

The 5 Sources Of The Most Common Problems That People Have

AND WHICH COACHING SOLUTIONS TO OFFER PROSPECTIVE CLIENTS WHICH WILL SOLVE THESE PROBLEMS

You can spend hours trying to explain/sell coaching to prospective clients, or you can simply sell a solution to the problems your potential clients are having. People do not usually buy coaching *per se*; they buy solutions provided by someone they trust. And along that line, here are the top sources to the problems that most people seem to have. Is your coaching oriented around solving your client's problems at the source?

PROBLEM 1. PEOPLE SEEK HAPPINESS FROM EXTERNAL SOURCES

I call these the "brand chasers" or the "strivers" or the "if/thenners". They are under the impression if they do enough, have enough, or become enough, they will be happy. This ends up being a Mobius strip (also known as an infinity or endless loop) of action, movement, and effort, yet the person does not wake up happy or go to bed happy. For these folks, life is lived in the future by mortgaging the present.

WHAT TO SELL, OFFER AND DELIVER TO THESE POTENTIAL CLIENTS:

- ▶ Quality of Life Program (life design process)
- ▶ Personal Foundation (needs satisfaction)
- ▶ Attraction Approach (center-of-the-universe; magnet)

PROBLEM 2. PEOPLE DO NOT HAVE ENOUGH OF WHAT THEY REALLY NEED

Clutter and tolerations seem to be the most obvious symptoms of folks who are 'behind' in terms of managing their lives. And the source of that is that folks do not have enough of what they need — information, support, love, money, space, reserves, etc. Life has become so demanding and complex; and we humans have simply NOT kept up with the emotional and structural development we need to stay ahead of this train called life.

WHAT TO SELL, OFFER AND DELIVER TO THESE POTENTIAL CLIENTS:

- ▶ Super Reserve Program (the idea of having more than enough)
- ▶ Toleration-Free Program (the idea of eliminating all tolerations)
- ▶ Needs Satisfaction Program (part of personal foundation)
- ▶ Spiritual Development Program (strengthening one's intangibles)

PROBLEM 3. PEOPLE OFTEN SEE THEMSELVES AS A PLANET, INSTEAD OF THE SUN

The U.S. culture has always been about the individual, the pioneer, the innovator. Not the group or society. Good or bad, we do not have the family, political or social culture (and the cultural tethers that come along with that) that those in other, more fully 'steeped' cultures do. As EVERYONE becomes connected via the Internet, with access to billions, the old paradigm of group vs. individual is much less relevant. What matters is that you have something to offer the world around you. One of the fastest ways to 'get this' is to start looking at yourself as the sun, vs. being somebody else's (or your culture's) planet or moon — huge step for many. Essential evolutionary step for all.

WHAT TO SELL, OFFER AND DELIVER TO THESE POTENTIAL CLIENTS:

- ▶ Creativity Program (the client becomes the source...)

- ▶ Personal Foundation (for the self-esteem needed)"
- ▶ A Perfect Life (helps the client become selfish; raise standards)
- ▶ Attraction Program (adding value; thus attracting better)

PROBLEM 4. PEOPLE ARE OPERATING ON A WHOLE LOT OF OLD MEMES AND ASSUMPTIONS

Memes (ideas, concepts, principles) are evolving at a rate at least ten times faster than society's ability to digest, integrate, assimilate, and reorient around them. In other words, the number of new ideas and different/better ways of doing things is increasing at a rate much faster than the "pipe" that society has need/used in the past to accept and evolve itself. These "pipes" or conduits have traditionally been institutions, corporations, churches, and governments. Given the mounting pressure building from backlogged, "unaccepted new ideas/memes", new "pipes" are being created as workarounds to relieve the pressure. Thus, the Internet and the virtual, collaborative, fluid, scalable, and self-organizing virtual networks, which have become possible. And part of what a coach does is to help clients update their collection of memes.

WHAT TO SELL, OFFER AND DELIVER TO THESE POTENTIAL CLIENTS:

- ▶ Success Principles (100 laws that contribute to success)
- ▶ Paradigm Shift (the 15 orientation changes that a person makes)
- ▶ Hosting a Network (let your network freshen your thinking)

PROBLEM 5. PEOPLE DON'T HAVE STIMULATING-ENOUGH ENVIRONMENTS

Most folks do not receive enough intellectual, creative, emotional, or spiritual stimulation from their environments. This is because they are either in a job that does not challenge/evolve them, or they watch too much TV, or they are in a sleepy relationship or they are so busy working or putting out fires, that they do not have any room for new sources of stimulation. The solution is to show the client how to become a master crafter of all of their environments — physical, relationships, home, emotional, spiritual, and memetic. When properly designed, environments do ALL of the work and effort in a person's life. And filter out most of the bad habits, distractions, and diversions.

WHAT TO SELL, OFFER AND DELIVER TO THESE POTENTIAL CLIENTS:

- ▶ Personal Evolution Program

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