

# Top 14 Reasons to Hire a Coach

This is written from a coach by the name of Mary Allen, CPCC, MCC

It is absolutely brilliant. Her website is <http://www.lifecoachmary.com/>

"The Top 14 Reasons to Hire a Professional Life Coach" could be entitled, "**Top 14 Life Altering Benefits you'll receive by hiring a Professional Life Coach**". **As you read each reason, try on each one fully, as though you've already achieved the benefit. Ask yourself, "Is this something I want more of in my life?"**

## 1. Design your life to maximize [FULFILLMENT](#)

Isn't being fulfilled what life is all about? In whatever we are doing in life - work, play, relationships, fun, chores, travel - **I believe in maximizing "fulfillment"**. As a coach, I put "fulfillment" on the top of the list (you'll notice this theme throughout my website) "People are gravitating to coaching more and more to truly create that '**soulfully fulfilling life**' they've always dreamed of. And, fulfillment is one of the most rewarding..." However, it is one of the **most rewarding by-products of outstanding coaching and your commitment to the process**. As you create a more fulfilling life you will experience the following:

- *Feeling fully alive...*
- *Fully appreciating and enjoying each moment...*
- *Living in alignment with your individual values and purpose...*
- *Living in Joy and Abundance...*
- *Sharing and connecting in meaningful relationships...*
- *Doing what you LOVE...*
- *Realizing your dreams and goals...*
- *Acknowledge to yourself that you ARE living a truly fully fulfilled life!!!*

There are many factors that contribute to fulfillment. Throughout our coaching relationship **we'll identify what true fulfillment is to you, and we'll cultivate fulfillment in EVERY area of your life**. Creating a life of fulfillment isn't necessarily easy. However, it's worth the effort. **And you deserve it!**

## 2. Create CLARITY on "What YOU really WANT in your life"

Sometimes this is the toughest step of all. In this grand smorgasbord in life, **we get to choose**. Actually, we have to choose, or life will choose for us. And, throughout life we often have to redefine our choices as we evolve and grow. What was most important five years ago is probably not what's really most important to you now. **In clarifying the "what's most important?"**, enormous energy is freed up. **Clarity is POWER**. And, often times simply "**deciding**" what's important creates a chain reaction that magnetically begins to pull you toward it.

- *What's most important to you in Life?*
- *What's most important to you in Your Career?*
- *What's most important to you in your Relationships?*
- *What are you Tolerating in your life?*
- *What do you want MORE of?*
- *What do you want LESS of?*

As your coach, we'll explore options, discover what you really want in life, and focus on what you truly love to do. Then we'll design your life around the "what's most important", setting values-based goals and prioritized action items, and diligently integrate them into your life.

## 3. Strengthen your personal foundation, raise your standards, eliminate tolerations and set boundaries

**Virtually every person** who engages a coach **wants more**, sometimes much more, and knows that they must make certain changes in their personal and professional lives in order to get more of what they really want. These changes take time, coaching and effort. The coach focuses on **strengthening a client's**

**Personal Foundation**, as a way to **accelerate** and **attract more easily** the client's goals. By investing in your Personal Foundation you will:

- *Discover what your personal needs are so you can get them met once and for all.*
- *Develop a surplus of time, money, space, relationships and love in your life.*
- *Increase your ENERGY and take really great care of yourself*
- *Eliminate draining tasks and commitments*
- *Reorient your life around your values, and establish boundaries that support you*
- *You will expect more of others' and yourself.*
- *Your life will get simpler, easier and less stressful*

#### **4. Start ATTRACTING into your Life, rather than struggling**

Sounds good, doesn't it? Imagine& ... a life without struggle. Wow!!! **I define Attraction** is defined as being whole and present so that you **EFFORTLESSLY draw in to you what you want in life** versus having to sell, seduce or promote yourself. Through the power of Attraction *you can accomplish more of your objectives in less time*. Through the power of attraction you have **an abundance of time, energy, love and power**. Through our coaching, you'll discover where you are already "attracting" and what can make you even more "attractive". Attraction happens through shifting your attitude, home, life, career and habits. Attraction happens through strengthening your personal foundation. **Attraction becomes a way of being.**

