

**LIFE  
COACH  
SECRETS  
EXPOSED**

**CREATE CLARITY AND PURPOSE  
IN YOUR LIFE BEFORE HIRING  
A LIFE COACH**

**BY WAYNE PRATT & PERCY BARR**

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# **INTRODUCTION**

If you asked me what people ask me the most in my coaching business, it would be “Help me.”

They want help. Help to have a better life at home, better in their relationships, better in their thinking, better in their focus, better goals and the list goes on, but they all want to be better. They understand they are not making progress. They think they should be further along, but on their own, they can't seem to have a breakthrough.

Although the question “Help me” is common, the rest of the conversation is unique to every person. They all have different goals and passions that they want to achieve. They all have different backgrounds from which they have come.

As we explore the issues, the conversations can take many directions; sometimes it's all business, and sometimes it's something that happened in the past. A previous boss that treated them like dirt and they can't seem to shake it or a teacher that told them that they would never amount to anything. Try as they might they can still hear their voice every time they try something new.

Sometimes the issues are not dark and sinister. Sometimes people need help with setting goals that ignite their passion. I see this a lot where people set goals years ago and haven't reviewed them to see if they are still important to them. It still baffles me when someone comes to me with goals they set 10 years ago, and they wonder why they don't have the passion they once had for them.

You see, I have the best, “job” in the world. I get to help people work on their dreams. I feel a great deal of satisfaction when they are in a better place when the conversation is over.

It is this feeling of satisfaction that has given me a reason to write this book. I wanted something that my clients could pick up and get an emotional boost between our appointments. I also wanted to

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give prospective clients a taste of what to expect in a Coaching session.

How about your goals and dreams? I want to help you gain the same benefit my clients have seen in their lives.

I would suggest that you read the entire book. You can then focus in on what strikes you as an area you need to examine. There will be a chapter that sticks out for you. I'd be privileged to give you some insight into next steps and help to clarify some topics that might need to address in coaching sessions. Each chapter is a standalone topic to be enjoyed or to seek out encouragement when you need it.

I love helping people design and create their future with focus and passion.

I hope you will enjoy this book as you discover your goals, your passions, and how to overcome your struggles.

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# GOAL SETTING

## GOING BEYOND THE FINANCIAL

“Friends and family, we are gathered here today to celebrate the life of our dear friend Jim.”

I was emotionally numb in my high school gym surrounded by the teachers of my past to honour the one teacher that had influenced my life in such a radical way. Jim had been my carpentry teacher and a mentor. Jim got actively involved in his student's lives. He headed up the archery club, built sets for the school play and had a constant list of projects that would test the skill of his students.

Jim encouraged us to work with our hands but to stretch and develop our minds. He was always listening to tapes in his truck by people like Earl Nightingale, Brian Tracy, and Zig Zigler. He was always reading books like Think and Grow Rich and The Magic of Thinking Big. He was the first person to tell me that I had a choice in how I could live my life. When he talked about goals, his excitement was contagious. He taught me to set my goals high and enjoy the journey.

What I have learned since then is that everyone sets goals. You may or may not believe that, but it is true. We make plans for the weekend, that is a goal. You plan to have dinner out, that is a goal. You plan to watch your favorite TV show, that is a goal.

So when you are asked to set your goals, it is important to remember we are already making and achieving goals. They may be short-term and may not be life-changing, but they are still goals.

Then how come we cringe when asked to set our goals? Why is it so hard to write down a list of 100 goals for you're your life? Why, if we are doing it all the time, do we struggle in make goals for our life. When we started to ask people about their goal setting, we had three common themes about why they did not set goals.

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- It's all about the money (Only greedy people set goals. This is totally not true.)
- The Boss makes my goals (Someone else sets my goals. I have no choice. I am a victim.)
- It seems like an artificial process (I cannot predict the future, and I won't even try.)

Let's take each of these and expand on them a bit.

Why are we focused on money and work when we create our goals? It seems like a natural place to start, but it should not be the place you stop. There is so much more to life than just money and work.

Your goals should be yours, not your spouse's, or your companies, parents or close friends. Take control of your future by making your goals for you. If you're chasing someone else's goals your life will not be balanced, and you will feel artificial.

If the goal setting was for work, you might have felt your boss was looking over your shoulder, watching what you're doing all the time. That was about his goals, not yours. You can never be happy or fulfilled chasing someone else's goals.

Why are you limiting your goals just to work? Is focusing on your vocational goals the only thing that matters? NO, but like us all, you get sucked in by the commercials on TV and magazine advertisements for insurance brokers and banks to focus on making money and managing money to have all you want in the future. What about now? Why should you forgo all that you want for some future time in where we can enjoy our lives? You need some balance.

So let's break a long-held myth in the self-improvement industry. Goals are not just about work. In fact, in my thirty years of studying, learning and observing others working to improve themselves, I

have found seven areas that require attention if you are going to live a well-balanced goal achieving life. They seem to be:

## **VOCATIONAL**

These are your goals for your career. What position or title do you want? What industry do you want to work? What perks do you want? What awards do you want? Does helping others and mentoring others get you excited?

