

# Owning Your Path

## Navigating niche, identity, and transition

### Quick recap

The meeting focused on participants sharing their personal and professional growth journeys, with Sacha providing guidance and advice on various topics, including career transitions, balancing work and family, and embracing individuality. The group discussed challenges around defining one's coaching niche, networking strategies, and the importance of focusing on specific areas of expertise rather than trying to do everything at once. Participants explored concepts like "tiny challenges" for making a social impact, the power of positive self-talk, and the potential for success through word-of-mouth referrals rather than traditional marketing approaches.

### Summary

#### Focus and Transition Guidance

Sacha reminded the group that they have only two weeks left in the program and encouraged participants to ask questions or seek clarity on any topics. Blaine shared his struggle with focusing on one path, as he has multiple interests and is transitioning from corporate and ministry work to coaching and developing a niche. Sacha advised Blaine to focus on one area at a time, comparing it to perfecting a single recipe rather than trying to manage multiple tasks simultaneously. She emphasized that with the time left, Blaine can focus on mastering one aspect before moving on to others.

#### Faith-Based Financial Coaching Niche

Blaine discussed his background in ministry and his desire to help people, particularly men struggling with honesty and women with daddy wounds. He expressed a passion for sharing the message of Jesus while also offering practical help and financial advice. Sacha suggested that Blaine could combine his coaching skills with his faith to create a unique niche that appeals to both religious and secular clients. They explored how Blaine could use his financial expertise to support his passion projects, such as helping women in shelters.

#### Business Partnerships in Ministry Healing

Sacha and Blaine discussed the concept of viewing Jesus as a business partner, emphasizing the importance of financial success in ministry work to support broader healing efforts. Sacha shared her perspective on using wealth to create spaces for healing and relationships,

comparing it to building a larger church to serve more people. They explored the idea of coaching with a spiritual focus, targeting individuals seeking personal and spiritual growth, and discussed the potential for monetizing such services in a changing societal landscape.

## **Personal Growth and Masculinity Journey**

Romeo discussed his personal growth and transformation, comparing it to a caterpillar becoming a butterfly. He expressed feelings of nervousness and freedom as he lets go of his old identity and embraces his evolving masculinity. Sacha provided a metaphorical explanation of the caterpillar's journey, highlighting the challenges of leaving the familiar for the unknown. They also touched on the societal pressures and judgments faced by those who choose unconventional paths, like becoming entrepreneurs.

## **Family Identity and Cultural Tensions**

Sacha and Romeo discussed the challenges of family dynamics and cultural expectations, particularly around individual choices and identity. Sacha shared her personal experience of wanting to make different choices from her family, which led to tension due to cultural norms of unity and shared experiences. They explored how change can be perceived as judgment or disintegration of the family system, even when it's not intended that way. Sacha emphasized the importance of owning one's identity and being congruent with personal growth, comparing it to a butterfly emerging from its cocoon, to remain untriggerable by others' perceptions.

## **Embracing Personal Growth and Change**

Sacha shared her personal experience of hiring nannies to balance work and family life, initially feeling embarrassed but later embracing it. She described how she transformed her perspective and became "undockable" by accepting her choices without justification or defensiveness, which led to positive changes in her neighbors' attitudes. Sacha emphasized the importance of personal growth and evolution, using the metaphor of a triangle adapting to change, and encouraged others to embrace their own transformations without being defensive or reactive.

## **Embracing Individuality and Growth**

Sacha discussed embracing one's unique qualities, like being a circle in a world of triangles, and encouraged others to own their individuality while also supporting others in doing the same. She shared that for those interested in working with her, they can sign up for her VCA course, which offers a 6-month program of teaching and coaching. Ali D shared her realization that her presence reflects others' willingness to grow and expressed her intention to focus on teaching and speaking rather than entrepreneurship, to which Sacha advised redefining terms like "sales" and "entrepreneur" to make them more palatable and applicable to Ali's interests.

## **Reframing Entrepreneurship Mindsets**

Sacha and Ali D discussed reframing negative perceptions of business ownership and entrepreneurship. Ali expressed a preference for collaboration over being a sole business owner, and Sacha suggested using language that resonates personally, such as "collaborator" or "movement maker," to align with one's values. Sacha emphasized the power of positive self-talk and visualization to create a desired future reality, encouraging Ali to use future-oriented language to manifest a collaborative business environment. The conversation concluded with Gabriel joining the call and confirming his audio settings.

## **Tiny Challenges Collaboration Platform**

Gabriel shared his vision of creating a collaboration platform to help coaches, particularly those serving low-income clients, by leveraging "tiny challenges" as a movement to simplify marketing and client recruitment without needing complex systems or funnels. He expressed his desire to work with Sacha, despite not being able to hire her directly, by inviting her as a speaker and continuing to connect through the course. Sacha expressed interest in the invitation and the concept of tiny challenges.

## **Tiny Challenges and Success Strategies**

Gabriel and Sacha discussed the concept of "tiny challenges" as a way to make a difference in the world without relying on technology or expenses. Sacha agreed to check it out and expressed enthusiasm for the idea. Gabriel emphasized the importance of teamwork and making a difference, while also sharing his goal of living to 120 years old. Sacha mentioned her goal of reaching 127 years old. The conversation then shifted to Ali, who shared her personal business journey and success without relying on traditional marketing strategies or advanced technology. She emphasized that success is possible even without a large email list, expensive tools, or widespread fame, highlighting the power of word-of-mouth referrals and personal connections.

## **Coaching Content and Networking Strategies**

Ali Moheballi discussed his struggle to define his coaching content and approach, which spans spirituality, meditation, and productivity. Sacha advised him to focus on a clear package and gather feedback from past clients to identify patterns and key benefits they received. Chris shared his challenge in networking with corporate contacts and sought advice on reaching out to potential ADHD entrepreneur clients without appearing salesy. Sacha suggested a personal and non-pitchy approach, emphasizing the importance of building trust and making multiple contact points before offering anything.