

This Edition: LETTING GO...

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IMPACT

MAGAZINE

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Susanne Karr

How hypnosis helped to let go and create unexpected results

www.coaching-business-academy.com/impact

Preface: Letting go...

«Just let go!»

This seems to be a trend - this “letting go” thing...

But what does it really mean?

Does it mean to give up? Or to just take it easy on yourself?
Or to become lethargic?

There’s certainly more than one answer to this question, so I’d like to share 3 personal examples which were significant for progressing in my business – and life.

No 1 – letting go of my “safe” freelance job as a bookkeeper to pursue a new calling with THE VICTORY LOG: This sounds easy now, but if I hadn’t been nudged into the right direction (by losing my biggest bookkeeping mandate) I would have probably not done it so vigorously.

No 2 – letting go of my old reality which was: I can never speak in front of people, I’m not a natural communicator and nobody wants to hear what I have to say anyway.

No 3 – letting go of scarcity thinking and understanding that worrying about money has no other purpose than keeping me stuck in a situation where I lacked money – and worried about it.

In all 3 instances letting go meant to surrender to something new, something better, to go with the flow and to follow my intuition.

While still taking action, of course. None of the 3 examples would have turned into much of an upturn if I didn’t act and tried out a different business, reality and money mindset.

In my world letting go equals 3 things:

1. Understand what needs changing.
2. Let go of the old and embrace the new.
3. Implement and be persistent.

I’m wondering: Did you have similar experiences, where “letting go” helped move you in the right direction, in hindsight?

Feel free to comment on my post [HERE](#) – looking forward to hearing your point of view.



Nathalie Sabrina Dahl

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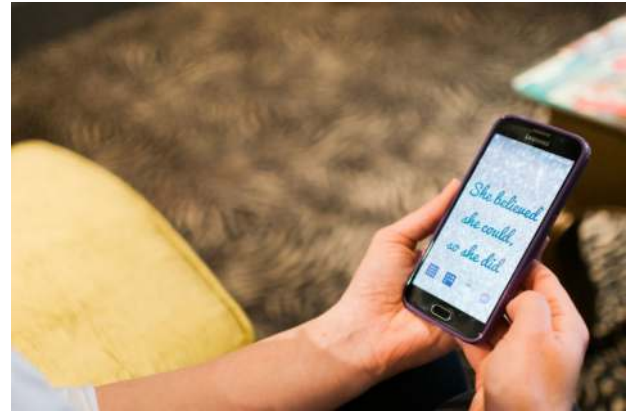
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Lindsey Hood

Life Coach

Stop feeling like a fraud in your career: Strategies to support high achieving women to own their seat at the table.

I had the privilege of working with a fantastic client who, after securing her dream position as the head of marketing, started to have serious self-doubt about her ability to perform in the new role.



She explored that ‘inner voice’ - the one we all have but don’t always consciously tune into - to understand what she was telling herself. Phrases like “I’m not good enough”, and, “They’re going to realise this role is too big for me”, were on repeat for her - do these resonate with you?

According to research, these thoughts happen to 70% of us and this kind of self-doubt has a name - it’s called the Imposter Syndrome. This term was first coined in 1978 by two psychologists, Dr Suzanne Imes and Dr Pauline Clance, after conducting research with high achieving women who didn’t feel they deserved their success, regardless of the evidence to the contrary, such as training and experience.

“I’m not good enough”, and,
“They’re going to realise
this role is too big for me”



So understanding that she wasn't alone in her feelings, she then started to work on mindset; this wasn't easy work and needed to be done consistently because that inner voice was quite sneaky and persistent! Starting to recognise it though meant that instead of going unchecked she could put strategies in place to challenge it.

She built her own list of career and life achievements. This meant she could start to ask 'is that true?' to her inner voice, and have her own evidence to disprove it. She also gave herself the time and space to think about her values, how these aligned to her work, and how she wanted to show up.

As she stepped up, having worked on developing her self-awareness, she knew her worth, the strengths she was bringing to the role and had a plan to ensure she was going to be successful.



lindsey@lindseyhood.net
www.lindseyhood.net

Miraculous healing or... the science of psychology?