## **EDUCATION**

Education does not stop when you leave school. In today's market, you need to be a continuous lifelong learner. It also helps when education is free: Podcasts, websites, and discussion groups all are available for free or low costs. Books and industry magazines are also a cost-effective way to stay current in your chosen field. Don't overlook things like audio books as a great way to learn on your commute. Don't forget your local library. They have access to a wide variety of materials and depending on the services they offer; online learning could be available. Check out your local college or university to see if there are courses that will help you become an expert in your field.

## **FAMILY**

What are your family goals? Do you want to take your family on a special vacation or spend more time with your spouse and kids? How about a games night that you spend with your family or developing a new tradition like every Sunday night you have dinner with all your family? Maybe just phoning your parents once a week is what you need to do. Your goals list should include activities and time to build memories for yourself and your family.

## **COMMUNITY**

How are you giving back to your community? Do you want to volunteer at a local school to help kids learn how to read or maybe

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support a charity? How about a 5K run to help out with heart research? Taking part in a run will help you with your physical goals, and you can support your favorite charity. It might be as simple as helping the elderly couple down the street with the groceries.

### **SPIRITUAL**

Your spiritual goals should reflect your beliefs. How about planning a retreat or reading a spiritual book or how long are you going to spend time praying or meditating? Spiritual goals sometimes focus on changing in you into a newer better person. Could your goal to be kinder to people? Maybe control your temper or give a certain amount to a charity you care about and want to support.

### **PHYSICAL**

Do you need to lose weight or want to take a walking tour of Ireland? Maybe you should change your diet to maintain your health, or you just need better sleep habits, so you're at the top of your game.

### **FINANCIAL**

How much money do you want to make? How much do you need to retire? How much should you have saved in an emergency fund? What is it that you want out of your investments? Have you thought about this? If you haven't, how do you know if you're achieving the return you want and need to meet your goals?

### **WHAT'S NEXT?**

Some people attach different words to these categories, but these seem to be the general overview.

So take some time and write out your goals in all the areas so you can be well-rounded. Your goals should be about designing your life. You may have to work on this over a couple of days or weeks, and it should be a work in progress that you add to as you achieve

your goals or discover new things that you would like.

Make sure your goals are heart goals that you have a passion for instead of head goals which just makes logical sense.

## **ACTIVITY**

To get the most of this book, you should complete the exercises at the end of each chapter.

- Get a journal or a three-ring binder and blank paper to hold all the material from the exercises.
- Develop a list of goals. I would suggest a big list of about 100 plus goals.
- It will not matter if the goals you write down seem to be far-fetched or unreasonable just write them down. The goal list is yours, not anybody else's.



## **ACTION STEPS**

“Action” is one of the concepts that gets lost in the goal-setting process. All the goals in the world will not make any difference unless you have some action steps to make them happen. Action steps are the daily or weekly activities which forward you toward your goal achievement.

What action steps can you take in the next 90 days? Do you want to increase your income? How much work is required for that to happen? Do you have a plan?

Maybe you want to increase your knowledge in a specific area, and you want to read three books. What are the titles of those books? Are you going to buy or borrow them? Regardless get access to them as soon as possible and get started. Pick up your daytimer and plan out the time you will need to read them.

Maybe you want to spend more time with your family. What night are you going to spend with them or what plans have you made to go on a trip with them? Maybe you want a family movie night on the weekend or a games night. Have you carved out the time on your calendar? If not why not?

Your written goals give you a list of items you can break down into actionable steps. It is so much easier to take action on a list of written goals as opposed to the list of things you keep in your head.

Writing them down can clarify your goals. There is something about writing your goals down that brings clarity. It tells your brain that these are your goals on which you want to focus.

### **YOU CAN MEASURE PROGRESS.**

At some level, you know that the big goal usually doesn't just happen, that goal requires action. You must have the discipline to act on what you can do today, or this week, to make this goal happen. Breaking your goals down into smaller pieces also makes

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the goals achievable. Eating an elephant in a single bite is hard. However, if you tackle it one bite at a time, you can do it.

It is the same way with your goals. Taking each of your goals that you are working on and breaking them down into smaller doable steps will make it easier to achieve them. What can you do today or what can you do this week? Every day when you view your goals, you see progress. If your goal is to write a book, then set a daily writing goal. It could be 500 words or a minimum of 20 minutes per day. At the end of the week, you have been working to meet your goal. You can measure that and see the progress.

Sometimes we take on more than we can do. Recognize the issue and take steps to reduce the pain. Find someone else that can do some of the work and delegate it. If others are dependent on your work tell them as early as you can that you will not meet the date and agree on a new date. If all the issues are dealing with your personal goals, decide what has to go and reschedule it. Rescheduling activities should not be looked at as a failure if you remain on target to the completion of your goals. In fact, you have learned a great lesson about your capacity and will be less likely to overcommit in the future.

## **OTHER PEOPLES GOALS**

Sometimes we take on a goal that isn't ours. We think we want a red sports car because everyone told us that is what they want. Instead, you want to travel. Be careful that your goals are yours. You have to identify the goals you have set personally, and you have to want them to happen. The goals you have set cannot be your spouse's goals for you or your parent's goals for you; they must be yours. You will not have the personal commitment to achieving someone else's goal. You can not easily sustain the drive it will require to achieve someone else's goal.

## **WHAT'S NEXT**

The review of your goals is critical to achieving your success. You

should spend a few minutes reviewing the accomplishments that move you to your goals. This review will keep you on track and motivate you to continue. Take a few minutes in your morning ritual to review your goals.

