

# WHAT YOU DO

## Assignment

Your assignment is to write down 20 specific things you KNOW you can do for people. (Don't think clients; think people in general, whether clients or not.) Just write. Don't edit your thoughts. When you're done go through a second time and tease them out to be highly specific and accurate. Replace vague and jargon words with simple English. This assignment may take 2-3 sittings to complete.

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**FULL PRACTICE FOR COACHES**

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## Example - 20 Specific Things I Do For Clients

Here's a list of responses to '20 Things I Do For Clients' that I particularly like. It's from Sherri Olsen of Calgary, Alberta.

- A person who wants more satisfaction in their job; they are either looking for a new career, or seeking ways to make their current one more enjoyable.
- A person who is really ready for a change; whether it be in attitude, work, or life situation.
- Someone down on their luck and seeks a way out.
- A young entrepreneur who has too many ideas, or is starting a business and needs focus and direction.
- A corporate employee who is struggling with work and life balance.
- A corporate employee who is struggling to communicate openly and effectively and as a result takes on too many tasks, and gets caught in a vicious circle of low confidence, and overwhelm.
- A corporate employee who wants to find their niche/ add their authentic value in a company that doesn't honor creativity, or values, has big time politics, is always in chaos.
- A corporate employee who seeks to do a good job, be a member of a team, and has difficulty with someone who strives to 'out do' in order to take the credit.
- A corporate employee who wants to work hard despite lack of clear direction, focus, and corporate goals.
- An individual who is driven by needs, and wants to have them filled.
- An individual who is driven by adrenalin, and can't imagine how to live life without the rush.
- A person with low confidence but is willing to overcome it, and try new things.
- A self motivated, high achiever, that sets goals, does one thing a day towards them, and wants a coach to bounce ideas off with, or keep him/her on track.
- A self motivated person that is so healthily driven that I have difficulty staying a few steps ahead!
- A work team that wants to become a highly effective work team and is willing to be open and honest and work to get there.
- A stay at home Mom who desires growth, both personally and professionally, and wants a coach for her own self-development.
- An executive or leader who seeks coaching for business results, and sees the link so is willing to be coached on personal foundation.

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## FULL PRACTICE FOR COACHES

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- An executive or leader who seeks coaching for business results, and who is willing to be coached themselves too. They are open minded so that they understand their influence on results, and are willing to take steps necessary to further their own personal foundation as well, as take appropriate steps for business results. I would love to work with someone on the whole idea around Servant Leadership.
- A person who wants to identify a new career for themselves.
- A person who needs job search assistance.
- An entrepreneur who is ready to grow their own business financially, and who wants to discover what success means for them, and what the vision is for the business
- A fun, inspiring creative person who wants to be coached in certain areas of their life so they can continue to be fun and creative!
- A person willing to give up self-limiting beliefs, behaviors and decisions, and will do the change work after intervention necessary to ensure it sticks.
- Athletes who want to improve their performance.
- Sales people who want to improve their performance.
- A person who wants to get rid of tolerations, clear up clutter etc, personal foundation work
- A person who wants to be coached on something tangible-results, performance, skills, etc.

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## Compilation of More Ideas – 20 Specific Things I Do For Clients

- Develop and implement a job search plan that aligns with client's values and that will result in multiple job offers.
- Polish communication skills and develop core management skills for technical experts who want to become managers.
- Work with business people that decide to turn cesspools into diamonds in the business arena.
- Work for the entrepreneur who commits to leaving management of their business to those who are highly skilled at doing so; develop checklists of what to look for in employees; act as a sounding board during the hiring process, and; support the client during the transition period.
- Transform order takers into sales personnel.
- Strategize to combat/outfox new competition.
- Upgrade quality of workforce.
- Recognize and define complex issues.
- Teach client to actively seek customer input; analyze relevant information; develop insights and encourage timely, cost-effective, customer-friendly alternative solutions to resolve concerns.
- Cultivate and strengthen working relationships with industry leaders to ensure effective staff recruitment, training and performance review.
- Develop product, process, cost and service matrix.
- Design marketing programs addressing the needs of target market.
- Implement standards, progress measures, and monitor results in sales, project management, technical operations and contract administration.
- Negotiate customer acceptance of projects.
- Meet critical customer deadlines.
- Improve business controls.
- Combine work forces, eliminate waste and reclassify wage scales to reduce operating costs.
- Secure long term contracts with customers.

