LEAPING FROM THE LADDER

How to go from corporate career girl to coaching queen.

By JESSICA NAZARALI
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I first met Jess at a meet-up for women online in Sydney. At the time Jess was running her popular blog Live Healthy Simply. Over the course of that evening we got to know each other a little. Jess was curious and motivated. Jess had big and beautiful business dreams. I recall feeling impressed with what Jess had created with her blog and the loyal following she had, and importantly the inspiration she provided to other young women that it is possible to get out there and create something “big”.

That was about two and a half years ago and during this time I have watched Jess build a lucrative coaching business and successfully transition out of her “day job” and into her dream job.

What an achievement. I wish I had had the opportunity, bravery and gumption to pursue my dream vocation while in my twenties.

This is what excites me. We live in an age of independence and opportunity. Never before have so many women created their own work and forged their own destinies. 38% of businesses started in Australia today are by women. Mothers, executives, school teachers, journalists, government workers – women of all ages are putting their ideas out there for people to engage with.

It’s clear that many women are feeling a serious yearning to go beyond the daily grind and create a business that fulfils them. Four years ago I was one of them. After giving birth to my first child at the age of 37, I realised that my dreams of going back to my senior management corporate job were quickly becoming a distant memory. As a result, I reinvented myself and set up the blog CopingwithJane. I went on to write a book, Boardroom to Baby, and built an online brand and a business.

Being on maternity leave gave me a deadline to have the make the decision to take the leap and pursue my own business, but what happens when there is no deadline as such but you want to live a life of freedom and independence. You want to work for yourself, setting your own schedule and living by your own values but where do you start?

The truth is that you have to close the door, for another door to fully open. However it’s when you’re in the corridor that is the scariest.

This is why this book will help you. There is no other book out there that gives you the support and the bridge to help you cross the corridor.

I believe that all women should have the opportunity to peruse their dreams. You don’t need to wait. The opportunity is here and your time is now when your passion is burning within.

Jess and I have done it and we are living proof that it’s possible to make a good living doing something you love. You can too. This book will provide you with a realistic and practical guide to make it happen.

Jane Copeland
Publisher of CopingwithJane
Brand and Business Strategist
Author of Boardroom to Baby
Goes by the name of The Fairy Blogmother
Ask yourself this: **what do you really desire from life?** What, beyond anything else, would make you feel fulfilled, on-purpose & completely delightful?

If you answer security and predictability, then starting your own coaching business (or any business for that matter) is not for you. And that’s totally cool. But if your answer is a desire for a life that challenges you, that allows you to grow and expand, that presents you with new experiences, one in which you get to travel, and experience luxury and excitement, then starting your own coaching business is most definitely for you.

And I’m here to reassure you that you are absolutely not alone. That’s the purpose of this book, Leaping From The Ladder; to let you know you aren’t completely crazy for wanting to create a lifestyle and business that speak to your higher vision.

Leaping From The Ladder exists to help you start your own coaching, one that allows plenty of time and resources for travel, self-care and spending time with those you love. It helps you transition out of your current career and into your business with class and a game plan for success.

I’ve written this book to guide you, the woman who wants more out of life, through the creation of your business. Together we’ll ensure your business grows, and work towards a final departure from that world into the bright future offered by your fabulous business!

Having been through the process myself (with only a few minor hiccups) let me be your guide. I’ll help you navigate this exciting yet somewhat daunting task of starting and growing your business to a point where you will be able to quit your job by replacing your salary with income from your business!

In this book, we’ll go through every element that is needed to successfully leave your job and launch your own coaching career, including dealing with fear, making your day job work for you, growing your business, scaling back at work, quitting with class, being your own boss and where to go next.

Ready to throw Casual Fridays, breakfast meetings and the daily commute to the wind? It’s your time to leap from the ladder!
Society tells us that landing and keeping a 9-to-5 job (and the salary that hopefully comes with it) is the pinnacle of success.