Weekly review of the action steps you need to take is also very important. This review is to rate how you did in the last seven days and is there changes you need to make this week. It should also be a planning session of the activities and task you will want to do in the next seven days to accomplish your goals.

- Is there a special event that you need to set aside time for this week like an anniversary or your kids play at school or a sports event?
- If at all possible set time in your calendar to do tasks that are important to your success. What gets planned gets done. Need to make ten phone calls? Then set aside the time to make them. Need to write a report? Then set aside time to do it. Protect that time once you set it to use it for what you planned.

I would also suggest setting aside a couple of hours of every month to do a full review of your goals and your progress. Ask some hard questions before continuing.

- Does this goal still drive me? Do I still want it?
- Have you made progress on this goal? How or why not? Can I take a different approach?
- What lessons have you learned?
- What will I do between now and the next review time to show progress in this area?
- What steps can I achieve in the next 90 days?
- Based on what I know now, can I do better?

## **PLAN YOUR WORK AND WORK YOUR PLAN.**

As you check off the weekly action steps, you should be encouraged about your small but continuous accomplishments heading in the direction of your dreams.

### **ACTIVITY**

- Take your list of goals and pick three that would change your life. Maybe it could be a financial goal or an educational goal or health goal.
- Assess where you are today with these three goals. Write down your current situation.
- Work on the steps you need to do to get you from where you are to where you want to be. Be as specific as you can.
- Use this to develop a roadmap from where you are to where you want to go.
- Use this new plan to direct your weekly activities.

## FOCUS ON WHAT YOU WANT

Do you learn from your mistakes? I must admit when it comes to focusing; this lesson came at a high price. If you know me, you know my brain is always whizzing somewhere, I am not what you would call a methodical thinker. Moreover, I always seemed to be surrounded by half-baked and half completed projects.

Lack of focus does not allow you to gain traction. You will get a number of projects started, and before you can see any success, you would start something new. You have action, but when you have it scattered across many things you end up wasting your energies, and you will become very frustrated. You can not make any progress no matter how fast you're going if your running in circles.

Can you identify? Do you have a bunch of projects that you have started and failed to finish? What I have learned is that 80%, 90% or even 99% is not complete. In reality, if you are not going to finish, then don't even start because if it was important enough to start, it should be important enough to finish. The habit of not finishing projects does not give you license to never start anything. Just in case you were looking for a way out.

I have to give credit to David Sweet, a productivity coach and friend of mine for this next idea. I learned the power of 10-10. Ten minutes in the morning deciding what I wanted out of the day, what I had to do, who I had agreed to see. Then at the end of the day spend 10 minutes to evaluate the day. I would use this time at the end of the day to be reflective about my progress. Did this list get me closer to the bigger picture I wanted to achieve? It also gave me a chance to think about what I did right and how I could correct what I did wrong.

The 10-10 system holds me accountable for what I want to achieve, and if not, why not?

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So what do you do with all those projects that you have not completed? How do you get them off your list? Here are a few suggestions.

- Make a list of all outstanding projects that you have.
- Review each one of them and ask a simple question. If I finish this project what would it mean to me? Your answer to this question can vary.
- Would it provide you with more income?
- Would it help out your spouse?
- Would it fulfill a promise made to someone else or yourself?

At this point, you need to decide which projects you are going to complete and which ones you are going to abandon for good. Abandoning a project is not a failure. You need to create some capacity in your life. By reviewing the projects and choosing the ones you are going to complete, you are starting to create a plan to remove them from your list. Following these steps will create some order in your life.

You now have a list of projects, which are important for you to finish. Start adding them to your to-do list each day. It's important that you schedule these items and work as fast as you can to get them done. These unfinished projects should not push your goals off your calendar. These items should never replace your goals unless by completing them you free up more time you can use to work on your goals.

Make yourself a promise that you will not take on a new project until you have the unfinished list completed.

Getting yourself to do these projects is harder than you think because sometimes the new project will be exciting and have a worthwhile outcome. However, you have to say no. You must create room in your schedule by completing projects. You are not

saying “No” forever, just for now.

This syndrome is called SOS or Shiny Object Syndrome. SOS is when a new idea captures your imagination and attention in such a way that you get distracted from the bigger picture and go off on tangents instead of remaining focused on the task that will move you closer to your goal.

When you focus on what you need to do and start completing projects that have been on your to-do list forever, it does help. There is great satisfaction when your to-do list becomes a manageable list. You will feel great because the project that you just finished has been hanging over your head for far too long.

It is great for your soul to have a project completed and add it to the win column.

### **ACTIVITY**

- Take your plan for your three goals and start scheduling them into your daytimer
- Assign an hour to your calendar for a weekly review of your progress
- Create a list of unfinished projects
- Review the list and decide which project you are never going to finish
- Assign a small amount of time for unfinished project



# ACHIEVE YOUR VISION

A questioning admirer asked Van Gough about how he created such wonderful paintings. He replied that he dreamed his paintings and then he painted his dreams.

Is it true of your dreams? You have to see them before you can achieve them. That is why you need to spend some time working on deciding what the action steps are and then to focus on the steps.

All this is a great start, but if you cannot visualize your end goal, it will be hard if not impossible to achieve.

Can you visualize your goal in its completed form? What steps can you take from where you are, to where you want to be?

