

YOUR GUIDE TO



GROWING YOUR SUCCESS

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YOUR GUIDE TO GROWING YOUR SUCCESS

Welcome To Your Introduction

The first thing to understand is that this guide is designed to help you create and fulfill YOUR notion of success, as a coach and as a business.

The entire goal is to offer you some perspectives and personal characteristics that all successful people exhibit along their way to finding the success they desired.

If you are ready to learn the viewpoints and skills that will influence how you travel the road to your destiny, then dive right in and absorb as much as you can.

I decided on these topics to help you explore who you are and what you really want at a fundamental level from your coaching career, whether it's still in the potential stage, or already up and running. I've provided tools and knowledge to assist you in achieving your unique definition of 'success'.

Once you've defined it, make sure you have everything you need to make it real. If not, remember that NLP offers *accelerated* behavioral change for yourself, as well as for others.

Hope to connect with you again soon. In the meantime,

Much love,
Ragini



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Chapter One

The Power Of A Growth Mindset To Your Success

Are you asking yourself exactly what a 'growth mind-set' is?

Well, to keep it simple, it's a psychological phenomenon, or state of mind. Turns out many long-term successful individuals share a specific set of characteristics now termed a 'growth mindset'

People who tend to achieve less than their full potential, also possess a set of characteristics that they share with other, what is today called, under-achievers. This set of traits has been dubbed the 'fixed mindset'. Most people, more or less, fall in one camp or the other.

Growth mindsets tend to include a desire to learn from life. This desire leads to embracing challenges and overcoming setbacks. So, it allows for the perception that putting out effort is worth the results. It enables people to accept criticism and to admire and learn from the successes of others.

These particular behaviors allow your native intelligence to *grow* throughout a lifetime. People with a growth mindset are generally believers in free will. and this belief allows them to achieve their goals time and time again.

People with a fixed mindset tend to have a desire to appear smart. But it is usually accompanied by a corresponding fear of looking foolish. This desire to appear smart can lead to the of habit of avoiding challenges, and giving up easily. It tends to see extra effort as wasted effort. It also tends to ignore or reject criticism and to envy and begrudge the success of others.

These behaviors tend to limit native intelligence to a *fixed* amount. People with a fixed mindset often plateau early in life and fail to have, let alone reach, fixed goals.



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The good news is that a growth mindset can be cultivated fairly easily by changing some critical behaviors.

1. You have to *decide* to choose growth over stagnation.
2. You have to be *willing* to take positive action
3. You have to be *willing* to accept challenges and criticism
4. You have to be *willing* to learn from both

A Tip For Developing A Growth Mindset:

Begin by developing the habit of attaching the word “yet” to the end of every negative thought. Example: ‘That will never work, yet...’ or ‘It’s probably not worth going, yet...’ This creates an opening to the possibility of eventually reaching your goal.

This simple trick opens up the possibility for growth. And that possibility opens the door to changing your attitude – the fundamental foundation of a growth mindset.

**“PEOPLE WITH A GROWTH MINDSET TEND TO HAVE A
DESIRE TO LEARN FROM LIFE.”**





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Chapter Two Being Grateful Is Essential

Expecting to succeed is essential (I'll talk about the mechanics of that later). But for now, it's crucial to remember that true success is earned. And when success does arrive, it's truly imperative for *your* own happiness, to invite a strong sense of gratitude to be its constant companion.

Gratitude is not just about being grateful for what you've achieved. It's also about being grounded.

Grounded in success? Yes, and grounded enough *in the moment of success* to remember and acknowledge everyone who helped you get there.

Without being grounded in gratitude, all success is lessened and its impact on your joy, happiness, and satisfaction will not be long lasting.

So how do you repay those who helped you to achieve your goals? Clearly, acknowledging them is a great place to start.

Yet, above and beyond taking care of your nearest and dearest, it's also great to find a way to 'pay it forward'.

How to do this? Helping others doesn't have to be monetary. The requested advice of beginners, and the wisdom of those with experience, is usually more coveted than money and more valuable than cash.

1. Help others currently on their own journey towards success
2. Collaborate with someone else in order to further their efforts
3. Contribute in some way to others projects

This gratitude can extend even further to your clients, teachers, mentors, friends and family. Without everyone involved in your coaching journey, success becomes impossible.



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At some point, let them know how important they are. Look closely and you'll see that success is not a solo effort; it's a powerful team effort.

“TRUE SUCCESS IS EARNED. AND WHEN IT ARRIVES, IT SHOULD BE, AND NEEDS TO BE, ACCOMPANIED BY A STIRRING SENSE OF GRATITUDE.”





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Chapter Three

Professional Success Requires Flexibility

There is nothing more stimulating to success than flexibility in thought, word, and deed. NLP offers a learned flexibility of viewpoint which leads to flexible behaviors and creativity which leads to repeat clients and fabulous referrals

In other words, while there is a certain amount of comfort to routine, too much routine can choke off all chances that you will be able to successfully reach success with your clients, not to mention your business goals.