But what if that leaves us hating our day-to-day life instead of loving it? What if we find it dull, boring and totally uninspiring? What if our deep desires don’t line up with what we’re told we should want? What if the promise of happiness once you have the big important job is just... an illusion? This can be a hard idea to accept.

If you’ve been told your whole life that getting a good job and sticking at it will bring you success and happiness, it can be hard to challenge The Job Illusion once you realise that having a job is not all it was made out to be.

It can be especially challenging if your family and immediate friends think you have gone absolutely crazy for wanting to leave your well-paying, secure job and the array of so-called ‘perks’ that come with it. Here you are trying to start your own thing and no one can relate to your new passions or your new obsession with Marie Forleo!

Wanting something that will take you out of the mainstream world is a daunting concept. It can bring up fears of being isolated, rejected, & standing out from the crowd – and not in a good way.

Since most people accept what society tells them – that a secure job should and will make them happy – they may not understand why you want to leave that secure job behind. Everyone is entitled to their own opinion. Just make sure you don’t feel the need to take on their beliefs and change the course you have set out on.

If you do feel yourself buying into fear-based statements like, "No one will pay that", "Can you really make money from coaching?" or one of my favourites "You really should stay in a job until you have a baby/get married/own your own house/have a million dollars in savings", my advice is to lovingly detach from those people. At least for now.

The reason for this is you really can’t afford give in to any doubt or fear, or you will never end up taking the first step! Don’t worry, your friends and family will still be there after you have gone through this phase. It’s just a short-term step to protect your sanity!

THE NEED FOR APPROVAL

The need for approval can also crop up at this stage. It could be in the form of, "My parents think starting a business is a risky investment so I’m hesitant to do it" or, "My best friend questions why I spend so much money on coaching and personal development, which makes me question what I am doing!"

Examining these feelings and where they come from is the first step towards overcoming them. Sometimes friends and family have excellent advice but just be mindful of who you are accepting advice from. For example, if your best friend hates her job and she is telling you not to start a business & leave your job, she probably isn’t the best person to be taking advice from. Just saying :)
I remember when I started my first blog (never mind a whole business) I was terrified of how my family and friends would react when they found out. I thought they would think I was being ridiculous. And so I didn’t tell them. Of course, they found out eventually anyway, and for the most part were completely supportive of me.

The worst part though was when my work found out. Only a few work friends knew about my blog. When the owner of the company found out from a fellow entrepreneur at a networking event, I nearly had a nervous breakdown.

The reason I freaked out so much was fear of rejection. Silly when you think about it because it’s not like I’m dealing drugs or running a sex club! It was the fear of being different and standing out and really claiming that I wanted more from life than a regular 9-to-5 career.

If others do judge you, the best piece of advice I can give you is to allow your friends and family to have their own experience. If they are triggered by your new ideas and growth, let them be. It’s actually none of your business; it’s their opinion, not yours.

They are likely being triggered because, deep down, they are jealous that they aren’t brave enough to take the plunge and follow their desires. They have convinced themselves it’s not possible, too risky, won’t work or is too hard for them. So that has become their reality.

The social conditioning that you have detached from is still ingrained in them. I know it can be hard to let go and not take on others’ opinions of you, but the more you remember that you are not responsible for how anyone else thinks, feels and behaves, the easier the transition of launching and growing your business will be. You will also start caring less about their opinions because you are not focusing on them.

There will be so many wonderful people who share your newfound values and aspirations. You may not feel like that now but, trust me, they’re out there.

Go to networking events, get a coach, reach out to bloggers you admire and people in your chosen industry, join a mastermind or online program. Sure, maybe not everyone will respond but I guarantee some will and you will start to feel less alone.

Finding new people to share this part of your life takes the pressure off your friends and family to act and be a certain way, since you are getting stimulation and support from a new group of entrepreneurs who understand your new interests. Trust me. It’s a win-win for everyone!