I think part of the answer is vividly picturing each of the steps on the way to your achievement. Our mind thinks in pictures, so any step to making those picture's clearer will make the goals seem real and will keep you focused on achieving them.

Let's go back to the list of goals we talked about in the first chapter, beyond the financial. Under family, did you write down a family trip? Maybe a family trip to Hawaii? Can you visualize your trip? I want you to daydream for a minute.

- Can you picture the excitement in your house as you pack your bags?
- Can you picture arriving at the airport where you have no issues getting on the plane?
- Can you see you relaxing on the plane as you cruise at 30,000 feet?
- Can you see yourself after you land having an easy time finding the ride to your resort?

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- Can you picture the resort staff welcoming you and helping you with your luggage as they always smile?
- Can you see the beautiful room with this ocean view, as the sun sparkles off the ocean waves as they come into the beautiful beach?
- Can you picture the buffet of food that awaits you as you explore the native dishes?
- Can you feel your excitement as you talk about all the activities at the resort and which ones you are going to do?

To reinforce the beautiful trip get some brochures or better yet, a poster of Hawaii. Put them where you will see them every day.

Maybe it is a new car you want. Do the same thing, get a brochure or two. Picture yourself in the car. Can you picture all the fun you will have while driving your new car on the highway and the way people look at you when you drive down the street?

Jack Canfield, of Chicken Soup for the Soul fame, recommends going to the dealership and having a salesperson take a picture of you in the driver's seat! Put these pics where you are going to see them.

Some people, with great success, have created and used vision boards and binders to imprint what they want to achieve on their minds. You can even buy screensavers which can take images of what you want to obtain and put them on your monitor, so they are front and center when you are on the computer.

I also recommend spending a few minutes a week thinking and imagining these pictures as obtained. I recommend adding mini goals to this visioning list, so you stay encouraged with the quick wins.

Why do all this? Part of achieving your goals is to be motivated and excited about them.

Victor Frankl, a Holocaust survivor, said if you know the 'why' you can endure the 'how.' It is easier to make one more call if you understand why you're doing it.

It is easy to put in one more hour on a project if that hour gets you closer to your dream home.

It is easier to have a difficult conversation with an unhappy customer if your personal goals are to achieve a lasting relationship with satisfied customers.

Visualizing your goals will help you achieve them. So get some brochures or some pictures from the Internet and start to place them where you will see them every day. It is amazing how they will keep you motivated.

### **ACTIVITY**

- Do you have a clear vision of what you're goals will achieve for you?
- Do you have a clear picture in your mind as to what your future will look like when you achieve them?
- Write a detailed story about how you will feel when you successfully achieve your goals.



# WHEN TO SAY NO

No is a powerful word.

No is a full sentence.

No cleans up your calendar to work on your goals.

No creates clarity on what tasks you will do and the ones you will not.

No requires and develops self-discipline, and without self-discipline, it will be impossible to achieve your goals.

People often think life is about saying “yes” and a person could make a case for this, but I want to talk about saying no. Sometimes no is the best answer. It could be the best answer for you, and it can be the best answer for them.

Let's say you are asked to be on a committee for a local charity. Let's say it is something you believe in and is a noble cause. Before you say anything, you need to ask the following questions;

- What is the time commitment?
- Monthly Board meetings or weekly?
- What else am I being asked to do? Do I have the skill set? Are there any challenges coming?
- Do I have any interest?

It can be a bit overwhelming to be asked to help out a local group, or committee. You can feel like you have arrived, the pride swells up inside you without thinking and that yes starts to reach the end of your tongue. However, before it escapes your mouth ask yourself personally what I can get out of this?

Before you think I am not committed to helping out good causes,

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that is not true. I volunteer on some committees in my community. I am just suggesting that if you can achieve a personal goal at the same time, you will have better engagement. So think about your list of goals and asked the following questions;

- Will saying yes meet some of my existing goals?
- If I have a leadership goal can this give me the opportunity to grow that skill?
- Do you have a goal that requires public speaking? Will this group give me the opportunity to speak?

It may seem a bit selfish, but unless it provides you with some benefit, it will be hard to stay committed to the group and operate at your highest level.

You see, many people who seek my coaching feel overwhelmed because they agree to things they do not care about and don't want to do. Why do they say sure? It could be they fear disapproval, they want to be liked at all costs, or they were just never taught that no was an acceptable answer.

When is no the right answer? When the organization or project is against your belief systems, when your schedule is such that it would mean crowding out what you need and want to do leaving you frustrated and perhaps resentful, or the person making the ask has no investment in your life. No is your friend! Be sure to use it.

### **ACTIVITY**

- Identify what's holding you back. What is consuming your time and not helping you achieve your goals?
- After reviewing your goals and your calendar identify the things that you should've said no when asked.
- Decide to either drop out of the obligation or limit your time spent on it.

## SHARING YOUR GOALS

Congratulations, you have set your goals. You now have direction in your life. You have a focus on what you want. You have the determination and the self-discipline to follow through. You have also put yourself in the top performers in our society.

Suddenly you start completing projects that have been hanging over your head for months sometimes years. You are creating some capacity in your life. It feels great. You are starting to become the person you want to be.

However, people notice the change.

You do not seem to know what happened on the sitcom last night. You did not watch the football or the basketball game like you used to. It does not mean you are not interested in their favorite sport or TV show, but they do not hold the same importance they once had.

People will notice and will ask questions.