The world, including the business world, is constantly changing. Rigid thinking and rigid behavior, by definition, are resistant to change.

Therefore, rigidity, in thought and action, spells obsolescence in the coaching world and the business world. Everyone else moves forward while you are left behind in the dust.

So, what's the answer to this problem?

Flexibility In YOUR Thought and Behavior

In today's world, information drives power, money and control. and NLP offers you information, and tools, that keep pace with our ever deepening understanding of how the brain works and how we can influence its action.

Everything changes quickly and what is a successful formula or a popular product in one cycle can be, and usually is, old news in the next. An example would be the rise in popularity of the coaching profession itself.

The only way to successfully stay on top of this bucking bronco of



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information and use it to your advantage is to be flexible enough to roll with the changes.

As an NLP Coach, you are trained to produce a highly developed level of flexibility. And this is relatively easy to achieve as long as you are not too tied down to any single idea of what reality should look like for anyone, including yourself.

Embracing NLP helps you keep up with the evolving demands of personal growth and transformation.

You will know how to successfully adapt to changes in your client's demands, often within the confines of a single coaching session. The only trick is to not fear these changes but to embrace them.

Change is the only constant in our world, business and otherwise.

So to be successful means knowing how to be at ease with change and respond efficiently and effectively to its demands.

“FLEXIBILITY IS EASY TO ACHIEVE AS LONG AS YOU ARE NOT TOO TIED DOWN TO ANY SINGLE IDEA.”



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Chapter Four

Professional Success Requires Persistence

Nothing has more power in achieving success than persistence. It's obvious, isn't it? If you don't persist, you quit. and if you quit, you don't finish. and when you don't finish, you don't succeed.

Of course, in the context of a coaching session, you can't quit, can you? You have to finish what you started, for better or for worse.

The good news is that persistence is actually a skill, and developing it does pay off. Persistence is a powerful ability.

It's a strategy, to be precise. And the more you use it to move on through obstacles and challenges, the more you strengthen its power, and your probability of success.

As an NLP Coach, you will know all about strategies – how to elicit them, and install them.

Persistence Is Intimately Connected To Motivation

What makes a person follow these old adages?

- The early bird gets the worm.
- Slow and steady wins the race.
- If at first you don't succeed, try again.
- If life gives you lemons, make lemonade.

Why so many old sayings about persistence? It's a fundamental component of success. And it's a component that gives a lot of people a lot of trouble



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This is a major conundrum on the road to success. Do you focus on the destination, or the journey that gets you there? How to answer this question is what confuses a lot of folks. And without an answer, how do you motivate yourself to keep going?

Thanks to the popularity of manifestation, you're probably aware of the importance of visualizing your desired outcome.

But if you only focus on your destination (success), you may fail to see that true success is *not* a destination, but a lifelong process.

You may also fail to see the potential problems that routinely occur *for everyone* when success is the goal.

When problems do occur, an unprepared person is stopped dead in their tracks. In their confusion, they forget where they were going and why. Instead, they almost feel forced to head back to where they came from. That's when persistence is no longer an option.

The Key: Flexibility of Focus

When you are prepared and anticipate the setbacks that can and will happen on the journey to success, you are ready to reflect, rethink and reengage.

In the process of becoming an NLP coach, you will develop a flexibility of focus that serves you well in your work. But it also serves the business side of your journey as well.

The journey and its destination are not separate. They live and breathe as one whole. Just as failure and success live and breathe together as well.



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The persistent person approaches failure as a temporary condition. You know it affects everyone at one time or another. You also understand that failure and setback only arise to teach you powerful lessons that you must eventually learn.

As Gandhi said, strength does not come through winning. Instead strength comes through failure.

Reflecting on this causes you to *rethink* your strategies and *reengage* with a fresh perspective, sparking a *renewal* of your heart's desire, and the faith and trust you need to continue on.

When you struggle and decide not to quit, that is strength, persistence, and perseverance.

This is why every successful business owner understands that setbacks are nothing but opportunities in disguise. And the wise professional embraces them enthusiastically.

“THE PROBLEM WITH THE ROAD TO SUCCESS IS THAT MANY PEOPLE ONLY PICTURE THE DESTINATION, AND NOT THE JOURNEY.”





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Chapter Five

The Price Of Success Is Taking Risks

Most people will agree that success in business means taking risks. You know. *'Nothing ventured, nothing gained.'* I think you have to agree that there's a strong element of truth in those words.

At the risk of offering another old adage, *'Without risk there is not, and cannot be, any reward'*. Do you agree? Is there an element of chance inherent in every venture?

If you want to be a successful Coach, you will want to use your wisdom to recognize and face that fact. Without that recognition and acceptance, business success may not become your reality, with clients or with the goal of financial freedom.

That being said, there are two ways people approach risk:

The natural risk takers, and the people who are very risk adverse.