With all this in mind, it’s time to dig deep and discover where you want to take your newfound realisations and what you really desire from your life and business.

**LEAP FROM THE LADDER STEP 1: KNOW YOUR DESIRES**

Here are some important questions designed to help you figure out what you truly desire from this journey you’re embarking on. They’re important because your future lifestyle and business will be decided by the answers to them – if you answer the questions honestly and are in touch with what you truly desire.

Before seriously looking into starting a business, ask yourself the following:

- What type of lifestyle do you desire to create? Do you desire to fly first class and stay in 5-star holiday destinations, or do you prefer backpacking?
- How do you desire to spend your free time?
2.

• How much money do you desire to make per month? Short and long term?
• Where do you desire to live?
• How much travel do you desire to do every year?
• How big a business do you desire to create? Solopreneur, a small virtual team or an office with 100 employees?
• Do you have children? Do you want to have children? When do you want to have children?
• What’s your business model? What are you going to sell or what services are you going to offer?

Some of the answers to these questions may not come easily to you, which can be a shock. This is because so many of us are on autopilot and out of touch with what we really want from life. A simple question like, “How do you desire to spend your free time?” stumps us.

In order to create a coaching business that lights you up instead of burning you out, it’s essential to get in touch with your desires. When you are really clear on what you desire, it also becomes much easier to ignore the naysayers who say you can’t do it!

LEAP FROM THE LADDER STEP 2: FEEL THE FEAR AND DO IT ANYWAY

What fear-based thoughts do you have around starting your business? What situations and people do you find bring up these thoughts? What can you do to resolve this fear or learn to ignore the fear to a certain degree so you keep moving towards your goals?

Spend some time answering the above questions. You might be inclined to skip them but they’re really important if you want to create a business which is aligned to your values. Getting in touch with your desires will ensure you create a business and lifestyle that truly lights you up. If you don’t know what you desire (and this is very common by the way), spend time journaling, meditating, practicing yoga or any activity that supports you to tune into your intuition. The answers will come if you allow your mind to be quiet.

In the next chapter we will be exploring the different types of business modules you can create, but to do so you need to make sure you have worked through any limiting beliefs as they will just continue to surface until they are dealt with. No one said starting a business was easy, but trust me it’s worth it :)

it’s essential to get in touch with your desires
Once you have started to explore the mindset and desires piece, the next question to ask yourself is: what type of business do I desire to create?

I have been involved in a number of different business models since starting my businesses Live Healthy Simply, Jessica Nazarali and Shop Healthy. The business model that I find requires the least financial outlay and gives you the quickest results is working with clients in a one-on-one setting. This doesn’t mean you won’t create products, books and group programs, host sold-out events, or speak on stage. It’s just that, in the early stages, it’s much easier to replace your income with money from coaching or one-on-one work than it is from selling $20 ebooks. Even if you hate doing math, this is easy to work out!

The question that usually follows is: what type of service will I provide?

If you already are qualified in a particular area, eg nutritionist, naturopath, personal trainer or graphic designer, this is an easy question. But if you don’t have a qualification in a particular area, it’s possible you might feel a little stuck.

However, the answer is usually closer than you think. The easiest transition is taking the skills and experience from your career and life and creating your own coaching business around that.

Take my client Rebecca as an example. Rebecca works part-time in recruitment and is in the process of setting up a career coaching business. She is using the skills she gained from her career and is going into business utilising these skills.

Another example is my client Sam. Sam is a Women’s Success Coach and Productivity expert. When she is not coaching women entrepreneurs on how to manage their time and achieve their business goals, she works 2 days in her corporate job, developing leaders to coach and develop their teams. Her skills from her career transfer directly into her coaching business. So what will you coach on? Let’s take a look at a few ideas for areas you could offer coaching or one-on-one services:

- Health
- Exercise
- Marketing
- Social media
- Graphic design
- Photography
- Copywriting
- Business
- Career
- Relationship
- Spirituality
- Public Relations
- Sexuality
- Self-love
- Finances
BENEFITS OF COACHING

What I love about coaching is you can set your own hours, work from your laptop anywhere in the world via Skype, and decide how many or few clients you take on. It's perfect for mums or women who love to travel and don't want to be tied down to one place.

