

A TIGNEY SOLUTIONS INSTITUTE COACHES STRATEGIC MASTERMIND GROUP April 2018 NEWSLETTER

SHARE WITH ANOTHER COACH AND MAKE
SURE TO MAXIMIZE YOUR MEMBERSHIP

Coaching TIP MANAGING YOUR BUSINESS WITH AUTOMATION

As a new coach, often we have so many things to think about putting into practice. This can be overwhelming. There is not enough time and not enough hands. When we think of this, we start to consider adding additional staff to our new practice but then soon realize that we may not be able to secure another person to work for us.

Small solutions can help you navigate more efficiently while you are growing your new business. Here are some:

1. **Client Led Scheduling**- Look into an automated scheduling system. This tool allows for the client to schedule their own sessions 24 hours a day/7 days a week. The wonderful thing about this tool is that it can also send follow ups, reminders, and invoices on your behalf. This is all from the prompting of the client's request for a session. By the way, it reminds you as well...which is very important in the busy schedules that we carry.
2. **Marketing tools** - if you are looking to build your audience and attract new clientele, look into developing a mailing list that individuals can automatically sign up for. You can set your templates, send weekly notifications to current and potential clients and start new campaigns for special promotions. Tools like MailChimp is a free service available for a certain amount of email distributions.

These are just two that can help you work smarter and not harder. Of course, automation cannot replace personal touch. A combination of personal touch and systemic processes can assist you in running an efficient and effective new business. When the time comes and the income is right, feel free to add staffing and even more automation tools that will serve your client well.

Here's too managing your business better!



Master Coach Corner By Coach Shezetta Morris

YOUR INVITATION TO EXPAND!

Recently, I had the opportunity to take on a new space in the field of coaching. Mentally and physically I was being invited to expand. Honestly, I can't say that I understood all of what that would create for me nevertheless I accepted the challenge.

It wasn't until the invitation came that I realized that I was currently in a settlement mode. The invitation itself allowed me to look at my situation in comparison to an expanded space. As I looked, I could identify the reality of more and it required that I stretch myself to come into this expanded place. So, what exactly did I do?

1. **I began to exercise.** Exercise creates both a physical and mental discipline for the body. I had been out of commission of moving at a faster pace. I realized that I needed to recondition myself for it, mentally, physically and emotionally.
2. **Set things in new order.** My daily operations included things that would now need to be adjusted in order for me to take on an expanded space. I needed to look at it and be willing to make the adjustments.
3. **Recharge my belief system.** When you are in a comfortable place your mind and senses dull out. When you eat the same thing all the time, you are prone to have a lack appreciation for it over time. However, when you are introduced to something new, your palette wakes up. I had to re-engage my belief about having more and doing more. My brain began to wake up and my energy did to.
4. **Mantras** - I developed "I can" mantras to surround myself. I kept reciting them internally preparing for the new season so that when I stepped into it, my mind and body would be positioned with the awareness that it was happening and that it would be great!

When you are offered the opportunity to expand.....accept the challenge and watch all of the other things that will deliver themselves to you in the form of solutions, after you have said yes to the expansion. Ladies and Gentlemen, expansion is all around us. Pay attention and be ready for it.