The key to success is learning what type of person YOU are when it comes to facing risk. Contemplate how this personality trait can affect your business, your sessions, or when deciding what to do with your money.

When it comes to business risk, both in and outside of your coaching sessions, keep in mind that the secret of success is mitigating potential damage in favor of potential gain.

Neither type of risk personality provides an advantage over the other when the challenge is risk management. A risk-taker can just as easily overreach as a risk adverse person can under reach.

When faced with a situation that offers both reward and risk, the key is to calmly and impartially assess the potential positive and negative outcomes



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and decide accordingly. That means learning to feel more at ease with the pull of reward vs. the avoidance of risk and loss.

Successful people are sometimes seen as risk-takers simply because they understand the danger in a situation better than anyone else involved.

So, while it appears they are courting disaster, the reality is that the risks involved have been managed so as to control negative consequences.

In this way, the successful professional who takes a risk is very much like a professional tightrope walker.

To the observer it looks death-defying and, perhaps, frightening.

To the performer, it is simply another day at the office. Their skill, training and preparation sufficiently offset the inherent risk to make the feat only appear to be remarkably dangerous.

In your own business, don't be afraid of risk. As an NLP Coach, you will always be striving to expand your client's world view, at their request. But that entails some risk. Expanding it too fast, too slow, or guiding them to a place they don't want to visit.

So as an NLP coach, you will be trained to recognize the risk, anticipate it arising, and how to handle it when it does emerge.

As a business person, your business plans and financial decisions will always be subject to risk, and potential losses and gains. Awareness of this may cause you to seek financial guidance sooner than later.

So whatever the circumstance, don't take risk too lightly. Weigh your options carefully. And when you arrive at a prudent decision, move forward with confidence that you will take responsibility for managing the outcome, whatever it may be.



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“WITHOUT RISK, THERE CANNOT BE THAT FULFILLING AND SATISFYING SENSE OF REWARD.”





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Chapter Six

Taking Responsibility For Both The Good and The Bad

This is all about taking ownership of what you don't want to claim as your own.

I'm told that President Harry Truman had a sign on his desk that said 'The buck stops here'. As President, he did not have the option to pass the buck when it came to mistakes or failure. He was the boss. So the passing of the buck stopped with him.

Although sometimes difficult to swallow, it is pretty smart advice for anyone who wants to succeed and continue growing. When it comes to the *results* of decisions you make, you may have the habit of trying to pass the buck.

Everyone is happy to take credit for a successful outcome; as well they should if their involvement was responsible for that success. That is the easy part. The hard part is taking ownership of your own mistakes.

Humans seem to have a natural inclination to try and blame someone or something else for a negative outcome. The most successful people fight that inclination. Instead, they willingly accept responsibility for their mistakes as readily as they accept congratulations for their successes.

Successful people do this because they realize that being the captain of your own ship means that all decisions start and end with you.

The fact of the matter is that there will be good decisions and bad decisions in our professional life. It's unavoidable. It's how we learn and get better. It's how we evolve..



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If you happen to make a bad decision, then you own that fact. As the saying goes, you just tighten your belt, gathered the knowledge for how to not repeat that mistake, and move forward.

This is a part of the process of growth, the sweet result of a growth mindset. It demonstrates that the greatest opportunity arises from failure.

When you avoid the repercussions of your failure, you also avoid the opportunity to grow as a coach, leader, and human being. You miss the opportunity to learn from your own mistakes.

In other words, you condemn yourself to make that same mistake over and over.

So, if and when you are faced with an unpleasant situation of your own making, don't pass the buck. The buck stops with you. Accept that and move on.

This is one way to claim your successful status as a Coach and an evolving human being.

**“WHEN IT COMES TO THE RESULT OF DECISIONS YOU MAKE,
DON'T PASS THE BUCK.”**



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Chapter Seven

Having A Vision For Your Professional Success

Many folks say manifestation is silly. Or they tell me they can't visualize. So let's talk for a moment about our visual capacities as human beings.

When it comes to survival, we have pretty much remained visual animals. And as a species, our eyesight is our most developed sense.

1. We have stereoscopic sight
2. We can detect a wide variety of colors and shading
3. We can easily see patterns and movement

These combined abilities have allowed us to avoid becoming dinner while trying to get dinner for ourselves. Our vision helped us to physically succeed, and it still does today.

When it comes to your professional success, vision is no less important to our survival.

*However, instead of our sense of sight,
this vision involves our sense of imagination and possibility.*

In the professional sense, vision is really the ability to visualize successful outcomes, and to imagine positive results.

*Basically, vision can be seen as the ability to lucidly dream
of where you want to go with your career and your business.*

Henry Ford once said, 'If you think you can do something, or if you think you can't do something, you're right'.



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Dare to dream. Spend a few minutes each day visualizing exactly what your professional success looks like, and your plan for getting there.

This is not daydreaming. This is practiced focus on development, scheduling and organization.

Plan your day by seeing the optimum outcomes. Do it in the morning after you do your meditation, contemplation, prayer, or mindfulness practice.

