

# The 50 Things My Clients Most Want

## INDIVIDUALS

### MAKE AND KEEP MORE MONEY

- ▶ Start saving/investing 10-30% of income
- ▶ Get a handle on spending, lifestyle, habits
- ▶ Increase income by 20-200%
- ▶ Handle debt, financial problems, crises
- ▶ Stabilize cash flow

### GET MORE DONE IN LESS TIME

- ▶ Get focused on what you most want to have
- ▶ Simplify your life, responsibilities, projects
- ▶ Automate systems for peak efficiency
- ▶ Permanently eliminate inventory of to-do's
- ▶ Reduce the shoulds, coulds, oughtas in life

### COMMUNICATE MUCH MORE EFFECTIVELY

- ▶ Say everything I need to; nothing withheld
- ▶ Motivate others better (by speaking in messages)
- ▶ Respond better, in-the-moment (by hearing it all)
- ▶ Be able to ask more for what you want
- ▶ Ask the right questions

### FEEL BETTER PHYSICALLY & EMOTIONALLY

- ▶ Get your home, office, car in perfect order
- ▶ Recognize and eliminate any high, hidden "life costs"
- ▶ Establish a reserve of time, space, money and love
- ▶ Redesign eating and lifestyle habits
- ▶ Get personal needs met

### SUBSTANTIALLY INCREASE QUALITY OF LIFE

- ▶ Establish the perfect balance home, work, play
- ▶ Increase Personal Standards
- ▶ Strengthen professional network/personal community
- ▶ Have a whole lot more fun

### BECOME CLOSER WITH OTHERS

- ▶ Attract and deepen relationships with quality people
- ▶ Become more intimate with spouse and family
- ▶ Learn to enjoy people more
- ▶ Develop adult-adult relationships, nothing less
- ▶ Know what you want for others

### ELIMINATE THE HASSLES OF LIFE

- ▶ Stop suffering, tolerating, waiting, hoping
- ▶ Stop having problems (really)
- ▶ Calm down: Eliminate adrenaline, stress, accountability deferment tactics
- ▶ Resolve past matters, unfinished business
- ▶ Extend boundaries

## GET ON A PATH

- ▶ Develop your spiritual side/connection
- ▶ Discover personal mission, purpose, vision
- ▶ Reorient life exclusively around Tru Values
- ▶ Develop stronger relationship with Self/God
- ▶ Be internally peaceful

## BUSINESSES

### HAVE A SUCCESSFUL SMALL BUSINESS

- ▶ Start a new business
- ▶ Increase profitability by 20-500%
- ▶ Increase sales by 50-1000%
- ▶ Develop a strategic and action plan
- ▶ Strengthen the internal management/systems

### CORPORATE WORK

- ▶ Build cooperative culture of self-managing teams
- ▶ Establish 5-20 year vision, mission and strategies
- ▶ Train non-sales staff to sell, too (and enjoy it)
- ▶ Strategic repositioning in markets/industry
- ▶ Double firm's sales volume and profitability

## PROFESSIONALS

- ▶ Develop a full, successful practice
- ▶ Develop a strong reputation, be known as a model
- ▶ Manage clients better
- ▶ Increase sales and profitability
- ▶ Recognize and eliminate high, hidden delivery costs

## COACHES

- ▶ Get trained and master the craft of coaching
- ▶ Develop a full, successful practice
- ▶ Grow through resistance, blocks, the unknowns
- ▶ Pass the CPC Exam
- ▶ Develop a strong reputation, be known as a model

## BENEFITS OF HAVING A COACH

You'll reach for much, much more because of the support and structure the coach provides.

You'll start making and keeping more money and get on the path to financial independence.

You'll make better decisions because you can run your ideas by an objective listener.

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