- Cultivate productive and lasting relationships with customers through dedication to uncompromising service standards.

**Specific things you can tell potential clients (and yourself):**

- I can provide you with information on how to free up your time with the use of time management skills.
- I can show you how good organizational skills will make your workflow easier to manage.
- I can provide honest feedback in relation to what you want to achieve in life.
- I am able to give you honest and constructive feedback in relation to what your goals in life are and together we can work out a plan to achieve them.
- If you just need someone to listen to you about a situation that has you troubled, I am able to offer you my undivided attention, and if needed, offer you my unbiased suggestions for you to put together a plan that will work for you and relieve you from that troubled situation.
- If you need assistance putting your resume into perspective for a new job or promotion, I am able to give you the time and input required so you can represent your skills and achievements accurately.
- If a person needs help with their communication skills, I am able to provide them with resources and knowledge that will enable them to communicate more effectively with others.
- I am able to bring an unbiased opinion focused on your particular problem.
- I enjoy assisting people who are unsure about their future by providing them with information and ideas as to how they can become more focused.
- My own goal is to be able to help people who are in need of independent observations from another person who is not directly related to the issue at hand.
- My company's focus is primarily on helping the individual or small business owner find some balance in their day-to-day activities.
- My goal is to assist people in finding the methods that work best for them to outline their desires in detail and a list of accomplishments for them to fulfill in order to reach those desires.
- I assist people who are unsure about where their future is headed to find out what makes them the happiest in life and brainstorm ideas on how to achieve and/or keep that area in their life fulfilled.

“I can provide  
**HONEST  
FEEDBACK**  
in relation to what you  
want to achieve in life”

- I enjoy helping people who are in between careers find the right path to follow in order to make the transition a successful one.
- I help people determine what their key skills are and what areas of improvement are required to better equip them for their future with their current employer.
- People who feel they have reached their promotional limits in a company come to me to discuss what their options are for the future.
- I am able to offer a person objective suggestions on how to handle a personal situation, based on the information they provide.
- I offer confidential assistance to individuals or small business owners in developing an efficient and effective plan for the future.
- I help people to the best of my capabilities to find some peace and joy in their life, by listening to them and offering my observations and suggestions to achieve their goal.
- I enjoy listening to people who want to discuss their future plans and need help determining how to achieve them, whether it is in business, education, or their personal life.
- I work best with really busy women who have gotten overwhelmed with their careers and want to create a simple, elegant life and lifestyle.
- I work best with clients who have gotten overwhelmed by everything that comes at them in their daily life, who want to create a wonderful simple life they love.
- My practice is exclusively working with clients who are too busy to enjoy their lives, to cut out the things that aren't working and keep only those activities, people, and things they truly love.
- My practice is exclusively working with individuals who have too many choices/options in their lives and who feel the need to design a simple, sustainable, flexible and elegant life and lifestyle.
- I work best with clients who want to figure out who they want to be when they grow up.
- I tend to work well with clients who have climbed the ladder of success and are ready to create a life they love.
- My practice is exclusively working with clients who are ready to create their dream career.
- I tend to work really well with clients who want to find their passion and create a career and life that supports it.
- I work best with high achieving women who have spent their lives taking care of everyone else, and are ready to create fabulous lives for themselves.
- My practice is oriented around working with clients who want to create wonderful careers without struggle.

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## FULL PRACTICE FOR COACHES

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- My practice is exclusively working with clients who are ready to dramatically improve the quality of their careers.
- Clients who are attracted to me are ready to create the career and life they most want.
- My practice is oriented around clients who are ready to create careers that get them excited to go to work in the morning.
- Get clear.
- Get focused.
- Test assumptions.
- Make plans.
- Preview plans for success.
- Be a good thinking partner.
- Listen well.
- Challenge them when necessary.
- Ask good questions.
- Be present.
- Be a good resource.
- Help them to learn.
- Benefit them with my experience.
- Make statements when necessary.
- Hold them accountable to what they say.
- Mind Map.
- Help them build a strategic plan.
- Look at their now, near & far vision.
- Assessments.
- Results.
- I work best with clients who have lost their job and require immediate assistance developing an effective job search plan.