By the end of 2014 I will have taken six overseas trips in the past 12 months to Bali, L.A, Hawaii, Paris, Europe and Miami and for the most part my business has gone on functioning as normal. In fact, my income has only increased because I have found people really relate and enjoy the travel element within my brand.

What is amazing about one-on-one work is that, if your prices are at a certain rate, you don't actually need that many clients to generate an income that quickly surpasses the salary from your career.

Not to get too much into the nitty-gritty of the numbers, but let's do some basic math.

Say, for example, your goal is to make $5,000 per month. You only need to sell five $1,000 packages. If your goal is to make $10,000 per month you need to sell ten $1,000 or five $2,000 packages. As you can see, the numbers start to add up pretty quickly.

OTHER BUSINESS MODELS

While I recommend 99% of people start with a one-on-one service, there is no reason why you can’t start to incorporate other business models to help boost your revenue as your business grows. Below, you will discover which business models are best for you and the pros and cons of each. I give personal examples so you can see how I have used each business model in my businesses.

SELLING PHYSICAL PRODUCTS – My husband and I have an online health food shop www.shophealthy.com.au. While we love our store and we now have salaried employees to assist with the operations, a lot more work goes into setting up and running an online store than a WordPress website.

It’s totally doable and what is great about an online shop (or selling products in general) is that it’s more scalable than a personal brand, but do be aware that it will take you longer to see a return on investment than it would to be selling one-on-one services. You also need to take into consideration the cost of the product, shipping and manufacturing.

TIP: If you are only selling a few products on your website or blog to complement your one-on-one services, try using WooCommerce or a similar product. You don’t need to set up a full blown online shop and get super-techy.

ECOURSES OR ONLINE PROGRAMS – When you have exhausted your capacity for one-on-one work, creating an ecourse or online program can be a fantastic way to reach a bigger audience and increase your revenue. However, BEWARE! Do not do this until you have worked with a sustainable number of one-on-one clients and know that the content in your course is what your clients really want to know about.

TIP: I can’t tell you how many people create online programs which then don’t sell because they haven’t done enough testing or their list is really small. Save yourself the time and hassle and only do this after you have become a pro at your one-on-one work.

GROUP COACHING – Before you create your flagship online program as mentioned above, consider working with people in a group and testing your system first. This is a great way to test your product before you go to the final stages and spend time and money on branding, photos, web design, a membership site, videos, hosting etc.

TIP: Again, waiting until you are nearing capacity with your one-on-one work is far preferable. It’s easier to sell one-on-one coaching than group coaching; only do this if you have the demand to do so.
AFFILIATES AND REFERRALS – Affiliates and referrals are a fantastic way to provide value to your audience and clients without having to actually deliver a product or service. For example, you may be an affiliate for an ebook you really believe in or course you have just recently taken. You may receive a referral fee if you refer one of your clients to a photographer or branding expert.

TIP: It's more than okay to receive referral or affiliate fees for introducing people to products and services. However, I’m always up front and mention in the communication that I will receive an affiliate fee.

EBOOKS OR PAPERBACK BOOKS – Releasing your signature book, as I did with Leaping From The Ladder, is something I recommend to all my clients. Your book is your calling card and is a great marketing tool. People can interview you about your book. You can be invited to speak about your book. And more importantly, it's a way for people to get to know you and your message.

TIP: Writing a book takes time, so plan accordingly. The good news is, once it is written, it can be sold many times over! Plus it sounds so fancy to say “my book” – seriously, how cool!

