



PRECEDENT FOR EXCELLENCE

Here are some ideas to consider as you craft your intention for the ideal client and coaching business:

- 1. “Coach the Coach” and do whatever you can to be in a light, happy, feel-good state of mind FIRST**
- 2. Next, answer the following questions and only get into the level of detail that feels good & light for you.**

Feel free to add & answer any additional questions that help you get clear about what you truly want

- Who would be my ideal clients?
- What personality traits, attitudes and interests do they possess?
- How do we flow together & communicate?
- What do we create together?
- How does my coaching business feel, operate and flow?
- How much would I like to make per hour/month/client/year?
- How often do I meet with clients/what kind of schedule do I have?
- What does my client experience as a result of our time together?
- What do I experience as I work with this client?

→Add fire power by taking a moment to visualize and really *feel* these ideas

Intend for Success BEFORE First Contact and Prior to EVERY Interaction:

Take a moment to set an intention BEFORE you take the next step to begin promoting or communicating with potential clients.

→Choose a time of day to create your campaign/respond to inquiries/meet with clients during your most high-energy time when it is easiest for you to feel rested, clear, and good.

→Honor your body and put yourself in the strongest physical (and energetic/vibrational place) by ensuring you are also hydrated and fed.

Feel free to use these intentions if they feel good to you, or create your own

Before creating an e-mail campaign, post, Tweet, Facebook ad, etc.:

“I use the ideal words and share the ideal aspects of what I do to attract and allow my ideal clients.”

→Add fire power by taking a moment to visualize and really *feel* this idea

Before responding to an inquiry and before your first interview:

“I allow myself to be fully present with the positive aspects of, insert client/potential client’s name here, listen to my inner guidance about whether to take the next step, allow my confidence, knowing and the ideal words and ideas for this individual flow to and through me, and leave this interaction feeling great and planting seeds of success for both of us!”

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Business tip: Keep your initial response/interaction short and sweet, as you will be discovering more about each other during the “interview” process.

Before EVERY session:

“I allow the ideal words, insights, stories, and tools to flow that are best for helping insert your client’s name here discover her/his path of least resistance to her/his greatest flow/success during our time together. We both communicate and flow together with total ease, and come away from this experience feeling awesome!”

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