This is the same process that athletes use to hone their performance. When you imagine yourself succeeding, you are more likely to actually succeed.

Remember, if you take the time to build your dreams to be a successful coach, someone will soon hire you to help them build their dream.

“VISION, IN THE BUSINESS SENSE, IS REALLY THE ABILITY TO VISUALIZE SUCCESSFUL OUTCOMES.”





Chapter Eight

Endurance and Focus For Building Your Career

In your endeavor to create professional success, it is important to build endurance. Normally, endurance refers to physical activity. Yet endurance is as important in the professional world as it is anywhere else.

A definition of endurance is the ability to not only focus on the task at hand, but to bring it successfully to conclusion. Some call that fortitude. Others may call it strength or stamina.

But no matter what you call it, endurance is the ability to persevere and get the job done, no matter what.

In business circles, endurance usually takes the form of focus. Instead of physical prowess, endurance becomes the ability to concentrate successfully on a given task.

Focus is a critical skillset for any professional; and especially for a small business owner.

Success for a solopreneur out to compete in today's fast-paced world, means keeping several equally important balls in the air at one time. In other words, a professional juggler!

So, how do you focus on multitasking, a situation where, by its very definition, several things are happening at once? (Forget for a moment the emerging knowledge that it is totally not good for your brain or your attention to multi-task.)

Well, the key to successful focus is *attention*.



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When several things are happening simultaneously, you need to concentrate on only one thing at a time.

Let me be clear. This does not mean that you bring one task to full completion before you start on another.

No. Instead, you spend just enough time on a given task to take it to the next stage of development. Then you stop and turn your attention to another task.

Pardon the analogy, but in some sense, you become a mother duck with ducklings.

You give your attention to the duckling that is farthest out of line, nudging it forward to where it should be, before you turn your attention to the next little duck.

Each duckling gets a measure of your focus. But not one gets your full attention all the time.

In this way, each task gets moved along in turn, and all are, in time, successfully completed.

This also saves your sanity; particularly if you are a Coach in private practice and running your own business. There is always more to do than you could possibly accomplish.

So once in a while, be a mother duck and follow her smart and wise lead for how to get it all taken care of, one thing at a time.

**“WHEN SEVERAL THINGS ARE HAPPENING SIMULTANEOUSLY,
YOU NEED TO CONCENTRATE ON
ONLY ONE THING AT A TIME.”**



Chapter Nine

The Question Of Striving For Greatness

The notion of 'striving for greatness' often gets confused with achieving financial success, fame and global recognition, or living the good life.

It's important to stop a moment and consider what it is that will bring YOU the satisfaction and happiness you desire.

First, take the time to know yourself and what that means in terms of your career and personal life. In today's business world, that could be harder than you thought.

No matter how committed to personal or spiritual growth you might be, it's easier than you think to push them aside. You say it's just for a moment. But you can find that decision extending into days or even weeks.

What could do this? Before you have a good sense of who you are and what will make you happy and professionally successful, you can fall into the grips of the following 'shoulds' coming at you from all directions:

- *succeed at social media*
- *create killer videos*
- *start a podcast*
- *set up a membership site*
- *grow your list*
- *write blog posts*
- *generate freebies*



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- *offer Group Coaching programs*
- *earn a 6 figure income*

There is absolutely no way for you to be professionally successful and reach your goals until you know how you want to live in the outside world of career and business.

To determine that, know yourself as much as you can. The world detects how you feel about yourself and often simply shares the opinion you have about who you are. So how you think and feel about yourself is important.

You will benefit greatly by recognizing that you are an individual who is unique. Your talents and abilities, your intelligence and interests, your opinions and tastes, make you who you are.

There is truly no need to hide a part of you, or alter a part of yourself for the sake of conformity.

Most truly successful people are individualists who have, more or less, accepted and somewhat glorified who they are. Professional success and wealth may ask you to do the same.

At the same time, being you does not mean reveling in mediocrity.

The easiest way to reach professional success is to be the very best version of you possible, plus easy access to the skills your profession requires.

This may mean you have a bit of work to do to find out who you are. That means creating time for personal growth.

Grow your mindfulness, compassion, awareness, acceptance, and attention.



Chapter Ten

Stretch Your Creative Muscles

Creativity can be elusive. But it is absolutely essential for a successful career in coaching. Because human beings are never the same, your own creativity is fundamental to being a success coach.

Creativity is not something you can summon at will. But you have it, whether you believe me or not. and in fact, belief in your own creativity is important because that belief calls it forth and makes it real and alive for you to draw on.

Creativity is not predictable. Rather it strikes more like lightning. and like lightning, it can be maddeningly mysterious.

However, because creativity is an essential element of a successful coaching mindset, it is necessary to understand the creative process. You must know and believe that you, as a coach and business owner, can stir up your own creative juices when you need to.