#### **5. FOCUS + ACTION = RESULTS**

**Who says you have to work harder to create more results?** We'll create the plans that **maximize your desired results**, without draining your life (yes, we'll utilize that Law of Attraction we just talked about). Focusing on an effective "plan of action" is half the battle. Moving consistently toward the desired target is the other key. When people get CLEAR about what they want, often times, they quickly forget. Not because their goals and objectives are no longer important, but because they get caught up in life, get busy, and present moment challenges zap their attention. My role as your coach is to **HOLD this Focus, and keep your vision alive**. As your coach, I will remind you of the "What's Most Important in YOUR life" and gently nudge you in the direction of your dreams. You'll KEEP YOUR FOCUS and never venture too far off track. **Focused Attention + Deliberate Action = Fabulous Results.**

#### **6. Accountability -- The Power of your Word**

Have you ever broken a commitment you made to yourself? Yep, me too. As silly as it may sound, the **power of your "word"** to an unbiased third party (*namely your coach*) can be pure magic. Having a coach to verbally commit to each week, puts more leverage on you to **make your commitments happen**. Some people have told me that they shouldn't have to hire a coach to "report in" to weekly, *just to get more done*. Shouldn't they be disciplined enough to "just do it" on their own? Perhaps. However, you'll often times identify action steps through coaching that you never would have thought of. How can you implement an idea you never had? Whether you consider yourself motivated or not, disciplined or not, creative or not, **never underestimate the power of your word within the coaching relationship.**

#### **7. To Create more BALANCE in your Life**

**Balance.** Is that really possible? Of course it is. And, it's something we can all use more of. **Each area of our life IS connected.** When one area of life is out of balance, it affects the others. When life is out of balance& we're putting all of our energy in one or two areas of life, depleting our energy. In coaching we'll look at your whole life - from **Health to Relationships, from Career to Finances, from "Fun & Recreation" to "Personal and Spiritual Growth"**. As we focus on "rounding out" each area of your life, a ripple affect influences each of the others. **Balance gives you peace of mind, energy and a deeper sense of fulfillment.** And, yes, it IS possible.

**8. To Fully engage the BEINGNESS in your Life** (sometimes harder than the "doingness" in Life) **We are Human Beings, not Human Doings.** However, when we look out into the world we may be convinced in the latter. What does it mean to engage the "beingness" in your life? **It means focusing on the states of being that you want to experience in life. Love, abundance, joy, playfulness, centeredness, connection to others are states of being.** By focusing on these qualities, life shifts. The reason most of us "do, do, do" in life, is because we are seeking certain feelings, or states of being. However, if we shift our focus to the states of being we are after, then the "doing" happens more effortlessly. There are HUGE and numerous benefits to "BEING". It's where peace of mind lives. **Beingness "attracts" all kinds of things into our lives, connection, relationships, love, money, and those things that create**

**fulfillment.** It's where we tap into our most creative space. It's where we find ourselves. It's when we slow down long enough to notice ourselves, notice our bodies, notice our feelings. It's a place of integration.

#### **9. To Challenge you to Stretch and GROW in new and exciting ways**

**As human beings, we ALL have an innate NEED to learn and grow.** In fact, people who have stopped learning and growing in life are usually dead, or among the "walking dead". **Learning and growth are among the most satisfying and fulfilling experiences available to us.** I'm a huge believer in "life long learning" and pride myself in being a voracious student of life -- reading books, attending seminars, ever expanding my professional skills through ongoing training, and learning from life through people and personal experience. I attract clients that love to learn and grow, and want to take themselves to the next level -- are looking to be challenged to stretch and grow in new ways through our coaching relationship. Of all the reasons individuals come to coaching, **the bottom line is CHANGE -- and change means growth.**