“ I found the psychological, subconscious conflicts that have been affecting her female health, and released them. ”



**Alexandra
Silinia**

**A.S. Hypno-
Psychotherapy**

Hi there, my name is Alexandra Silinia and I am a hypno-psychotherapist, psychosomatic specialist, sports nutritionist and fitness trainer. And for the last 6 years I have been helping people to become healthy and well through working with the body and mind - without medical drugs or other synthetic stuff. I bet you hear stories about spontaneous recovery from diseases, without taking medical drugs and going under the surgical knife. Well, I put my hand on these cases sometimes, too.



alexsilinia@gmail.com

<https://alexsilinia.business.site/>

A couple of weeks ago a 30-year-old (or shall I say young?) woman contacted me in tears in regards to her breast issues. Let's name her Alison.

Alison had some chronic pain in her right breast and liquid discharge from the nipple for almost a year. The doctor, who she had just seen, advised to perform a surgery - to cut open the breast tissue, to find and remove a tumor that is creating pain and pus-like discharge (I know, not appealing at all, but these are just the symptoms that the brain helped create, so the body could "speak" to her).

The main problem was - there is almost a 100 per cent chance that her milk ducts will be damaged and scarred, meaning she will never be able to breastfeed a child.

For some this would mean nothing, but for Alison this particular consequence was a deal breaker as her husband and she were planning to have children in the future.

Long story short, we had a 90-minute session, where I found the psychological, subconscious conflicts that have been affecting her female health, and released them. All long-term symptoms were gone completely within two days and the surgery was taken off the agenda - medically proved there was no need for one.



A miracle? Well, only if a scientific one. And I have a few other stories to share if you're ready to believe.

Love, Alexandra.

From Mid-Life Doldrums to Best Life Bestseller

Roy Robson was in the grey zone. Mid-50s, supporting twin daughters at university stuck in a slow-death job in IT this wasn't so much a mid-life crises but a existential road block. He looked grey and so did life. Low of energy it was, from a coach's perspective, a tough call to coach someone with so much responsibility to change tracks at this stage.

Three sessions into his life coaching we established he may want to help others (become a coach/voluntary Samaritan?) other than that what other direction was there? He did love writing which was his hobby but was that a viable new direction? The mood wasn't shifting.

**Carole Ann
Rice**

The Real Coaching Co



For homework we agreed he should go to coffee shop when he could once again enjoy writing and see where it takes him. This was the start of a journey worthy of a novel in itself. Which coincidentally it was later to become a “how we did it” tome!

Several months on Roy, in conjunction with his brother Gary who lived in Poland, they had produced some hard core crime fiction in the form of London Large the first in the Harry Hawkins series set on the mean streets of the UK’s capital.



Visit Roy’s website Books By Roy Robson (royrobsonauthor.com) and see that Roy and Gary have been busy with a series of page-turning books with a 4.5 star rating on Amazon, recommended on Good Reads and also available on Kindle. There is even a book on how they wrote London Large (across the miles and from a café) and not the coffee shop even boasts a copy of the book with a sign declaring it was proudly written there. When you start with a new client the future remains unwritten and anything can happen. Always a story worth remembering.

No magic tricks! How a leader-wannabe discovered his path to a successful position.

Andreas and I met at one of my workshops' called Success is an Inside Job. He was repeatedly saying that most of his stress at work came from others "not doing their job". Moreover, his co-worker's ability to procrastinate continually impacted his mood and confidence and this hindered his way up the corporate ladder. Andreas started doubting that he had what it takes to be a successful leader. Becoming a bully to "make" colleagues work faster/better was not part of his agenda and values.

And he was right about that. According to scientists, beside physical strength, the Alpha Male Silverback reaches the top mostly through showing the skills of keeping the peace and bringing comfort to his group. Another interesting fact found by Amy Cody is that WHEN they become leaders, their level of growth hormone increases and the level of cortisol decreases. Basically, their "magical" powers appeared AFTER getting the job.



Danielle Lebel

DanielleLebelLifeCoach@gmx.de

www.daniellelebel.com

Why is this relevant for someone like Andreas? Well, neuroscience shows that the brain doesn't make much of a difference between a real situation and one that we vividly imagine. How we think and then act will have a direct impact on our hormonal production. Basically, my coachee was able to bioengineer his thoughts process to create long lasting positive results.



the Alpha Male Silverback reaches the top mostly through showing the skills of keeping the peace and bringing comfort to his group

He learned that success IS an inside job and with the help of some useful tools and guidance he was able to get rid of his doubts, boost self-esteem and regain confidence in his abilities. Andreas changed his attitude at work, collected praise from his superiors and got the job he wanted.