- My practice works exclusively with families who are overwhelmed by an impossible financial situation.
- I work well with freshman college students who desperately need guidance as they navigate their first year at school.
- My practice works exclusively with young executives who seek to strengthen their personal leadership styles and skills.
- I work best with clients who seek to orient and redesign their lives around their passions.
- My practice works exclusively with clients who seek to improve their individual effectiveness.
- My practice works exclusively with clients as they seek to strengthen their physical, spiritual, emotional, social, and mental health.
- I work best with business clients who are developing their true mission and compelling vision statements for their company.
- My practice works exclusively with Dentists as they confront practice management issues.
- I work extremely well with clients as they seek to reduce the amount of stress in their lives.
- My practice effectively assists business partners improve their strained communication and relationship.
- My practice effectively assists business clients to improve teamwork skills among their current staff.
- I work well with clients in a career transition to build a powerful referral network.
- My practice effectively assists young professionals manage business development issues.
- My practice works best with young managers to assist them develop stronger leadership and management skills.
- My practice effectively assists young managers to develop a dynamic career path that reflects their values, needs, and strengths.
- My practice works best with Senior Executives to strengthen their leadership and communication skills.
- My practice works well with clients as they seek to improve their basic job interviewing skills.
- I work best with business clients who need assistance in managing a major crisis in their business.
- My practice works exclusively with Division 1 football coaches who seek to improve their leadership, communication, and personal effectiveness skills.

**“Clients who are attracted to me  
are ready to create the  
**CAREER** and **LIFE**  
they most want”**

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## FULL PRACTICE FOR COACHES

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- I can help you cut through all the adapted ways you've lived your life, get clear about who you are, and decide how you want to express yourself through your vocation.
- I can help you focus on ways to take extremely good care of yourself, and develop strategies to enable you to do them.
- I can help you identify, claim, and express your creativity.
- I can teach you how to get yourself organized around the activities that are meaningful and most important to you, and delegate the rest!
- I can help you identify what truly inspires you, and help you orient your life around on those activities.
- I can help you identify the 100 things that you want to make sure you do in your life, and design ways to achieve them.
- I can show you how to make quality time to spend with your spouse, children, and yourself, without neglecting your work responsibilities.
- I can help you identify, claim, and create a full and fulfilling (coaching/other kind of) practice.
- I can show you how to streamline your workday to allow for more self-care.
- I can show you two ways to meditate that will enable you to be detached from all the distractions that interfere with your peace and enjoyment of life.
- I can teach you how to stay at peace and centered in the midst of conflict, and bring about a win/win resolution with ease.
- I can teach you how to eliminate most of the stress in your daily work routine.
- I can teach you how to stay in the moment, and be truly present to yourself and others.
- I will stand with you and encourage you to take the risks necessary to make your desired career change.
- I can teach you 20 important characteristics of an effective website.
- I will help you discover how you can earn money as you express your creativity, and turn work into play!
- I can teach you how to discover your spiritual path.
- I can help you find your purpose (what you truly love/feel called to do) and live it with passion.
- I can show you how to identify and set boundaries that will make for improved relationships with your co-workers.
- I can teach you 16 simple exercises that will improve your relationship with your spouse/significant other.

- I can show you how to set meaningful and obtainable goals.
- I can help you set priorities in your personal life.
- I can help you set priorities in your business life.
- I can show you how to balance these often conflicting roles.
- I can show you how to become a better husband, or wife, a better lover.
- I can show you how to become a better father/mother.
- I can point you to the way of becoming a spiritual being.
- I can show you the pit falls of being non-spiritual or non-religious.
- I can help you obtain love, peace and joy, as you balance out your business, family and spiritual life.
- I can show you the wisdom of maintaining a sound body, through diet, exercise and nutritional supplementation.
- I can help you select a proper diet.
- I can help you select nutritional supplements, appropriate to your age, weight, and life style.
- I can help those who need to lose weight, by showing them the causes, and educating them on how they can control their food cravings.
- I can help you set a realistic exercise program, one that you can stick to.
- I can help you to love yourself.
- I can show you how to love your job, your co-workers, and your boss.
- I can help you manage attention disorder deficit.
- I can help you create a retirement income.
- I can show you how to have the time and money to really have a life.
- I can tell you how to always get a great table at a restaurant.
- I help clients to be calm in the middle of the storm, so that they can more easily make decisions.
- In the midst of intimidating circumstances, I help clients see that they have a choice in the matter.
- Some clients come to me with flat energy; I help them to feel enthusiastic and passionate once again.
- When clients get bogged down in details and minutiae, I help them see the big picture.