The Creative Process

The creative process is largely internal and unconscious. Rarely will you wake up and say *'Hey! Today I'm going to be creative.'*

In fact, creativity actually unfolds in stages. I learned these from Dr. Charles Johnson at the Institute For Creative Thinking

First, you catch a glimpse or glimmer of something stirring about and beginning to take shape.

Second, it takes the shape of an idea imbued with inspiration.



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Third is advent of perspiration, associated with the work of bringing the idea into fruition.

Fourth is putting the finishing touches on the notion, process, or technique.

And fifth is the integration of the result back into the field of life from where it originally emerged.

Creativity takes in a lot of influences and lets those influences combine, ferment and morph in your subconscious mind. These influences meld together, creating a sort of mental potting soil.

Here's where new and different ideas have a chance to germinate and grow.

The more things you learn, read, see and hear about coaching and the business of success, the more creative soil you are able to produce.

Those flashes of insight and glimpses of inspiration are the flowers of this subconscious process starting to bloom.

So, as a coach and business owner who desires to be creative, the best thing you can do is gather as much information as you can find.

Gather up as many different components as you can find of the coaching process and being a business owner.

Open yourself up to new experiences. Be curious about the many different approaches to both coaching and doing business. Challenge yourself. Do the unexpected.

*The more you push your own personal envelope,
the more you are charging your own creative batteries.*



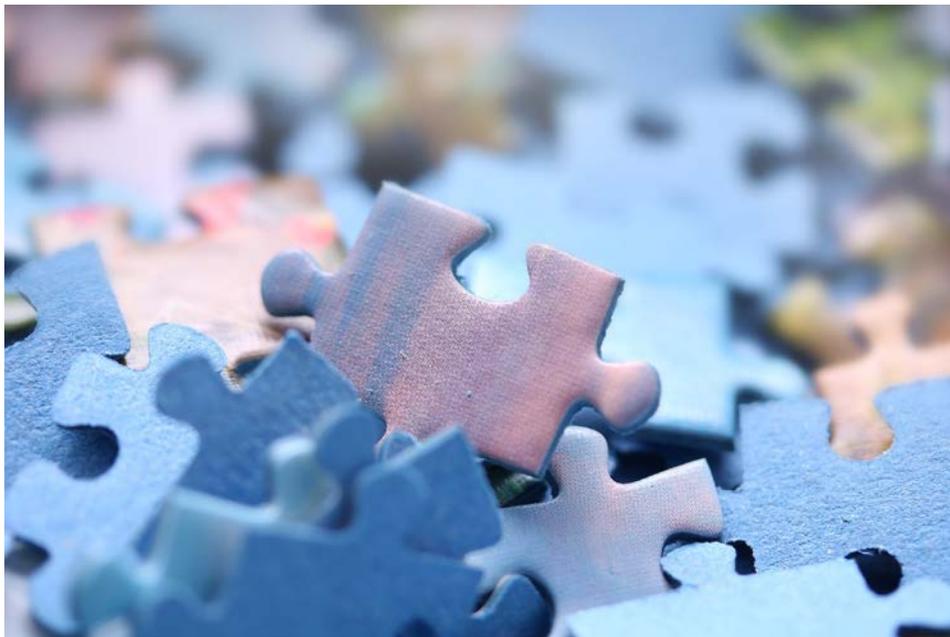
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When those batteries are charged, it is likely inspiration will strike. Who knows where that new idea will take you?

Could it be a new process to contribute to the coaching world? Or, perhaps it will be a new approach to doing business as a solopreneur?

Take a leap of faith and find out for yourself.

“CREATIVITY IS ALL ABOUT TAKING IN A LOT OF INFLUENCES AND LETTING THOSE INFLUENCES COMBINE, FERMENT, AND MORPH IN YOUR SUBCONSCIOUS.”





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Chapter Eleven

Your Professional Success Requires Personal Confidence

Nothing succeeds like success. Agreed? However, true success comes first from confidence and competence. They each revolve around the other in the ultimate symbiotic relationship.

Confidence definitely precedes competence and success in the order of appearance. That's because the quiet assurance of true confidence, as opposed to arrogance and cockiness, lays the foundation for reaching a goal.

In this way, confidence is more of an outward manifestation of an inward persona, secure in the reality of success as totally reachable.

Cockiness, on the other hand, is simply an outward shield that masks an inward insecurity.

As a coach and business owner, you need to feel confident in yourself and your skills. People react positively to a confident person, especially if that confidence is congruent and real.

In order to develop this type of true confidence, there are several things that you can do:

- Always remember that confident people are able to take a stand on an issue or a decision not because they think they are right, but because they are not afraid to be wrong.
- They see a difficult situation as an opportunity for growth.



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- Finding the right solution to a problem is more important than being right. Therefore, if they are wrong, they will be the first people to admit it and move on.
- Confident people often listen far more often than they talk.
- They are more interested in hearing different information and opinions than they are in broadcasting their own.
- They also are never afraid to admit fallibility and ask for help.
- They know that other people's knowledge is their greatest strength.
- Finally, they understand that any goal is achieved through the efforts of many, not the will of the few.