NLP for Smoking

People who were teenagers in the 1950s know well that smoking was an art cult. There wasn't the info about why smoking is bad for people, and film stars promoted smoking in film scenes as a divine symbol of pleasure. So there's no wonder that so many people started smoking at 13 as a matter of norm.

Ray reached 70 years on the planet and decided that the price of cigarettes went up too fast for a man who had been sent to retirement. So he found me and did it! I helped him realise the neuro of smoking in his case, pointed out all the linguistic cues to smoking, and helped him identify the programming that made him smoke. The patterns of his thoughts, the times when he wanted to smoke, the places where he wanted to smoke, etc.



The Leading Edge of Life

International NLP Personal Coaching

**for artists, retail, landlords, tenants, learning difficulties,
anyone not in the field of personal development**

**& companies - how they can make premises
+ services accessible for people with disabilities**

We taught his inner voice to tell him new things that did not mention smoking and oriented him to health.



We found out whether smoking was triggered visually, auditorily, or kinesthetically. We found out the positive intention of smoking and his creative part created a way not to smoke. We taught his inner voice to tell him new things that did not mention smoking and oriented him to health.

It didn't take Ray long. One day he told me that the last time he threw the cigarettes away on the way from me and has never smoked since. He's 83 now, enjoys strong health, didn't have Covid, and thanks God for saving all the money on cigarettes.



Leiden Delpassen

The Leading Edge of Life International
NLP Personal Coaching

emailthelifecoach@gmail.com
www.nlp-life-coaching.com



Artist's journey from despair to realizing her life's dream

My client Naomi came with her lifetime dream: Creating art works and selling them in her own shop.

At the time, she was working long exhausting shifts plus looking after her care-needing mother. She felt there was no way to realize her dream now but running out of time because she was in her fifties.

From that discouraging and powerless feeling, we started with a calming meditation and continued with my method 'The Upward Spiral': Gradually choosing better-feeling thoughts.

First, she believed that her goal was achievable. Then, that it was possible for her.

Finally, she felt her dream was accessible in a reasonable amount of time.

We continued with a powerful visualization: I invited her to watch her goal as a movie on a big screen. It appeared as a panorama of colorful spots.

She joyfully walked on a timeline towards her movie - when suddenly some blockades showed up. I invited her to break those negative patterns by shouting, growling and barking like a dog. She experienced this as very liberating.

We closed the session with her homework: daily good-feeling exercises.



Three months later, I received her e-mail: After a fresh and inspired start, the positive momentum had stopped and she found herself in strong discouragement again.

During a phone session, we applied the 'Upward Spiral' to her new situation. It worked amazingly. Her optimism kicked in again!

Naomi's next and last message came after 6 months: 'The colorful panorama has come true! My first application got me a new job without shifts plus much more free time. I converted part of my house into an art workshop plus outlet. So I can realize my dream and care about Mom. Plus a new relationship which wasn't even on my list.'

Changing her thoughts on a daily basis led to authentic optimism, helpful ideas and finally changed her life.