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## FULL PRACTICE FOR COACHES

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- I can help a client whose self has been swallowed by the large corporation to feel their humanity.
- I give clients a feeling of unconditional support.
- When a client doesn't know who to trust (especially subordinates), they know they can count on me to tell them the truth.
- I can help people gain the self-awareness to see what's got them stuck.
- I can help clients give language -- and validation -- to their feelings.
- I have a facility to connect people to other people.
- I help clients experience that happiness is a choice.
- Clients who work with me gain a new sense of self-confidence.
- Clients who work with me know that they are appreciated for who they are.
- I help people overcome their own limited sight distance, to see the possibilities beyond the obvious.
- Learn what in their work and life is most important to them today so it becomes clear what they can do with greater ease in the future.
- Transform that connected vision into a set of goals that pulls them forward.
- Bring their work and life back into focus so they can get the results they desire.
- Improve their presence as a professional.
- Stop chasing success and let it find them.
- Increase profits through Internet, Brick & Mortar, or Direct Sales.
- Get that promotion they deserve.
- Help their staff be more productive.
- Start their own business or new profit center.
- Create more satisfying internal and external environments.
- Organize their desks, closets, and lives.
- Clean up their personal finances.
- Enhance their well-being.
- Feel more relaxed, while learning to cut stress off at the pass.

- Breathe more fully, smile more readily, and enjoy more robustly.
- Shift them into client-finding mode.
- Get them unstuck.
- Guide them through the transition from planning to execution (from thinking about it to doing it).
- Clarify ideas.
- Cause them to clearly define their business.
- Teach them how to get things done.
- Express themselves better.
- See new possibilities.
- Shake their assumptions to make sure they're strong.
- Inspire them to take back their power (stop letting other people control the situation).
- Help them have fun in life again.
- Get people to think about the big picture (“What is the impact/change you want to create in the world?” “Why is this important?” “Why you?” “Why now?”).
- Take the fear and greed out of business.
- Build self-reliance.
- Make their dollars go a lot farther (by doing first things first).
- Snap out of the doomsday groupthink and realize that the future is what you make of it.
- I work with action-oriented people who want to give themselves their best chance of success.
- I help people create successful environments.
- I partner with action-oriented people to arrange their physical environment to support their goals.
- I use feng shui to support people's inner and outer selves to create the life of their dreams.
- I use feng shui to create shifts in energy to support action-oriented people in having everything they want.
- I use feng shui to create shifts in energy to upgrade the prosperity, health and relationships of my clients.

“Shake their  
**ASSUMPTIONS**  
to make sure they're strong”

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## FULL PRACTICE FOR COACHES

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- I work with my clients to create a home that is a sanctuary for themselves and their families.
  - I work with my clients to create a free flow of energy in their work and home spaces so they can create abundance in all areas of their life.
  - I work well with individuals who are enduring life-changing transitions, helping them navigate their emotions and life priorities.
  - I particularly enjoy working with individuals who have made a cultural transition and need guidance about adapting in their new environment.
  - My practice grooms individuals as dynamic speakers, helping them to sharpen and advance their presentation and image skills.
  - I work well with individuals who are ready to take small risks to advance their life in the direction of their interests.
- “I help you see the glass full and OVERFLOWING”**
- I work well with young adults seeking to create a career in line with their values and inherent talents.
  - I help people clarify their guiding principles (values) so they can make important life-enhancing decisions with integrity.
  - I work with organizations in the midst of culture change, to provide a system that enables them to maintain employee morale through times of change.
  - I work well with individuals who want to expand their skills into training & development, guiding them toward developing their personal style and refining their past experiences.
  - I work with people who want to remove old beliefs about potential, financial reward and abundance.
  - I provide accountability.
  - I provide interesting, stimulating fun courses with a one-on-one approach.
  - I help you see the humor in this world.
  - I help you to see the glass full and overflowing.
  - I help you to see value in what you have to offer. And, I help you see what you have to offer.
  - I help you to see hope.
  - I help you to see pride in yourself and your work.
  - I help you to achieve a sense of accomplishment.