Therefore, great coaches always acknowledge their own involvement in their client's success. However, they shine the spotlight on their clients far more than they shine it on themselves.

**“PEOPLE REACT POSITIVELY TO A CONFIDENT PERSON,
ESPECIALLY IF THAT CONFIDENCE IS REAL AND A PART OF
THAT PERSON'S SOUL.”**





Chapter Twelve

Being Aware Of Your Professional and Personal Value

Experience is a great teacher. Each day, all of our lives are jam packed with experiences.

A lot of these experiences are everyday occurrences. Others are less common. And occasionally, some are so unique that they are literally life changing.

Whether your experience is mundane or out of this world, it offers you a moment of potential learning.

Hopefully, having a unique experience grants you the gift of a fresh perspective. Yet, very few individuals grasp the potential wisps of enlightenment inherent in our day-today activities.

These flickers of clarity are even available in the mundane activities that take up the majority of your time.

‘Mindfulness’ is what Buddhists call awareness of the learning potential in the commonplace, the mundane activities of daily life.

Successful coaches and business owners understand this concept and utilize it to their advantage, for coaching and doing business entail a lot of mundane, repetitive action.

When you begin to be mindful, you see that everything that you do has merit. You also realize that no matter what you are doing, you are capable of doing it better.

Having this insight means the job of doing it better has already begun.



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Mindfulness in coaching means keeping your eyes on your client and your ears tuned into your client's story. You understand that every element of your client's world view fit into each other to comprise the whole of their desired outcome and their difficulties in reaching there.

A business owner's mindfulness translates into paying closer attention to every task. You understand that each task fits into others and together they comprise the whole of your business endeavor.

If you take a shortcut or cut corners on the smallest of things, it only serves to undermine the larger and seemingly most important jobs.

Likewise, when you attempt to do the most basic of jobs to the very best of your ability, this '*mindful mindset*' carries over into other areas.

And it brings with it a new level of excellence to your entire approach, including an increase in your competence, and confidence.

So, use every experience, every day, as a moment to learn. Be mindful, whether your behaviors reflect laziness, or compulsiveness.

Strive to create more enlightening and productive actions in order to create balance. Your entire professional success and personal happiness will benefit from this kind of simple attention to detail.

**“WHEN YOU BEGIN TO BE MINDFUL,
YOU SEE THAT EVERYTHING THAT YOU DO
HAS MERIT.”**



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Chapter Thirteen

Use Competition To Your Advantage

We all love it when cooperation happens. But the world seems to revolve around the concept of competition.

Everything living competes for the specific resources needed to grow, thrive, and outperform their ecological rivals. Sunlight, space, water, and nutrients are utilized to the fullest extent by the smallest to the largest creatures.

As human beings, we're also hardwired to engage in this competitive contest. It's a part of our genetic heritage. And it's a part every coach in the coaching business needs to embrace.

Many coaches and small business owners perceive competition as an undesirable trait. This is because they are looking at competition as a black and white issue.

Competition can be seen as a win at all costs, take no prisoners proposition. You can also view it from a rather watered down and barely discernable version of itself, where consensus and agreement are the edict of the day.

Either imposed polarity (extreme) masks the true nature and power of competition.

In reality, competitiveness is neither a black nor white extreme.

Instead, genuine competition is a valid force for positive change. And it is always requesting balance via the presence of its counterpart - cooperation.



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Healthy and honest competition is the motivating force behind a lot of innovation. In the coaching world, innovation can also be driven by love, wisdom, compassion, and the essential ingredient, 'love in action'.

Like the natural world, the business world is driven forward by a continuing urge for innovation. And this urge also occurs in response to changes in the existing environment.

In the natural world these changes are largely climactic. The life form that best adapts to these changes survives and thrives.

In the business world, these changes are socio-economic. But in the coaching world, these changes are mental, emotional, and energetic.

The coach that can best meet these emerging shifts in perception and attitude must have the skills that free them to very efficiently, not only survive, but thrive.

As a business owner, you need to remember that competition is the lifeblood of the marketplace. It not only drives innovation, it also inspires creativity and helps build new paradigms.

Don't shy away from your natural competitive nature. To be a successful coach, you have to have clients. And it's up to you to find them. OR, as I suggest, to be so good at what you do, that the repeat clients and the fabulous referrals just keep flowing in.

If you are not in the game to win the game - the game of attracting clients via great referrals - you may very well lose or give up.

