Just don't listen. You're unique; you're different. You can just be totally who you are and set your own agenda."

I thought, *that's just great coaching for anyone.*

CONCLUSION

Andrea: Beautiful. I love that. Coaching is really everywhere.

Robyn: It really is everywhere. The verb, to coach, is everywhere.

Andrea: Well there you have it. How to deliver awesome value to clients. It's always fun chatting with you. What have you been up to lately?

Robyn: It's winter here so it's really, really cold. Lots of sitting in front of a log fire and reading. I've been doing a lot of reading. I've just started *Insanely Simple*, the Steve Jobs book. Have you heard of that one?

Andrea: I have heard of it but I haven't read it.

Robyn: That's what I'm reading and actually, in answer to your question about what I've been doing, I've been simplifying, in my business particularly. I just finished the other Steve Jobs book, the really big one, the biography. In that book he says that he wrote on the wall at Apple three words: "Simplify, simplify, simplify." And then he crossed out the second and third simplifies. So that's what I've been doing.

Andrea: It sounds like Heaven. I so enjoy these episodes and the listener feedback. Glad to hear you're enjoying Coach Street.

Until next time with another exciting episode. Right, Robyn?

Robyn: Totally. We're getting up to #8. We'll see you guys soon.

Andrea: Bye-bye for now.

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If you want to build your own successful coaching business, drop Andrea a line at www.andrea@wealthythoughtleader.com, or visit www.wealthythoughtleader.com.

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