So what do you tell them? Moreover, like most things in life, it depends. Sharing your goals in the early stages has many risks associated with it. Because sadly to say, most of your friends and associates do not want you to be successful.

Zig Ziglar had some thoughts on this. He broke goals up into two categories called grow up goals and give up goals.

Let's start with the grow up goals? These are goals that make you stretch. Such as increasing your income, writing a book, working to get a higher education, or working for a promotion. Any goal that develops you and makes you grow or stretch as a person is a grow up goal. You do not share you grow up goals with everyone except with people that have goals themselves or with people that can help you and you can trust not to tell other people. These are people that will become your inner circle of trusted advisors.

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Give up goals are things that as the word implies you are giving up. These are goals like I am giving up smoking, I am going to lose 20 pounds, I am giving up chocolate or coffee. These you should share with those around you so they can keep you accountable. You can count on these people around you to criticize you when they catch you cheating or ignoring your goals.

One of the best places to share all your goals is a mastermind group. Mastermind is a word coined by Napoleon Hill in the 1920s. Napoleon Hill spent a lifetime studying people that achieved enormous success. People like Henry Ford, Thomas Edison, and Andrew Carnegie. He found that one of the factors, each one of these people who had achieved large amounts of success, was having a group of people they could talk to about their day-to-day business issues. Not to gripe about the issue but to help each other solve them.

You should do the same. Find people that have the interest to grow and talk to them, even if it is one person. Meet on a regular basis to talk about where you are and where you want to go. It is a two-way street, so you need to help them also with challenges that they are having.

If you find someone that you click with ask them to become an accountability partner and work with them to keep you accountable and motivated.

### **ACTIVITY**

- Find a person you can trust that will be an encouragement and share your goals with them.
- Find an accountability partner to keep you on track.

# HOW DO YOU FIND PEOPLE TO HELP?

As you strive to develop your goals, you invariably find that much of your goal achievement revolves around working with others. The reality is you never achieve your goals by yourself. The term successful self-made man is an oxymoron; it does not exist. Everyone depends on other people for the food they eat, to the clothes they wear or to the car they drive. At some point, you will need the assistance of other people.

Zig Ziglar put it best in his quote, 'if you help enough people get what they want you can have anything you want.'

Sometimes these people are subordinates, sometimes bosses and even clients. Suffice it to say you never achieve your goals alone. To find out how you can help people you will have to ask questions and start to invest in other people's lives.

Asking others questions is hard for most of us because it cannot be done correctly without becoming vulnerable and becoming vulnerable is not an easy thing for most of us. However, to achieve the goals you have, you will need to get the other people to open up so you can discover their GPS. Their goals, their passions, and their struggles. We also live in a culture that is wary of people asking personal questions. You just don't give that information out to anyone. You have to trust the individual before you lower your guard.

Theodore Roosevelt had a saying that he used to describe his special connection to the American people and that is "People don't care how much you know until they know how much you care."

To create long-term loyal customers, you will have to find out what their goals, passions, and struggles (GPS) are. The only way to do that is to ask questions. But the answers you get may not be the

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truth. It's not that are lying to you, but you must get past the common answers that say nothing.

Have you ever asked someone how they are? Have you ever been asked how you were and didn't tell the whole truth? Why not? Did you lie? Not really you just had an answer to this question that rolls off your tongue so fast you didn't even think about it.

In this heavy media world, we live in a time that places a high value on being independent; in fact, it seems countercultural to be concerned for other people. However, this is the only way to create a long-standing loyal customer base regardless of the business you are focusing on to make a living.

We value, in our society, independence. However, to be independent, we must be interdependent on other people. We truly rely on others for our success.

There is often a western movie metaphor about the goal being "independent," and although I agree it is a better place than dependence, it is the best thought as a transitional goal. True health in the person or the organization, comes from interdependence, the strength of the tribe.

So what about the outliers like Steve Jobs you ask? Steve Jobs is a wonderful example of someone that we hold up is a successful independent person. His success is legendary. Did he create that level assessed by himself? The reality is that without the engineers, software developers and even the assembly workers all of Steve Jobs marketing brilliance would never have been recognized. The result would have been much different. Still, could Steve Jobs have been successful without other people? The reality is no. Steve Jobs may have been the flashy frontman for Apple, but without the lesser-known engineer called Steve Wozniak and his team, the Apple products would still be a dream. Yes, even Steve Jobs needed other people to achieve his dreams and so do you.

We all have come in contact with people that get this wrong.

People that use people to get what they want. Manipulating people have a very short-term effect. They may get what you want short-term, but it will not build a lasting relationship. Moreover, without lasting relationships, they cannot build the trust and loyalty, and more importantly, they can not have repeat customers.

I have suffered personally and professionally because I did not understand the importance of building and maintaining relationships with others. I have also worked with people, and for people who didn't care about anyone but them selfs and made their ambitions to achieve their goals regardless of how much damage it created to the relationships, they needed in the future. Although they often got results, they were often short-term. It will not stand the test of time.

I think Zig Ziglar said it best, 'the best way to get what you want is to help enough other people get what they want.' So ask, can you help other people and still achieve your goals?

Next time you are having a chat with someone, asked them how you can help. Is there a business problem that they are working on right now. What nut are they trying to crack? The other person may want nothing more than an affirmation, but you will not know till you ask.