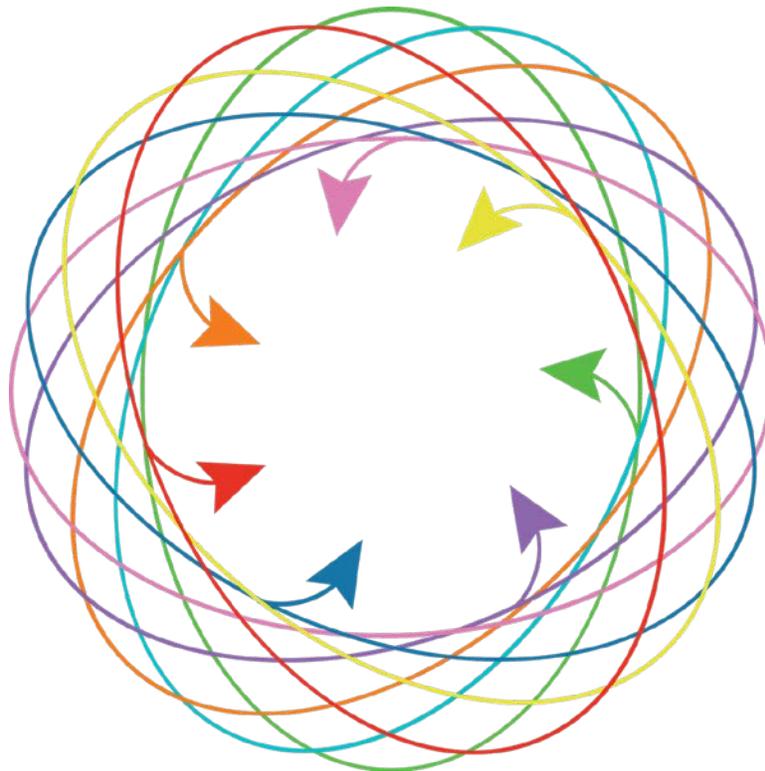
Challenge yourself to learn what you need to learn to compete in the current competitive market. Competition can drive you to become the best coach you can be – and the best business owner as well. Remember,



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approach competition as the heart of *business* success, just as the heart of your *coaching* success rests in the NLP skills that free you to offer your clients an indisputable experience of 'love in action'.

**“GENUINE COMPETITION
IS A VALID FORCE FOR POSITIVE CHANGE.”**





Chapter Fourteen

Learn, Learn, and Then Learn Some More

Are you a life-long student? If not, now is the time to research its value and what you need to make it a part of your career journey going forth.

Tips

These tips are from www.Wikihow.com

- Do what works best for you. Life isn't a dress rehearsal, so make the most of it.
- Leave your perfectionism behind. Experiment, make mistakes, and ask silly questions. If you wait until you know it all, you'll be waiting a long time.
- Find people that are either learning the same things you are, or already know them. Just being around those people and conversing with them will put you much farther ahead compared to studying in isolation.
- Sleep, exercise, and eat properly. Your overall health will influence how much you can effectively learn.
- Have fun. Fun is a very important part of learning, especially as an adult. It is a big part of your motivation to continue.
- Keep an open mind. Some of the greatest scientific, mathematical, artistic, and other advances came from questioning conventional wisdom and being open to unusual results and new, different ways of doing things. Don't presume that because you're not an expert or that it's "not your area", that you don't have a contribution. Learned, enthused and observant outsiders can often see connections, gaps



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and new ways forward that those deeply embedded in their profession, expertise or trade miss.

- Learn something for its own sake. Just because it's there. Explore freely. Learn trivia, and expand into self-directed course learning.

15 Free Online Learning Sites Every Entrepreneur Should Visit

VIP CONTRIBUTOR to www.Entrepreneur.com / [Sujan Patel](#)

Entrepreneur and Marketer, Co-founder of Web Profits

November 3, 2014 - 6 min read

Opinions expressed by *Entrepreneur* contributors are their own.

Being a successful entrepreneur means you have to wear a lot of hats, especially when your company is just starting out and you don't have enough employees to cover all the areas you need.

Learning the new skills necessary to start a new business can be expensive, but fortunately the initiative for free, high-quality, educational resources online has only continued to grow in the past few years. Below are some of the resources available to learn more about marketing, entrepreneurship, business management and more.

1. CodeAcademy

This [great resource](#) offers free interactive programming sessions to help you learn programming languages such as HTML, CSS, Javascript and



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PHP. You can save your progress as you go with a free account. Learning to code can help entrepreneurs fix bugs if they don't have a developer, or even go down the road of building their own website or products (such as apps).

2. HubSpot Academy

The free [certification program](#) offers courses on inbound marketing, including website optimization, landing pages and lead nurturing. These skills are a must for business owners as they try to grow their business and online presence.

Related: [21 Resources to Make You a Better Entrepreneur](#)

3. Moz

If you want to learn search-engine optimization to make sure your website is as visible as possible, check out this treasure trove of resources from SEO leader, [Moz](#). Besides having the free Moz Academy, there are also webinars (live and recorded), and beginner's guides to SEO, social media and link building.

4. LearnVest

The most successful entrepreneurs know how to manage their money both on a business and personal side. In addition to having extremely affordable finance classes, [LearnVest](#) also offers some of its classes for free, such as "Building Better Money Habits" and "How to Budget."