Thomas Fuchs

Fantasthenics

thomas@fantasthenics.com
fantasthenics.com/coaching

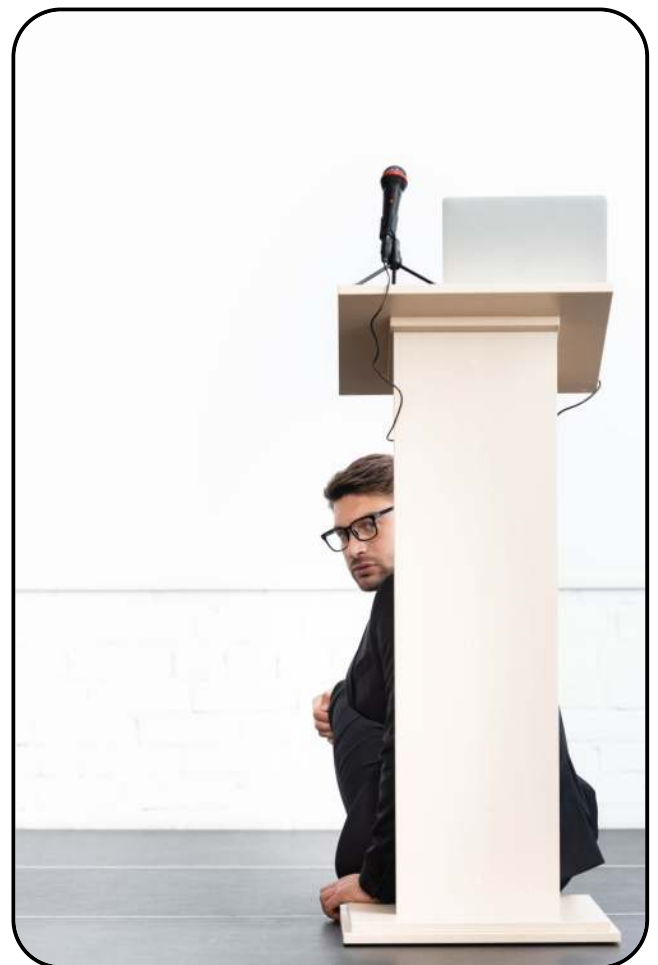


20 years of guilt - how a High Achiever was able to finally let go of being class president

Thomas, a young, idealistic corporate lawyer reached out to me and asked specifically for emotional coaching. He explained to me that his superiors predicted a rapid career for him if he learned how to be at the center of attention. In all the feedback sessions, he was praised all around, but this problem kept coming up.

When we met he resignedly summarized: "In my team, I work the hardest on projects. But, when it comes to presenting the successes and taking credit, I let others take the lead and hide. My fear of negative reactions is overwhelming."

In our work, he stated that people who like to be the center of attention are just good actors and dazzlers, but without real competence. Cognitively, he knew that there was an exception and he might be one. But his feelings told him the opposite and so far prevented him from performing.



„iStock.com/LightFieldStudios“



Using the Myostatic test, a well-researched muscle feedback tool from emotional coaching, we finally found the root cause of his hindering beliefs:

At the age of 12, Thomas was unanimously elected class president and was completely overwhelmed with this task. Visibly upset and embarrassed, he said that he had acted like a braggart and had told on classmates to teachers. In the end, everyone disliked him.

As he recounted this past trauma he relived all the emotions associated with this experience, such as shame, fear, guilt, and several others.

With rapid eye movements, as also used in EMDR (Eye Movement Desensitization and Reprocessing), we succeeded in noticeably reducing all unpleasant emotions. In the end, his relief was visible and Thomas said goodbye, a little unsure whether this was already the solution.

3 weeks later he called: "Thanks, Timo! Acid test passed! Yesterday I presented the project results. I wasn't nervous at all beforehand and just had fun with the presentation!"

Timo Stötzer

kontakt@timostoetzer.de
www.stoetzer-coaching.koeln



Timo Stötzer

Coaching - effizient und auf den Punkt





Charlie Greig

You are not who you think you are

The mind is a powerful force, but that's not who we are. Consciousness is the divine spark of life force that feeds the mind and once we recognise this and learn to operate from this perspective, everything changes.

This is called your awakening.

Everyone on Earth at present is going through this on some level. Planet Earth is ascending to a higher state of consciousness and this affects all living beings.

Depression and anxiety are clear signs you are ready to embark on this journey.

Most ask "Who Am I."

As I specialise in helping people make this transformation, the results are very similar in all cases, but I will share a typical story for you assess if this is what you are currently experiencing.

Sarah arrived for her first lesson, with tears in her eyes, "I am so stuck and lost, I don't know who I am."

I assured her that in only 10 lessons, her life would transform in ways she couldn't yet imagine.

Each week, we studied a new subject, we stripped away old conditioning that no longer served her and began to reveal who she was authentically.

She learnt to tame the ego, to live fully in the moment, to forgive and let go of regret and guilt through forgiveness. She learnt to love herself and find balance.

Her soul plan helped her find purpose.