## **ACTIVITY**

- Find someone that could use your support. Listen to what their concerns are.
- If after talking to them they seem open to receiving some suggestions. Frame the advice in a question "Have you tried.... Do this all without casting judgment.
- Keep the person's confidence. Keep what you discussed, as two trusted friends talking together, you should never share this convesation with anyone else.



# YOUR BUSINESS IS GROWING, ARE YOU?

I could have easily titled this chapter “Why personal development is important.”

I think you would agree many businesses take on a life of their own. Now if you ignore multi-generational empires, where the owners may feel they are only stewards, I think you could agree the main reason most people go into business is to have a better life, freedom and to be the boss. They are looking for the freedom and the feeling of independence we talked about earlier.

The difficulty is when the business is growing, and you are not. So why is this relevant? At some point, your business will get to the point where it wants to grow bigger than its owner. You may have times when the business has a growth spurt but unless you grow and change, the business will return to its previous levels, and you will wonder why. The lack of sustainable growth is because a business is a collection of people and cannot grow bigger than the people running it. If the people are not growing, which includes you, in ability and skills, the business reaches a cap, a ceiling.

Growth is not only relevant for business; it is the same with people. They reach an artificial ceiling of their making and because they will not change their thinking or their approach they stop growing. They stop learning.

Eric Hoffer wrote, “In times of change learners inherit the earth while the learned find themselves beautifully equipped to deal with the world that no longer exists.” It is so easy to stay learning in today's world with the internet at most peoples fingertips.

We need to keep growing and stretching; so that we do not become the learned. If we do become the learned, opportunities will pass us by without even giving us a chance.

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So let me talk to you about one of my favorite hobby-horses is: be, do, have.

**Be** the person you want to be.

**Do** the things that you need to do to be the person you want to be

**Have** the results you want.

We get the order mixed up. We create goals about what we want without being or doing the things we need to do to achieve our goals. We mistakenly think that we can achieve our goals without us changing. It is not true, we must grow into our goals.

Successful people understand this and keep it in order. Successful people focus on developing their skills and knowledge. They take training to improve themselves. They hire coaches to help them see their blind spots and identify why they are stuck. They prepare for the opportunities before they show up.

Then they start doing the things they need to do to eliminate the issue, and the results show up.

Want an obvious example of when others get it wrong? Broke lottery winners. They changed their 'have,' by winning the millions but not the 'be.' A year or two passes and they are as bad off or worse than when they began. Why, because they never changed to become millionaires.

One of the many personal training courses I have taken was training in how to help business owners move from small mom-and-pop organizations where the owner was the business to a stand-alone business without the day-to-day presence of the owner.

We learned how to train the owner to transition from being the business to being part of the business. Making this transition allowed the business owner to grow the organization and to have a sellable asset when they wanted to retire. The transition is not easy, but if you want the business to grow at some point, you need

to get out of the way.

Just like the business owner needs to grow to have a business that will grow, so do you.

Remember the Eric Hoffer quote? Read it again, are you a learner or a learned? People who stop learning are starting to making themselves obsolete.

It is so much easier to find learning material today than in the past. We have magazines and newsletters on just about any subject and industry.

There is always a course, a certificate or even a new vocation to help you stay relevant. So, take that off-site time to plan or meditate on what is next. I promise the time learning will pay you back big dividends.

### **ACTIVITY**

- Locate a trade magazine or newsletter in your industry and spend 15 to 20 minutes a day reading about your specialty.
- Do you have a hobby? Find an expert and find out how they do what they do so you can improve your skills and enjoy your hobby more.



# KNOWING WHAT YOU KNOW Now

There is a saying that hindsight is 20/20. The ability to look back and see where you made mistakes is proof that you're learning. It also means you're less likely to make the same mistakes in the future. You are better prepared to handle a similar issue. Life can be a hard teacher sometimes it gives you the test first and then the lesson.

In strategic planning circles, there is a process called zero-based thinking. Zero-based thinking (ZBT) is a decision-making process based on imagining yourself back at the point before you made a particular decision. From this vantage point, you are free to make decisions this time with the knowledge that you have now about their outcome. Simply put, knowing what you now know, would you be doing what you're doing? This process can give you great insight into what you did right and what warning signs you had when you did things wrong. Using the ZBT process, you build the decision-making skills that you will need in the future. These skills will help you avoid the making the same or similar bad decisions.

It also gives you time to review the bad decisions because sometimes bad decisions lead you to the right decision. The big thing is you get a chance to reflect. Based on that reflection you begin to make better decisions in the future.

Many people make their future a slave of their past. They don't seem to learn from the mistakes of the past or the good decisions either. They become trapped because of a decision made in a grade ten guidance class, or a classified ad from magazine twenty years ago. These decisions may have had a negative effect on their future. We all know people that ended up in a career that has nothing to do with the skill sets but was the first job they could land out of high school or college. So they end up hating their job, hating their life and feel trapped. Does this sound familiar?

## **Life Coach Secrets Exposed**

If this is you, welcome to the ranks of the dissatisfied, frustrated and angry workers. These feelings of dissatisfaction, frustration, and anger can cause you to make rash decisions. Rash decisions are usually not in your best interest. Rash decisions will put you in divorce court. Rash decisions will make you lose your job without another one to replace it. Rash decisions will turn your life upside down. So before you have a midlife crisis or maybe just a crisis, let's stop and evaluate where you are and what's best for you.

