

of people)...well, I would not have grown so very much as a person to have even created my program that...Ta Da!

Let's one explore many niches prior to entering the market..Ah! The Beautiful Journey.

Isn't that the point of coaching, reaching our potential anyway? With the U.S. estimated market value of personal coaching at "\$955 million in 2015" "1.02 billion in 2016" and at a "6.7% growth, this will be reaching 1.34 Billion by 2022" (www.MarketResearch.com),

Life Coaching is here to stay and with the current Covid-19 situation making mental health issues our next sad global illness to remedy (it's actually Mental Health Month here in May 2020), the timing cannot be better to help your business clients on their: long-term life goals, confidence, motivation and life issues to truly support their self-development, learning and growing and... to come up with a strong plan of action post Covid-19 and into 2021, and perhaps, even the next few years.

As Tony Robbins shared, "Training by itself increased client productivity by 22.4%, but training combined with weekly life coaching increased client productivity by 88%".

So is it very important that the "cash" and the "mindset" of your clients are both properly balanced and that we all get back into the game of life to 360 degrees by supporting their BUSINESSES!

#2. Business Coaching 2.0

"I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

- Michael Jordan

So you are all about helping your clients identify business strategies and opportunities for creating business growth, increasing revenue, becoming a more effective leader, thriving in hard times, recruiting and retaining top talent (the list goes on).

What I love most about business coaching is the numbers! We can get mentally into the game with life coaching, but with BUSINESS coaching, the game is literally scored! From percentages, to price quotes, to conversion rates, to time frames, budgets, margins, profits and assets vs. liabilities etc., it is easy to understand why so many of you choose business Coaching as the track in the first place.

But with the current issues of Covid-19, with nearly everyone's businesses or employment status devastated or affected in some way across the globe, can't you adjust your pricing to support those who lost their jobs just... a little bit? Or:

- Offer a freebie or free trial? Focus on struggling mid-size businesses getting back on the right path with your coaching via payment plans?



- How about offering free Financial Management training online or tools so THEY can afford your services later on?

- Navigate the cost/expense ratio of hiring new employees against the budget, sooner rather than later?

Then there is the possibility of perhaps, coaching a new audience. You were coaching corporate CEO's before...now how about now you give a little back and also coach single mothers in a group coaching experience, because well... you were once a single mother yourself (albeit now.. a 6 figure one).

How about this:

"Forrester has predicted that the global loss in the retail sector will likely hit \$2.1 trillion in 2020

and will take four years to overtake the levels of growth seen before the pandemic.

Although the impact will likely vary across different regions, it is thought that non-grocery offline sales will see a 20% decline in growth overall, while ecommerce growth will remain mostly neutral.

In the US, sales are expected to drop by \$321 billion this year, down 9.1% from 2019, and there's a similar picture for Canadian retail spending, which is predicted to fall 7.7% (a loss of \$25 billion)." (<https://econsultancy.com>).

The retail industry and business of all sizes need your help now.

Perhaps time to switch up a few things?