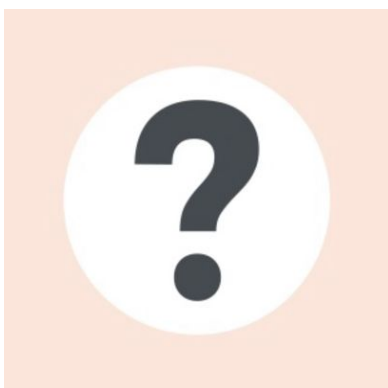
Her brightness returned. She found herself.

My purpose as an old soul master is to guide souls ready to awaken through this process.

I have made my 10-lesson programme available free of charge

I assured her that in only 10 lessons, her life would transform in ways she couldn't yet imagine. which is available through my website, and of course I am available to work 1:1 in person or in groups in the workplace.

We are not here to suffer, we are here to live extraordinary lives.



Who Am I ?

charlie@whoamilondon.com

www.whoamilondon.com

**10 LESSON
FREE
PROGRAMME**



I offer this for FREE
because I care about YOU.

My 10 lesson online programme
contains all the tools you need to
awaken.

I recommend a lesson a week so you
have time to practice the steps you learn
between lessons.

This programme contains 10 hours
of comprehensive instruction.

Dive Deep Into Your Sleep

"Martin, I know, sleep is important for me and I sleep 7 to 8 hours every night, but I still feel tired in the morning, I can't get out of bed, have difficulties to keep my energy level through the day. "

Employees shouldn't sleep, they should work.

That's what companies believed for years. Since then, there is a big curiosity how to improve productivity and the outcome in companies. For better results, wellbeing, regeneration and therefor sleep are all important factors.

In my coaching sessions, I work with athletes, entrepreneurs or leaders who tell me: "Martin, I know, sleep is important for me and I sleep 7 to 8 hours every night, but I still feel tired in the morning, I can't get out of bed, have difficulties to keep my energy level through the day. "

So I started working with a sleep tracking system (OuraRing) to look into the sleep of my clients. This system provides information based on data about heart rate, heart rate variability, movement, temperature and the different phases of sleep. Surprisingly, for these clients, we found almost no deep sleep. But during deep sleep there are important processes for our brain function, to rebuild energy for the day and to regulate the immune system. When we have a lack of deep sleep we miss out on the energy boost and the next day we feel tired, irritated and grumpy. We need even more willpower to get things done.

With this information, we were able to look at the daily behaviors and how to change them in order to improve their deep sleep. How much time do they spend in daylight, how much do they move or do sports, how is their stress level, how much caffeine or alcohol did they consume, how much time and when did they spend watching TV or being on their smartphone, and did they integrated any mindfulness aspects like breathwork, meditation or little walks in their daily routine?

With these findings clients are able to change their behaviors and integrate a couple of these insights into their daily routine.

The result is an energized morning to get up with a joyful start into the day.

Sleep rocks!



Dr Martin Schlott

info@martin-schlott.de
www.martin-schlott.de



How one man brought himself back from the brink of death

by Naomi Buffery



“I think I’m beyond help”

This was the first messages I received from one of the most inspiring people I have ever met.

Harry was in a bad place when he sent me that message. He was drinking 9 cans of premium strength lager every day. Sometimes topped up with cheap cider and red wine.

Harry was physically addicted to alcohol and his life was out of control.

He had been following me on Facebook, watching my sobriety videos and something started to resonate. He knew he was fed up of the miserable cycle of suicidal drinking. But nothing he had tried worked. He’d been to rehab, Alcoholics Anonymous and he’d been sectioned.

“I don’t think anyone is beyond help,” I replied “You’ve just got to be ready to accept the help.”

Something compelled Harry that day. For the first time in a very long time, he considered getting sober. He booked an appointment with the Doctor that day.

The Doctor delivered the news he wasn't expecting. If he didn't make some drastic changes very soon, Harry was going to die. He had stage 5 hypertension and could drop down dead at any moment.

We started working together straight away. I must admit, part of me did feel nervous working with somebody so sick.

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"I think I'm beyond help"
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But my worries were needless. Harry excelled in the sobriety program, he put his heart and soul into getting sober. He made a huge commitment to working through the step by step course and sharing his story every step of the way. Often being the guiding light for everyone else in the program.