#### **10. To Explore your Life Purpose and Vision and Integrate it fully into your magnificent Life**

Life Purpose and Vision is a vitally important element in creating a fulfilled life. Those who are clear of their life purpose and are truly living their purpose every day, are among the most fulfilled individuals I know. **The more integrally one lives their life's vision and purpose, the deeper fulfilled and the more magic will be experienced.** *What is your Life Purpose and Vision?* How can you more fully LIVE this life vision? With a compelling vision, you find yourself excited about getting out of bed every morning, your day flies by, and you enjoy each day more fully. As your coach, I can help you identify your vision. The next step is **integrating your vision into your life**, so that it's more than just "words on paper". Many clients have even created "mini-visions" for each area of their life. **The result has been living a richer, deeper, meaningful and more fulfilling life.**

#### **11. Tap your Inner Wisdom for GUIDANCE**

You are FULL of wisdom right now!!! That's right. **YOU are full of WISDOM.** In coaching, the most **brilliance and wisdom** comes from YOU. Through the art of asking questions (that's my job), noticing the subtleties in your voice and I can tap that inner wisdom that is anxiously waiting to come out.

#### **12. To Process through Problems & Challenging Periods**

**Through coaching you will get to the root of the problem and create solutions.** It amazes me how quickly a problem can be solved with focused attention and TWO committed beings (namely client and coach). Sometimes what's needed even more than a solution is a true acknowledgment of what IS. In coaching we call that "being with" a problem. It's really not that scary. In slowing down long enough to "be with" the problem, amazing things become available. Either way **"staying stuck" with problems becomes something of the past.** *With problems handled and resolved you'll have more energy to invest into your life.*

#### **13. Have YOUR Successes Fully Championed, Acknowledged and Celebrated**

Have you ever worked long and hard to accomplish an objective, then not had someone to fully celebrate with you? Or had a personal breakthrough that your friends and family just don't seem to fully appreciate? It can be a let-down to work diligently on a task, or "on yourself" -- and then not have it fully appreciated or noticed by others. We are often our worst critics and forget to even acknowledge ourselves. I, too, used to underestimate **the power of acknowledgment and championing**, writing it off to fluff and hype. I've learned how impactful and life-altering it is -- not only by noticing the impact with my clients, but in noticing the impact on ME, as I experience acknowledgment from my coach and others. It can be **the single most important element in EMPOWERING you and CREATING MOMENTUM.** **What if ALL your Successes and breakthroughs were acknowledged, championed and celebrated?** What if you had someone in your life who assumed this role? As you are taking your life to the next level, your coach will do just that. Why is this important? Simply stated, YOU deserve it!!!

#### **14. Give yourself an EDGE in your career, in your life.**

So, maybe you feel like "you can do all this by yourself" -- and don't really NEED a coach. **Nobody really needs a coach.** However, everyone CAN greatly benefit from a coach. All things being equal, having a coach gives you an edge over someone without a coach - in your career, in your business and in your life. **Having a coach means having an edge.** An edge that has you three to four strides ahead of others. **An edge that gives you strength, confidence, and empowerment to handle anything in your business and your life. An edge that will propel you forward into life maximizing your fulfillment along the way.**

#### **A Few Final Words...**

The reason you hire a coach, will likely NOT be the only reason you hired a coach. I can absolutely assure

you that we'll FOCUS on the primary reason you hire me (as will any coach). And there may be areas you have handled that can be taken to the next level. There may be areas you don't deem important that become your greatest source of strength and enjoyment. **When you make a commitment to yourself by hiring a coach, a whole world of benefits falls to your feet. A coach gives you an edge, enabling you to go from being great to being extraordinary.**