You need to spend some time discovering why you're having a crisis in the first place. You can gain a lot of insight if you spend some time journaling, meditation, prayer, or hiring a Life coach. I would encourage you to spend some time journaling, meditation, and prayer before you hire a Life coach. This pre-counseling work will make the first couple meetings go a bit faster if you have an idea of what conditions you want to move away from and where you would like to go.

You should be able to get most of this done in a couple of weeks. The idea is to get you into a better place, so you don't make a decision that makes the crisis seem like a minor inconvenience or as my Mom would say "Don't do something stupid you'll regret." Hiring a coach would be a cheap solution and the perfect time to have someone take an objective look at what you are doing and help you work through some ideas and options. With a coach, you can develop a plan of action that lines up with your goals (You did create a goal list, didn't you?)

What you might find after looking at all the data you find you are in the career of your dreams, but you have lost the why of what you do. Or it could be that your why has changed and your current position can still provide you with meaning and purpose if you change your focus.

The most common reason for job dissatisfaction is boredom. You may have worked to get your current position because you like the work and you need the income to meet a goal you had. The goals

may have been to buy a new house or get the kids through university or to help out your parents. These are all worthwhile and honorable goals, but if you have already achieved them and you're still working at the same job, you have no driving force to motivate you. It is possible that you may have lost your "Why." Your job has become routine and a boring one at that.

One of the things a life coach will help you do is to sort what your current goals are and how your job is preparing you for that success you want. Every job has a particular skill set that you have to learn that may be important to your future.

If this describes you and your current situation, I encourage you to look deeper at your current situation. If you work in an office, for example, why does your job exist? How does it connect with all the other things going on? Can you figure out what would make it easier and more efficient if you could just change a procedure? Every procedure is there for a reason. Most likely it was to solve a problem that someone else caused. Become a bit of a detective.

Find out if the issue still exists that is the reason for the procedure. If this was your company, would you have this procedure?

I would challenge you to learn as much you can about how your business runs. Why bother, you ask? You may need that knowledge to start your own business, or to land a better-suited position in the future. Think of it as a time of learning. Let me ask you a question. If you are hiring someone in your company and you had two candidates to choose from, which of the following candidates would you hire? The person that works in the position in another company or someone with the same experience but has a solid grasp of what the procedures and the processes of their previous employer are?

You can think of this as training for your own business, but it can change from a job you despise to the one you dissect. Quite often, if you show an ongoing interest in your job and how to improve it or better understand it, this will be noticed by other people

## **Life Coach Secrets Exposed**

especially your boss. Remember it's a job for now not forever.

You see unless you take this job just for the money which is never a good long-term strategy, you had to have some interest in what you're doing. The hope is by taking an interest in the job; it will spark that interest again or at least make your job bearable until you can find something else.

If you conclude that you need a new job, decide to leave and set a date for when you will resign. Mark it on your calendar and then get busy looking at your goals. I'd suggest you give yourself a minimum of 90 days to make new plans about how you want your life to look.

Maybe you go back into the job market, or maybe this is the time to start your own business. Develop a 90-day personal achievement plan to make sure you make the best use of your time.

Your dream may include sales, but you may need some sales experience so that you could look for a retail job. Maybe you're looking at owning a restaurant, then get a job as a cook or a waiter and see what it is like to work in the restaurant industry. Maybe you have some business alliances that you can interview and talk about your future and see how they made it. Use the time to gather as much information about your plans as possible. If at the end of the 90 days you haven't made progress you can then move the date out another 90 days and complete your education of your goals.

Here time is your friend. Take some time to consider what these new choices might mean fully. You may even decide that where you are is where you want to be, but remember it will be a choice!

### **ACTIVITY**

- Review the job or business you have right now and develop a process manual on what you do and how you do it.

- Pick a habit that you are like to change. Write out a few sentences about the habit and why you want to change it.
- Start asking the question “Will this action lead me closer to my goals or farther away from them?” and only agree to do things that get you closer to your goals.



## WOULD YOU LIKE TO THINK BIGGER?

In 1959 David Schwartz book, The Magic of Thinking BIG, was published. The book sold 4 million copies, delivering the message that people are not achieving the level of success they could because they do not think big enough. So with this in mind we need to ask the question, are my goals big enough?

“Are your goals big enough” may seem like an odd question to be asking, but things haven’t changed much since 1959 because research has shown that most people create goals based on two things;

What they want (Good Thing).

What they believe they can achieve (Not the best thing).

Many people needlessly limit themselves by not thinking big enough because “if you can achieve it” should never be the deciding factor of a goal you are going after. In fact, if you already know how to do something then that is not the stretch goals you should set for yourself. The process of goal setting should be looking into the future and see what the possibilities are. If a goal doesn’t challenge you, it can’t change you.

Jim Rohn says that everyone should become a millionaire not because of the money but because of the person you will become in the struggle to be a millionaire.

Have you ever met up with some people from your past that you haven’t seen in a while? Maybe you haven’t seen them since high school, college or the last family reunion and when you start to talk they seem less interesting than they were a year or 5 years ago. The conversation is about the same things. The job they hate or the marriage that fell apart or the final football game they played in or the party that they thought was so great. Then after a few

## **Life Coach Secrets Exposed**

moments of reminiscing the past, they say something along the line of “those were the good old days.”