- I help you use your time more wisely, or at least help you to see where your time is going.
- You know those moments in life when you think, “Ah! Life is good.”, I help people have way, way more of them.
- Think of possibilities that they have never considered before.
- Love others more.
- Stop having problems.
- Find more joy in life.
- Make more money more easily.
- Recognize how their feelings create their experience and can be used to create whatever they want.
- Make them feel good about themselves.
- Let go of a lot of baggage they never thought they’d get rid of
- Find a community that loves them exactly as they are.
- Being blunt - I will tell you things that nobody else will. I have a very straightforward style.
- Get clear about what you want. Identify the end result, what it feels like, looks like and why you want it.
- Improve your communication skills. Fine-tune your listening and reactions so others feel heard (be co-active).
- See the value in yourself. Really see all of yourself (the good, the bad and the ugly). Love and use all of it.
- See the value in others. Start looking more at what are the pluses in other people. Exercise the muscle of love and acceptance of everyone.
- Flush out assumptions. By declaring an assumption (speaking it out loud), you are shining a light on it to see if it is something you want to stay attached to.
- Help people go from being self-employed to being a business owner. Start hiring people smarter than you are. This will mean letting go of some insecurities and power issues. Look at how you can duplicate yourself and delegate.
- Create income that is not solely dependent on you.
- Keep small business owners from getting “Bark Mark” (mark on your forehead from bumping into tree - when you can’t see the forest for the trees). By creating a business vision and staying on a steady track toward their ultimate goal, they will avoid the trap of only putting out fires all day.

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## FULL PRACTICE FOR COACHES

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- Improve sales numbers. Identify your natural style and be aware of what works for you; continually building (tracking numbers, tweaking and moving forward); using or making a true connection with the customer and getting really clear on what their agenda is; make sure people feel heard.
- Know your product (YOU!) and sell, sell, sell. Use tools such as the DISC assessment to get a clear picture of what your assets and liabilities are. Realize that even if you are not in sales, having the confidence and ability to sell yourself is essential to the pursuit of life, love and liberty:-)
- Giving them suggestions on new areas in which they can start some work.
- Help them in controlling their temper.
- Help in resolving conflicts.
- Make them feel important, useful.
- Make them do something, which they never thought they could do.
- Make them trust me.
- Help reduce their tension level.
- Guide you to design and follow a simple and sustainable blueprint for your life that will bring you more prosperity, happiness and peace of mind.
- Guide you to discover your purpose in life and help you to fulfill that purpose.
- Guide you to use the powers of visualization, affirmations, planting and belief to attract the things you want in life.
- Guide you to live a life based on love not fear.
- Show you how to have more sincere and supportive friends.
- Show you how to use the power of belief to attract miracles.
- Guide you to improve your self-image and be confident.
- I help people accomplish what has frustrated them the most.
- I help people who feel they've been fumbling in the dark for a solution to a problem in their life or team, to "turn on the light" and use what was available all along.
- I help people who want to change discover that their past does not automatically limit their future.
- I empower people who work for children.
- I help leaders combine their compassion and their power to build effective organizations.

- I help people offer the world their bigger gifts.
- I help organizations untangle their “people problems.”
- To enhance the life of performers on and off the stage.
- To enhance the life of athletes on and off the field.
- To help athletes move from their successful sporting careers to an even more exciting and rewarding personal and professional life.
- Brainstorm potential action steps.
- Gain insight into others.
- I help people manage their time so that they don’t need 8 days in a week.
- I help young newly married couples develop ground rules in their relationship and create a set of values they can both honor in one another.
- People come to me comparing themselves to everyone around them who is successful. I help them develop a model to follow and create a future based on what they really want.
- I help people who are weighed down by debt and who see no possibility in ever getting out of debt. I help these people create a financial goal and more opportunities for themselves and their families.
- I help young women with eating disorders see the beauty they possess.
- I help divorced families create relationships with one another so that they may develop a way of communicating.
- I help young people who come from wealthy families create a lifestyle that best suits them.
- I help people who can’t stay motivated in everyday living. I give them the weekly kick in the butt they need to get moving.
- I help families who are in business together develop limitations and happiness in the work place.
- I help people whose sole desire is to have an abundance of money. I help them identify what are the values that money honors for them.
- I can help people to stay healthy because I can tell them which foods are preferable.
- Based on my own experience and the certainty of its positive influence I am able to convince others to do sport on a regular basis.