Here is what I love about her **"10½ Keys to Living Fully Fulfilled"**

#### **KEY #1: "Know Thy Self"**

**How well do you really know yourself?** Society, the media and our professional worlds have influenced and colored who we are, just as expectations from spouses, family and friends. Most of us have grown up in a society that snubs selfishness, and praises "pleasing" others. It's often times hard to determine which values are yours, and which are Uncle Bob's, the five o'clock news, or your bosses. Our life truly begins when we ask ourselves, **"Who am I?"** and **"What's most important to me?"** It's not unusual to spend a large part of our lives, not knowing the person closest to us - "me". **Get to know YOURSELF, as you would get to know a new lover.** There are myriad of ways to get in touch with YOU. Spend some time with the following questions: **What is most important to you in life? What gives you the most JOY? What are your dreams and desires?** These questions will point you to your VALUES. Values are those qualities, interests or aspects of life, which have continuously drawn or attracted you since childhood. You may also ask questions like **What do you despise most? What are your fears?** The antithesis of these answers will give you another path to identify your values. **Also notice how your body feels, reacts and responds in various situations.** Is it joyful and expansive? Or resistant and shutdown? All of these elements are clues to discovering your personal recipe for fulfillment and uncovering YOUR personal values. Enjoy the process!

#### **KEY #2: Design your life around what's IMPORTANT.**

It's one thing to know yourself, it's another to DESIGN your life around what's important. Start by determining **what you LOVE that's already in your life.** There are aspects of your life that are already fulfilling to you - Congratulations! **The more activities, people and time that is spent in alignment with your values, the more fulfilled you will be.** When you are not in alignment with your values your life won't flow as easily and you experience struggle, which is not fulfilling. **Select FIVE values and identify 1-3 ways you can honor each value every week, or every day!** You'll find some activities will honor many of your values simultaneously. Integrate these activities into your life. Make room for new activities by eliminating less fulfilling activities and energy drains. This may include spending LESS time with certain people. And soon you'll be experiencing more and more fulfillment each day.

#### **KEY #3: Be Fully Present to Life.**

**Fulfillment happens in the present moment.** Most people spend their time fretting about the past OR worrying about the future. Do you know anyone like this? We live in a fast-paced world, and the concept of slowing down and appreciating each moment may seem like a waste of time. However, **it is in the present moment where you will find FULFILLMENT and joy.** I challenge you to take ONE WEEK and consciously PRACTICE living in the present moment. It'll change your life. You may even choose to take a whole day of silence. There is so much to notice in the NOW. Colors, shapes, textures, sound, feelings, emotions, beauty, love and all the miracles of life. When you are with someone, **"be with" them fully** without thinking about what you'll say next, or what you'll do tomorrow. **BE present.** Listen to their words AND to what is behind the words. What else can you notice when you are present to the moment? There are numerous places to "practice" living in the present moment - in your relationships, with your boss or employees, while making love, during a workout, eating a meal, taking a shower, watching a sunset, with your children, and even the clerk at the grocery store. And, **as you spend more time "being present" to the NOW, you'll naturally feel a greater sense of fulfillment.**

#### **KEY #4 Love Yourself to Pieces**

I met a very special lady in the "healing profession", and her words branded me for life. "If everyone could just learn to **love themselves to pieces**". They say love is one of life's greatest medicines. And it is a medicine we need to administer to ourselves - *generously*. I believe that

loving ourselves is foundational to living life. When we love ourselves, we take greater care of ourselves, and make clearer decisions that propel our highest good. Some people don't feel worthy of love and goodness, and consistently sabotage themselves. If you're like most people you haven't practiced giving yourself "unconditional love". **Try this. Clear your mind and relax, you may even lie on the floor. Imagine yourself being bathed in unconditional love. Let those feelings penetrate every cell in your body, from your head to your toes. Let the feeling expand and grow with every breath, until you are surrounded by ten inches of unconditional love. Let it all in. It feels good, doesn't it?** I used to think, "of course I love myself". Then I did this exercise, it changed my life. I didn't realize **I could give myself that "warm, wonderful feeling" anytime I chose to focus on it.** And loving ourselves is a powerful energy with enormous benefits!!! The more YOU give LOVE to yourself, the more you will attract it in your life. Take 5 minutes each day to connect with this feeling of "unconditional loving". For most of us, it's an unused muscle that will need conditioning. It may feel uncomfortable at first, and I challenge you to stick with it. **It'll impact your self-esteem, you'll feel more loving and generous, and you'll begin to attract more wonderful things into your life.** Because, after all - YOU do deserve it. Go for it!

