

Virtual Coach Accelerator

Inner Game of Coaching

Sharing, Bragging & Getting Yourself
Out There

Today's Objectives

What is in the way of you being more public in
your sharing

Crafting shares that are compelling

Sharing Authentically

Sharing our authentic self is not just a marketing tactic; it's a holistic approach to building a meaningful relationship with our clients and fostering long-term success in our coaching businesses.

Builds Trust & Credibility: Opening up about our own journey, struggles, and triumphs doesn't just make us relatable, it makes us believable. People are more likely to invest in a coach who isn't just selling expertise but is offering a tested roadmap. They see our vulnerabilities and successes as proof that we have walked the path we're helping them navigate. Trust is the cornerstone of any coaching relationship, and being authentic lays a strong foundation.

Enhances Client Connection: Clients don't just buy services; they buy emotional experiences. By sharing ourselves authentically, we are inviting them into an emotional space where they can feel safe and heard.

*****Think of it as building a community around shared values and visions, rather than a transactional relationship based solely on services rendered.***

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Sharing Authentically

Sets Us Apart in a Saturated Market: The coaching business is booming, and the marketplace is crowded. What sets you apart is YOU—our unique story, our unique approach, and our unique insights. When we share our self authentically, we break through the noise. We are not just another face in the crowd; we're the coach who really "gets it," and our clients will flock to us because of this unique positioning.

Fosters Client Loyalty and Referrals: When people feel connected to us on a personal level, they're more likely to stay with us long-term and even become ambassadors for our brand. Happy, loyal clients are the best marketing agents we could ask for. They'll share their positive experiences with our network, helping to grow our business organically.

Facilitates Personal Growth and Reinvigoration: As we share and engage with our clients, we're not just helping them—we're also investing in our own personal growth. Every revelation can lead to new self-discoveries, and every interaction can serve as a mini-coaching session for ourself. It's a beautiful cycle that enriches us personally while enhancing your business dynamically.

Our authenticity is our superpower. As we grow and nurture our self, we also nurture our business. Virtual Coach

What Holds Us Back?

Putting ourselves out there can stir up a range of emotions and fears. Understanding these internal barriers can be the first step in overcoming them. Here are some personal "inner game" reasons someone might feel hesitant:

Imposter Syndrome: Many of us fear we're not good enough or don't know enough to be advising others. This nagging thought can prevent us from showcasing our skills and sharing personal stories

Fear of Judgment: The idea of sharing personal experiences or showing vulnerability can evoke a fear of being judged or criticized. Revealing too much could tarnish our professional image or alienate family, friends and clients.

Perfectionism: Some of us might be waiting for the "perfect" moment when we have gathered enough credentials, success stories, or followers to finally feel worthy of stepping into the limelight. Perfectionism can lead to procrastination and keep us from ever getting started.

Scarcity Mindset: Perhaps we hold the belief that the market is too saturated or that we're not capable of competing with more established names.

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What Holds Us Back?

Fear of Success: As paradoxical as it may seem, the fear of success can be just as crippling as the fear of failure. Success comes with its own set of responsibilities and changes that might make some of us anxious about losing our current way of life or sense of self.

Attachment to Outcome: When we're heavily invested in the outcome (likes, followers, or client conversions) it can make the act of sharing feel like a high-stakes gamble. This can turn even the simplest post into an emotionally fraught decision.

Comparison Trap: The habit of constantly comparing oneself to others who seem more successful, knowledgeable, or charismatic can deflate our confidence. This can make us feel like our voice isn't unique or valuable enough to be heard.

Overthinking: Analyzing every detail of what to share, how to share it, and what the reaction might be can lead to mental paralysis. Overthinking can sap the spontaneity and authenticity out of your interactions.

What Holds Us Back?

Lack of Self-Trust: If we don't trust our own insights, skills, or value, it becomes incredibly challenging to convince others to do so. This lack of self-trust can make each step of putting ourselves out there feel like a monumental task.

Social Conditioning: Many of us are raised to be modest and not to "brag" about our accomplishments or share too much about ourselves. This societal conditioning can create internal resistance to marketing oneself.

Past Trauma: Sometimes we have situations in our past that have had us stop and question being "out there" in the public. (Maybe it was a history with being stalked or bullied, maybe your mom scolded you for being too outspoken, perhaps your siblings disliked you for getting too much attention)

- Understanding these inner barriers is the first step toward overcoming them.
- The beautiful thing about being a coach is that many of these obstacles are also opportunities for personal growth. As you work through them, not only do you become a better coach, but you also gain invaluable insights that can help your clients navigate similar challenges.
- It's a win-win, as long as you're willing to take that first courageous step.

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Sharing

- Share with intention, share with it making a difference for others (Even if promoting something) (ie: if crying explain why and what you hope to accomplish, what you want them to see, what you want them to take away)
- Use “yay me” versus “look at me” energy!!! Nobody wants to hear you brag, those days are long gone. People DO want to hear you being fulfilled, happy and excited. Use the share to connect deeply with yourself publicly.
- Do multiple at a time- Called batching so you have it for the week or month (Don't Waste A Face)
- Repurpose- Create things that can be evergreen or reused (Record everything- partly for practice, partly because you never know if you will use it)

Exercise

1. You are going to get into groups and look at where you may be feeling stopped, stuck or held back in your sharing. Look over the list of What Holds You Back and see if any of them strike a chord. Share with your group.
2. PRACTICE BRAGGING. Can be anything, just share a win but do it in a way that is a 'yay me' vs 'look at me'.
3. Next think of a situation, moment or recent time in your life that you feel called to share, felt poignant for you or stands out in your mind
4. Craft a personal share using the method below. You can use this for future shares

HOW TO SHARE

- Tell a short story about yourself or the situation (Think 2-4 sentences to set tone or context)
- How did it make you feel
- What did you do/think/see newly or differently?
- What you will take away? (What do you want them to see)

**All these sentences can be shortened or lengthened depending on where you are sharing it (Article, FB post, IG, TikTok, method is the same)

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