Fast forward to today and his heart health is back to normal, he is 5 months sober, lost 7 stone, joined a gym and gone back to work.

He is thriving. Not only has he bought himself back from the brink of death, he is now shining his light and leading the way to those fresh on their sober journey in my sobriety community.

"How lucky am I to be given another just at life." He said.

I reckon he deserves it.



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alcoholfreedomcoach@gmail.com
<https://www.boozefreebaddass.co.uk/>



Don't get stuck!

This is about a woman in her late thirties who felt stuck in her company. She felt that her competences were higher than her position.

We worked out several strategies on how she could go further! We worked on her self-confidence and wrote up all her competences. Should she dare to take the next step, she wanted to start in another project team.

The company was going through big changes and some of the employees would be out of jobs in the end. She still got in contact with the project leader and worked on her communication skills to finally get a new position with more responsibilities, but it was not clear exactly what she was going to do as the project was not finalized yet. She felt like her company understood better her competences, but she was still unsure of herself. Much of the coaching was about how she could trust and believe in herself.

So far it is a success. She is more content and happier! I will continue supporting her until she feels safe in the new position! We keep on practicing to increase her self-confidence. The problem is that she will easily give up when the hard times comes because she doesn't believe she is good enough. At the moment she is doing an online school to improve her graphics skills. We have created a schedule where she works for 20 minutes every second day to reach her goal.



Mimi Hafström

Coaching-psykoterapi Mimi Hafström

mimi.hafstrom@gmail.com

www.coaching-psykoterapimimihafstrom.se

Hypnosis

–

Letting go and unexpected results

In our last session, my client's goal was to relax deeply, since in her every day life she was extremely busy with establishing her own company. While organizing bureaucratic, strictly scheduled deadlines, her days were dictated by long to do lists which rarely included pauses to process experiences. An inner space that offered peace of mind and a generous amount of time with “nothing to do” was needed.



This is what hypnosis can offer. It is a state between being awake and sleeping that can be monitored by measuring brainwaves. As dizzying 90% of perception are taking place unconsciously, it is a promising idea to work with the unconscious mind. Following Milton Erickson, the main focus is a client-centered, solution-oriented attitude.

In the hypnotic state, resources can be activated to support the client. While some contents of the unconscious show up as inspirations, images, colors or simply feelings, others may work behind the scenes and exfoliate their beneficial influence over the following days.



My induction guided her to one of her favorite places to relax, a lovely park full of wonderful plants and flowers, with lots of winded paths to explore. She drifted into a trance state that allowed her to let go of the daily pressure. Her face and body not only let go of tension, she even seemed to take on an inner glow, as I held space for her imagination. She enjoyed traveling in her inner realm and when I brought her back into everyday consciousness, she still radiated renewal.

Suddenly she remembered what had occurred in trance: while wandering the garden paths, she had a sudden intuitive vision of the place of an important document, that she had been looking for days already.



susakarr@gmail.com
www.susakarr.com

Susanne Karr
susakarr.com



Diabetic Teenager Defies Doctors



I have been diagnosed with hip distortion about four/five years ago, and since then I have been in pain whether it is when I am just walking or trying to play any sports. Up until turning 17 the feeling of exhaustion had been especially tiring, especially after the endless run of sleepless nights. The painkillers were only given to help up until very recently. I was told surgery was my only alternative which was terrifying. I turned to food and that is when I started gaining weight, and more and more.

I also have insulin resistance, which would mean that I need to live as a diabetic, and that I would put on weight much faster than others. I can remember sitting in the doctors surgery before being called in and just sobbing, and thinking, ‘what is happening to me?’ After my mum and I being introduced and talking to Darren. Darren’s plans to help me had been set in motion.



Just 5 months' time I started feeling like myself again. I could wear heels, walk fast, and walk for a long periods of time too without feeling in excruciating disabling pain. My eyes would be regularly sore from all the crying! I can also sit in positions that I could not have done before, and sleep better. I am still quite shocked due to the amount of weight I have lost. The nutrition helped and allowed me a little time to work-on my weight-loss which was a great opportunity for my body to rest.

I am able to run again, and back to playing tennis, competitively again. I have since graduated with my degree and got a 2-1.