#### **KEY #5: Express Yourself Fully**

"Express" is to **communicate, convey, reveal, expose or give.** "Yourself" is YOU. In Expressing YOURSELF we want **YOUR thoughts, feelings and emotions,** not someone else's. **"Express yourself FULLY" means "all of you",** not a partial rendition or "playing it safe" version. And, yes there are huge rewards for "expressing ourselves fully", including fulfillment. Of course, we want to Fully Express Ourselves responsibly. It's no longer fulfilling when our self-expression is destructive or harmful to someone else. Performers, singers, artists, and musicians find fulfillment in their work because they have a direct channel for expressing themselves fully. On the contrary, when someone follows a format that is "NOT really them" or is forced to fit a mold, the same level of fulfillment disappears. What prevents us from full self-expression? Fear of JUDGMENT. If we can learn to "let go" of what others might think, we can be free to **"fully BE ourselves" What would you like to express to the world? What haven't you revealed yet? How can you "express yourself fully" everyday? One of our deepest human needs is to be "fully seen" by another.** And, it's so fulfilling to do so. Try it, you'll like it.

#### **KEY #6: Embrace "Beingness" vs. "Doingness"**

**We are human BEINGS, not human DOINGS.** And society has conditioned most of us to DO, DO, DO, and offered little to no "training" in simply "being". Underneath all the doing in life lies some sort of BEING energy - it may be determination, confidence, love or even anger, fear or depression. **Some combination of BEING energy is ALWAYS driving the DOING energy,** however most of us don't consciously choose the energy that serves us most. So, how do you want to BE? A: Overwhelmed, angry and frazzled& . Or B: loving, clear and grounded& . Or C: \_\_\_\_\_ (you fill in the blank)? Would the "being" states of A or B influence your "doingness" or output? Absolutely. The good news is, over time you can re-condition yourself to live in the states of "being" that support your highest happiness. Your "being" states dramatically impact your level of joy and satisfaction, whether you are conscious about it or not. Why not choose consciously? What if your lived..... **What BEING states do you want more of in your life? What BEING states do you want less of? What will you choose?**

#### **KEY #7 Strengthen your CONNECTIONS**

This is a BIG one, and deserves a lot of attention. For many, **"fulfillment" is ALL about connection** - and it's important to each of us as human beings. There are **three essential CONNECTIONS** to strengthen and focus on that will create more fulfillment in your life. And, each of these "essential connections" plays an important role in our lives. And each of us will prioritize this list differently.

1. **First is your connection to YOURSELF.** We focused on this component in KEY #4 - **"Loving yourself to pieces"**. And, it's so important, I want to emphasize it again. **Love yourself. Build a relationship with YOU.** You are your own best friend (or own worst

enemy). Support yourself, otherwise you deprive yourself one of the greatest sources of fulfillment and happiness. Fulfillment begins with YOU.

2. **Second is your connection to OTHERS.** Whether you consider yourself to be very social or somewhat independent, we live in "community" and our community affects us. **We become the combined average of the five people we associate with most.** What is your community doing to you to contribute to - or take away - your happiness? If you're not 100% pleased with your answer, decide whom you'd like to hang out with - then, go find them. My "community" has contributed *heaps*, to who I've become as a human being, and to my abundant fulfillment. If you ARE already pleased with your "community", what can you do to strengthen your relationships and create even more fulfillment?
3. **Third is your connection to GOD or SPIRIT** (however you define that all-knowing, powerful energy source). Everyone I've interviewed about fulfillment has intuitively known that their spiritual connection is one of the most important components to their ultimate happiness. **Begin with an intention to strengthen this connection.** Welcome in "spiritual" conversations, books or other means of exploring and expanding this connection. Spend time daily to nurture this ever-growing relationship. There is a mystical and intangible aspect to spirituality, therefore **developing TRUST, faith and belief in this connection is key.** What is one thing you will commit to doing to strengthen your spiritual connection?