You can not live in the past and expect to have a great present because all you have is now. We make goals to guide our future, to understand what needs to be done and to focus our efforts, so we don't get caught in busy work.

Without a set of goals the days pass us by, and soon they become weeks, months and years. We wake up one day to discover that without our knowing it life has passed us by and we have yet to live.

- You have the right to live the life you want.
- You have the right to live a life of fulfillment and joy.
- You have the right to live without fear of poverty.
- You have the right to live without fear.
- You have the right to have a promising future.

But you also have some responsibilities.

- It is your responsibility to make plans for the future.
- It is your responsibility to act on them every day.
- It is your responsibility to change the habits that are holding you back.
- It is your responsibility to hold yourself accountable for your success.
- It is your responsibility to hold yourself accountable for your achievements.
- It is your responsibility to get the education you need to achieve your goals.

- It is your responsibility to gain the knowledge you need to be a success.
- You are responsible for the outcomes of all your daily activities.
- You are 100% responsible for your life.

It doesn't matter what if bank balance is high or low. It doesn't matter who your parents are or what kind of childhood you had. It doesn't matter that you have let some good opportunities slip through your fingers. It doesn't matter what color your skin is or the language you speak or which ethnic group you belong. It doesn't matter if you have declared bankruptcy or just got fired. The list above still applies to you. If you don't want to accept the idea that you are responsible for your life, then I would ask you to act like this is a true statement. You should act as if you are 100% responsible for your life.

So how do you move from the person that is going along with the flow of life to someone that will take control of your life?

- Write down your goals. I'd continue to work on this until you had about 100 things on your list.
- Categorize them into one, three, five-year goals.
- Break down the goals into smaller tasks that you need to complete before you can accomplish your goals.
- Make a 90-day plan on what you think you can achieve. Stretch yourself on this. We usually can do more than we think.
- Get the activities on your calendar.
- Review, review, and review.
- Hold yourself accountable.

## **Life Coach Secrets Exposed**

- Work on improving your results by understanding what went right and what went wrong.
- Adjust as needed.

This method of goal setting will take some time and some thought but is worth the work. Before you start working on this, give yourself a deadline to get this completed. Your first goal should be to have the above list done in a week. You may not know everything you need to do to make your long-term goals happen, but you can learn and modify as you move forward.

Remember that you are a work in progress and all things won't work out the way you want but you should have some fun on the journey.

### **ACTIVITY**

- Do you have any stretch goals? What are they? How are they going to make you a better person and keep you expanding your comfort zone?
- Name three things that you've accomplished that were outside your comfort zone. You have done this before, and therefore you can do it again.

## **REVIEW, REVIEW, REVIEW**

We live in a fast-paced world with things growing and moving quicker than at any time in our history, but with all this going on, top performers take a few moments every week to review the events of the past. With that in mind, this chapter may be the most important you read in this book!

The short reason is if you know where you've been it's easier to determine where you are going. Take a half-hour and review your long-term goals regularly. Determine if you still want the things on your goal list. Have you found something better? Have circumstances changed so that other solutions would fill your needs more appropriately? You must stay engaged and proactive in pursuing your goals.

I have run into and have heard coaches say that you just need to write out your 3-5 year goals, write out a convincing mantra to recite daily or put them in a magical drawer, and all your dreams will come true. I am not one of the coaches. You have to work on your goals daily if you want to have them come true.

From what I have seen and experienced, medium and long-term goals backed up by short-term tasks and action steps will point you in the right direction. You will be more likely to accomplish your goals, even more importantly this gives you a sense of accomplishment and satisfaction on your journey. Working on your goals will also include working on your beliefs and your thoughts. The change in you as a person is where you should see the most growth as you achieve your goals. It is when I see this change in my clients that I get the most excited.

I have some associates that I have worked on other projects over the years, and I think there are few things more tragic than someone with five-year goals that always seem to stay five years out. So now you have reviewed your goals, made minor course corrections, and have included action steps to help you achieve

your goals.

## **ACTIVITY**

- Set aside some time to review your goals weekly.
- In reviewing your progress, be honest. If you have done a great job, then celebrate. If you are not meeting your goals, reevaluate the timelines and discover what is wrong. Did you over commit or did you get distracted on a side mission? Not every delay is because of you.

## **CONCLUSION**

I hope you have enjoyed this book as much as I have in writing it. I hope you will take a few minutes of your busy schedule and work on the topics we have tried to bring to your attention. Although we talk a lot about these things in our one on one consulting and in speaking with larger groups, we find that if people can have something they can read and refer back to then they are more likely to follow through.

Now what?

As the shampoo bottle says; rinse and repeat!

If you require some help in achieving your goals or you want a second unbiased look at your goals and your progress, drop us an email, and we can set up a meeting.

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We would love to hear from you as you become the person you are meant to be.

Download your copy of the Workbook at  
<http://LifeCoachSecretsExposed.com/Workbook>  
It's FREE

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Wayne has been speaking for a little over a decade now and just recently became a Certified Life Coach. He has addressed audiences as diverse as Credit Unions, school children, small business people, even Mental Healthcare professionals and Sunday School Teachers. Universally, they wanted to laugh and learn something.

Whether it is working on how the changes in the economy might help instead of hinder you, or if you feel life should be promising you more, the people I have coached and spoken to assure me that I left them better than I found them.

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