Faced with the news of needing an urgent hip operation. Then another in ten years' time and then another... I was only 17 years old; can you imagine?



Darren Wilkinson

My Healthy Weight Loss

dwilkinson18@yahoo.co.uk

<https://www.myhealthweightloss.com/>



Scarlett O'Connor

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Why Self-Love Is The Key Secret To A More Fulfilling Life.

You can have all the success in the world and still be unhappy.

Despite the love you might be shown by the relationships you've built, it can feel like there is a part of you that doesn't believe you are loveable. Despite the strength that others might see and the admiration you receive for being so kind and understanding, loving yourself can seem impossible.

Whether you leave love behind because you are fearful of rejection, or go from one relationship to another, scared of being alone, you will usually notice that in both cases, fear is driving you and it leads you to a place you don't want to be.

=====

Scars 2 Strength
info@scarlettoconnor.com
www.scars2strength.com

A client of mine, who is highly successful, struggled with this. Even after investing in education, therapy, and other healing techniques over the years, they hadn't managed to change. However, after investing less than 1 hour with me, we managed to not only get to the root cause of the problem, but also release it. This is what they shared after:



“Working with Scarlett, in just under an hour, completely transformed a belief that has been running my life, defining my life, from the age of 7 years old and it’s gone!! It’s completely gone!”

The invisible weight they had carried their whole life had been lifted. This led to increased self-esteem, self-worth, and confidence, and most of all, they were able to love their self for the first time, and this shone through, positively impacting their career, health, and relationships.

Healing combined with self-love and the right mindset is the secret to a more fulfilling life and true transformation. Removing limiting beliefs is a key tool that can help anyone achieve this, including you.

SCARS 2 STRENGTH
IT'S NEVER TOO LATE

How millennials live a life of no regrets

Have you hit a period in your life where you feel dissatisfied, disillusioned, and disconnected? You've achieved "success," but you don't feel happy; and you feel guilty for not feeling happy.

This is what happened to Susie*. She had a job she'd worked hard to attain, was in a happy relationship, enjoyed socialising, and spent her money on experiences and holidays. But something was missing...she didn't feel happy, and she didn't know why. Susie saw her unhappiness showing up in her performance at work, in the satisfaction in her relationships and in her declining health and wellbeing.



I'll let you into a secret...Susie was surviving when she wanted to be thriving.

Susie had built a life based on what she thought she wanted but she wasn't listening to herself, she was listening to what everyone else wanted for her.



Research shows that when people at the end of their life are asked what they regret most, the most common answer is not living for themselves; not being true to who they are, settling instead of achieving real happiness and living a life based on other people's expectations rather than living the life they wanted.



When Susie found my Surviving to Thriving Framework, things changed for her. She learned why she was feeling the way she felt and discovered what would truly make her happy. As a result of the changes Susie made, she went from feeling 3/10 in happiness to a 9.5/10 in just a few months. In our most recent conversation Susie said, “I’m feeling more confident and more like myself than I’ve ever felt!”

Make the decision to thrive instead of just survive and commit to living a life of no regrets.



Stacey Jane O'Callaghan

SJS Coaching Services
stacey@sjscoachingservices.com
www.sjscoachingservices.com

Creativity: How to gain access to your inner wisdom

When this woman came to my place for an 8-hour intuitive painting coaching session, she was unclear about her life. In our session, she identified a powerful intention, and this was a very important step for the transformation she went through.



I guided her into the intuitive painting steps that I use to go deep within and get access to our inner truth and wisdom.

In the way I work, it is all about the journey and letting our intuition speak. It is not about making a “pretty” painting.

After she arrived back home, she used her painting as a magical portal.

This is what she had to say: "I had truly painted a magical painting, and I used our session on a daily basis to give strength and faith to the process I was about to manifest." "I truly loved how the unseen became visible to me."

She is now in my 3-month online program, Sacred Art, and I asked her why.

She said, “I want more; I want to learn more about my own magic and to work with and trust my intuition as a guide in my own life.” "It was truly a magical journey.” - Lis Dahl

And now, half a year later, she has used the wisdom she received to transform her whole life. A new and improved journey has just started.

She has changed a long-term pattern of being overly concerned around other people and is now living with the freedom to be who she truly is.