### KEY #8: Surround Yourself with Beauty

This is the simplest and easiest key to fulfillment AND it clearly contributes to joy and happiness. **Surrounding yourself with beauty means creating an environment that is appealing, supportive, nurturing, pleasant and delightful to YOU. Your environment is one of the most powerful influences on your energy, your mood, your creativity - and your fulfillment.** Your home and work environments are two obvious places to start. Pictures of friends & family, fresh flowers, plants, art and meaningful knick-knacks are simple ways to personalize and brighten your environment. Secondly, **spend time in nature and enjoy life's natural beauty** - the ocean, mountains or even a local lake or park will stimulate your senses and alleviate your stresses. **PEOPLE make up the third component in your "beautiful" environment.** I'm not talking about physical beauty; I'm talking about **supportive, nurturing, energizing relationships that contribute to your overall fulfillment.** Get yourself some fresh flowers for your desk, visit nature at least once a week, and spend time with the people who love you most - and notice the impact of "beauty" on your life.

### KEY #9: Set a Purposeful Goal, then go ACHIEVE it

While fulfillment isn't ALL about achievement, it plays a vital role that cannot be ignored. **As human beings we have an innate need to be useful, to achieve, to create, to be challenged and to contribute. AND, we NEED meaningful goals.** Work and career is a natural place to fulfill this need, especially if there are always new goals to keep us challenged. When this structure is taken away (i.e. husband supports a non-working wife with no children), the people I interviewed reported "feeling a void" - and were searching for ways to create that sense of "purposeful achievement". Over time the need to "purposefully achieve" overpowered the sense of fulfillment which came from time freedom. How do you get your need to "purposefully achieve" met on an on-going basis? Set yourself up to enjoy the pleasures of achieving. **What achievements give you the highest level of satisfaction?** Set a goal, achieve it, and thoroughly enjoy that level of satisfaction in knowing YOU DID IT!

### KEY #10: Practice the Art of Fulfillment

There are many components to the **Art of Fulfillment "creating magic moments, noticing life's simple pleasures" "the little things" and "the grand", being grateful, living your values and purpose, focusing on what's already great, and growing your connections** (to self, to spirit, to others). **The Art of Fulfillment is about cultivating more happiness, more peace, more joy, more meaning, more purpose - aaaaahhhhhh, MORE life fulfillment!!!** This key is SIMPLE. **Focus on creating fulfillment - and YOU WILL attract it.** Each of the components listed above will be topics in future issues of ["SoulFULLY Living - Newsletter"](#). In the meantime - what is one "magic moment" you can create THIS WEEK? What are you GRATEFUL for? You CAN find fulfillment in looking at a flower or going to the grocery store - if you choose it. Schedule a "FULFILLMENT seeking week". All week long focus on everything and anything that's

fulfilling to you. Discover new ones and search out others. The greater your intention to be fulfilled, the more ways you'll find to create it.

**KEY #10 1/2: Trust the Process**

So, you have gotten clear about WHO you are and WHAT you want. You are practicing the Art of Fulfillment. You are strengthening your CONNECTIONS and surrounding yourself with beauty. You are setting goals and taking action. and still life does not seem to be cooperating. This is where "trust" comes in. **Life is a process** - with ebbs and flows, peaks and valleys. And, for every bump in the road, there IS a gift for you. The gift may be a "learning", something to challenge or strengthen you, a new opportunity, or a chance meeting (like ours!). **Life offers us gifts every day, all day long, if we choose to look for them.** As we combine our spiritual connection with an expectation that "life IS supporting our highest good", we can relax a bit and begin to more fully enjoy our experience here as human beings. **Enjoy your journey!**