“Help  
**UNTANGLE**  
people problems”

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## FULL PRACTICE FOR COACHES

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- Based on my own experience I could help to buy a flat and how to finance it.
- I can advise them to read certain books because these books can be a guide to change their whole life.
- I can advise on how to get styled nicely and type fairly.
- Learn to make yourself your #1 priority.
- Learn to take control of your life, drive your own bus.
- Honor your natural life cycles.
- Set goals for yourself and design a personalized plan to achieve them.
- Discover what it means to you to take care of and love yourself.
- Acknowledge your accomplishments.
- Laugh more.
- Learn to take things less seriously and be less attached to outcomes.
- Attract less problems/conflicts and more flowing and balanced situations.
- Get in touch with your personal truth and act on it.
- I will help you move through the #1 fear of all humans - to be accepted.
- I develop an inner confidence in clients and help them understand that what you do for a living is not who you are as a person.
- I develop habit winning solutions.
- I'm a procrastination buster.
- I will work with you to develop your good skills and to minimize the “not” so good skills.
- I help people understand what is hurting them.
- I help people take action to be a responsible person.
- My practice is focused on working with sales people who want to have balance between their work and their personal life.
- My practice provides a step-by-step process to help non-sales people give interesting, and meaningful sales presentations.

**“Honor your natural  
LIFE CYCLES”**

- I help people build a database resource of their favorite tasks and skills and map out a plan to apply these in their personal and business environments.
- I can help you create a list of things you want to do before you die, then help you fulfill the things on your list.
- I can help you get to know yourself better through the use of assessments.
- I can help you find the ideal career for your personality type.
- I can help you increase the chances of a successful interview by participating in mock interviews with you.
- I can help you come to terms with your fear of failure and fear of success.
- I can help you overcome the tendency to live your life according to others expectations.
- Together we will strengthen your personal foundation so that you can build your successes on top of strength.
- I am your biggest fan.
- I will be your “mental hug” when you need it the most.
- If you are tired of people walking on you, or don’t know how to say “no”, I will show you how to set boundaries that will no longer be crossed.
- Have you ever wondered why some people have all the luck? I will show you how you can attract opportunities into your life.
- Do you know that unmet needs can create problems in several areas of your life? We can discover what yours are and find a way to get them met.
- I help people to write excellent cvs.
- I help business owners to identify the areas in which they want to improve - be it the number of clients / the type of client / their sales of more profitable products etc.
- My practice attracts other consultants who are setting up business for themselves. Having been through this process myself I am able to share this expertise with others.
- I have clients who have become locked in their current roles - roles they are not enjoying and from which they need to identify an escape route.
- By listening to their concerns objectively I have been able to help them identify that route.
- I often find that I help others by simply putting them in touch with key contacts - I act as a kind of gatekeeper

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## FULL PRACTICE FOR COACHES

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- I enjoy looking at the bigger picture with my clients
- I can help my clients put together action plans on things such as how to lose weight.
- My clients gain a greater understanding of their own working style from a questionnaire which I use.
- I have a keen eye for detail and clients find my proof reading ability helpful - this can be useful for cv's/ brochures they are preparing / business letters etc.
- I have a lot of experience of working in corporate life - therefore I can relate with clients who are in middle management roles and the challenges they are facing.
- I can help teams by facilitating strategy workshops.
- By asking the right question I can help clients to explore options, which they may previously have ignored. For example as a result of a brain storming session with a client who was selling a property - they decided to ditch their estate agent and try to sell it themselves.
- I invest time in people helping them to discover options / plans of action for themselves - for example having lost weight - how can they maintain their current weight without falling back into bad habits. Do they understand what it is that compels them to eat 6 Kit Kats?
- People come to me for advice on how to handle difficult people.
- I work well with entrepreneurs who want to open a new business. I teach them to be a “mature” business (E-Myth revisited).
- I encourage people to grow and learn. Knowledge is power.
- I live the life I teach and therefore am a role model.
- I teach the art of keeping a journal and the clarity it brings.
- Develop and implement a marketing plan.
- I keep you from believing your own bullshit.
- Become so effective, you can take a vacation.
- I will support you in a tough battle.