From the depths of my heart, I so enjoy inspiring women to stand in their own sacred power.



jullieqvist.com@gmail.com
www.jullieqvist.com

Jullie Qvist



What every business ought to know about **MARKETING**

The 3 ways businesses literally throw money down the drain with marketing - and how to avoid them

John Wanamaker (American merchant and considered a "pioneer in marketing") said over 100 years ago:

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."

Marketing is a strange animal. Just like an untamed horse, it can treat you very nice, get you great results and business opportunities - or on the other hand throw you off track completely, getting absolutely no results or even worse:



Bad feedback from the market - often without giving you any clues as to why.

So how can you turn the odds in your favor?

By making sure you avoid the following 3 marketing traps:

Trap No 1: Super broad marketing:

When you are casting a very wide net and trying to catch as many new business opportunities as possible, quite often the opposite happens, and you find that all the “fish” escape thru the holes of the big wide net. Or in other words: When your marketing is trying to address many different issues, problems and does not have a clearly defined niche, it simply does not work because no one will feel directly spoken to.

For example: Selling shoes to women as a marketing message will not work.

Why?



Because the message depends on the age, budget, lifestyle, often education and the preferred design or shoe style, and also the intended use of the shoes.

Selling beautiful colorful waterproof rubber boots with a removable liner for both summer and winter use to ladies who are often outside, and own horses or dogs would be a much more focused message and most likely be landing with the audience.

Trap No 2: Not knowing and addressing your niche's pain points:



The 2 reasons why people buy are pain and gain. Pain or solving problems generally sells better than gain - for some reason human beings are just wired that way.

If businesses miss out on this big emotional driver in their marketing because they simply don't know their market's pain points very well, recommended best practice is to find out in form of surveys (works okay-ish) or better yet by talking to potential customers. (See how to address pain points on a sales page here:

<https://www.coaching-business-academy.com/pmp>

Trap No 3: No compelling offer:



The marketplace is getting noisier and busier literally by the minute, as more and more businesses are trying to sell their offers – and more and more copy-cats are starting a me-too business.

That's why having a super attractive, compelling offer (and not just something everybody has) is key to running great marketing campaigns.

When a famous marketer was once asked how he can manage to make over 90 % of his campaigns super successful he replied dryly: "It's quite simple really: I only bet on the fastest horse." – meaning he recognized a compelling offer when he saw it and chose to work only with clients who had one. (See the steps of creating a compelling offer here:

<https://www.coaching-business-academy.com/ipl>

In short: Marketing that works is Clear, Concise & Compelling.

Apply this to your Marketing and you WILL turn the Odds in your favor.



Nathalie Sabrina Dahl

www.coaching-business-academy.com



Are you ready for a TIMEOUT?

If your life was anything like mine in the past 2 years, you've been thru a lot.

We had Covid.

Then the war in the Ukraine.

Inflation and raising energy prices.

And on top of all the circumstantial happenings: Your own business.

The last 2 years in business were a roller coaster with a constant need to reinvent one's business and self

- and I'm guessing you might have gone thru similar stages of creating and un-creating, new ideas, tried and failed partnerships or Joint Ventures, bad revenue months, good or okay-ish revenue months, marketing disasters and hopeful new beginnings.

t's Time for a Break.

A Timeout.

A Reset.

Four You, Your Business and Your Energy.



And since it's that special time of the year, where gifts are being exchanged, I'd like to present you with one, too:

A timeout for yourself, where you're being pampered, so you can do the necessary plan and goal setting for 2023 in a great environment, away from the daily hustle and bustle – in a 4* hotel in a location of your choice all around the world.

When is this timeout?

Within the next 18 months – however I recommend you do it sooner than later.

So... my gift to you is:

I'll pay for your hotel stay 3 -7 nights in a 4* resort, anywhere on this planet.

And I'll provide you with the 3 components it takes in my experience to make 2023 the Best Year Ever.

What's the Catch? There is no catch

Learn More HERE: <https://www.coaching-business-academy.com/timeout>





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Langmattstrasse 30 | 5625 Kallern Switzerland

general@victorylog.ch

Responsible for the content:

Marion Dumazy | impact@victorylog.ch

Tiffany Dahl | t.dahl@victorylog.ch



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