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5. Niche consultant courses

The Internet has made for a coaching boom, which is extremely helpful to entrepreneurs who want to learn how to start or better a business in a

specific niche. Some great coaches and organizations that routinely have free courses and ebooks on building a business include [Natalie MacNeil](#) and [MyOwnBusiness](#). Try searching “niche keyword” + “business course” to find one most applicable to you.

6. edX

This [free site](#) currently has over 300 courses on a variety of topics, including “Financial Analysis and Decision Making” and “Entrepreneurship 101: Who is your customer?” These courses not only cover business in general, but can also you help learn more skills that are applicable to your industry, such as big data or environmental conservation.

7. Khan Academy

This free [learning resource](#) was created to give everyone access to education in math, science, art, technology and more. There are over 100,000 interactive exercises to put your education to practical use. Even though many of the courses are geared toward high school students, there are several courses that would be good for anyone to have a refresher on, such as [taxes and accounting](#).

8. MIT Open Courseware

These are actual courses taught at MIT and offered for [free on the site](#) for viewing and reading at your discretion. The school put together



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an [entrepreneurship page](#) that lists available courses that are beneficial to new business owners. Courses include “Early State Capital” and “The Software Business.”

9. Kutztown University of Pennsylvania

This university has almost [100 free on-demand college courses](#) that are extremely applicable to entrepreneurs, including ones that cover business planning, operations and management and small-business tax.

Related: [Listen and Learn From These 9 Emerging Entrepreneurial Podcasters](#)

10. Coursera

Much like MIT’s Open Courseware, this site has 114 educational partners that provide free courses to almost 10 million users. One benefit

to [Coursera](#) is that there are very specific courses that fit perfectly into particular niches, such as “Data Management for Clinical Research” from Vanderbilt University and “Innovation for Entrepreneurs: From Idea to Marketplace” from the University of Maryland. Its wide network of partners allows for a greater selection.

11. OpenCulture

This site isn’t an educational platform on its own, but rather collects and shares free resources from around the web. Its [list of 150 free online business courses](#) is a great resource because it offers classes from iTunes U and other lessons on video and audio. The site also has lists of free audiobooks, certificate courses and other online courses.



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12. YouTube

It's probably unsurprising to most users that [YouTube](#) is one of the world's largest search engines, as there are literally videos on just about anything you can imagine. From TED talks to recorded presentations on building a business, it's a great free resource on just about any topic.

13. Alison

This [platform offers free online courses](#) from some of the most well-known names on the internet today, including Google, Microsoft, and Macmillan. With over 4 million users and over 600 courses already, it covers topics such as economic literacy, personal development and business/enterprise skills.

14. Saylor

The [Saylor Foundation](#) offers tuition-free courses and also works with accredited colleges and universities to offer affordable credentials. Its course offerings are similar to what you'd see when working toward a bachelor's degree.

15. Podcasts

Even though it's not an official course, podcasts are an amazing (and easily digestible) way to become a better entrepreneur. Podcasts can be listened to via streaming on your computer (if that certain podcast offers it) or via iTunes for iOS and apps such as Podcast Republic for android.

Podcasts such as [Entrepreneur of Fire](#) already garner thousands of listeners every episode and are a great way to learn the most up-to-date information and strategies possible. Another good list of entrepreneur podcasts include [Think Entrepreneurship's](#).



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Whether you learn best by audio, video or text, this list of 15 learning resources for entrepreneurs can help you learn more about building a business, accounting and getting customers.

Related: [14 Classic Business Books You Can Download For Less Than \\$5](#)

“WHATEVER CONCEPT YOU HOLD OF YOURSELF
CAN MAKE OR BREAK YOUR SUCCESS.

SO REMEMBER WHO YOU ARE AT YOUR BEST!

CLAIM THAT PERSON AS WHO YOU ARE
AND WELCOME THE WORLD TO DISCOVER THIS
WONDERFUL, EVER LEARNING, AND AMAZING YOU.”





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WHAT TO DO NEXT?

Do You Already Have Your Coaching Career In Place?

If so, please check out my *Love In Action: Inspired NLP To Help You Help Others Membership Site*. For details, please **CLICK HERE**. (The site is currently under construction, so please check back later if you cannot find the page.)

IF You Don't

Are You Curious To Discover What It Means To Become A Certified NLP Coach?

If you've decided a coaching career is for you, or you want to run coaching groups or programs that include private coaching, please check out my *NLP Coach Certification Training*. You will learn a unique combination of traditional coaching combined with incredible tools for *accelerating* behavioral change. Just **CLICK HERE** for more details.

OR

Would You Prefer To Speak To A Live Person?

If so, you can chat with me, Ragini, personally. Please take advantage of my 30 minute complimentary call. I promise no sales pitch. Just a time to



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get to know each other better and for me to help you answer your questions about coaching in general, and NLP Coaching in particular. To schedule your complimentary chat with me, just [CLICK HERE](#).



To Help You Help Others