EVENTS AND SPEAKING – In 2013, I hosted 9 “Blog Breakthrough” events throughout Australia. They were fun and I found them great for my confidence and to improve my speaking. Events are also great for connecting with your audience and finding out what they really enjoy. I love hosting events but they are a lot of work to put on. Be mindful not to host events in your busy season, the added stress won’t be welcomed!

TIP: The key to hosting successful events is having a great team to help support you so you don’t feel like you’re scrambling and you can really enjoy it. Alternatively, you can speak at someone else’s event and gain access to their audience and potentially get paid too! I have a few speaking events coming up and it feels great to know that I will just be able to turn up and won’t have to worry about organisation or logistics.

Focusing on one-on-one work and then expanding into other business models will give you the chance to perfect your one-on-one work and see what other business models would benefit your clients and readers before introducing them. Don’t try to coach one-on-one, create an online program, set up a store, write a book and work in your job! There are only so many hours in a day and what is going to get you out of your job quicker is ramping up your one-on-one work.

LEAP FROM THE LADDER STEP 3: WHAT’S YOUR BUSINESS?

Write down your skills and talents from your career and life. How could they transition into a business? What could you coach and consult on?

Then do your research. What do you need to know about the area you would like to coach or consult on? What business models are you going to investigate further? What feels like the right fit for you?

We are now moving onto a very important chapter which is all about making your day job work for you. If you have ever worried about how you can manage both a business and a job you will find this chapter really helpful.
It’s all very well to begin dreaming up your business, but starting your business while working in your day job and dealing with day-to-day life may feel like a recipe for disaster. Take it from someone who has done it and come out the other side alive, though: it is possible with the right support, guidance & flexible working arrangements.

Ultimately, you have 6 options in regards to your current situation with your work. You could:

- Work fulltime
- Work part-time
- Work from home (full-time or part-time)
- Stay at your work but take on fewer responsibilities or be demoted to a less senior position
- Quit your job and find a bridge, or
- Quit your job and work in your business full-time.

While starting your own business, it is usually easiest to stay in your original job and try to seek flexible working arrangement (working part-time, working from home & taking on fewer responsibilities). This way, you have a steady income to rely on during this critical phase in your business and you don’t have to go through all the trouble to find a new job and the learning curve that comes along with it.

This doesn’t work so well if your job is sucking the life out of you! Read: long hours, a horrible boss & work that is uninspiring at best. If this is the case, leaving and getting a ‘bridge’ job while your business grows will likely be the best option.

A bridge job is a job that tides you over while your business takes off. If possible, try to find a bridge job in the industry you are breaking into or a job that will give you skills and experience that are transferable to your business. A bridge job may be full-time or part-time; however, the key is to find one that isn’t draining and gives you plenty of time to work on your business.

7 SIGNS THAT YOU NEED TO LEAVE YOUR CURRENT FULLTIME JOB AND FIND A BRIDGE!

- Your boss is an idiot.
- You don’t get along with your colleagues.
- You work very long hours.
- You are morally opposed to the industry you are working in.
- Your commute takes a ridiculous amount of time & you arrive home feeling exhausted each night.
- You are crying all the time and generally feel miserable.
- Your work is not agreeable to flexible working conditions after you have asked more than once.
If you stay in a job like the above while trying to start a business, you will never end up starting a business – or getting very far. You will be too tired and stressed to focus on your business. It’s also not uncommon for people working in these situations to end up quitting on a whim when they can’t take it anymore. I don’t want this to happen to you. Do some forward planning now and figure out your work situation now so you are in the driving seat.

HOW LONG IS IT GOING TO TAKE?!

It can be very easy to want to walk away and quit your job after the first $100 from your business hits your bank account. However, the regular income is a godsend in those first few months. Starting a business, even if it’s an online business with no office space, always costs more money than you originally thought. Having a nice cushion is very reassuring and allows you to still be able to eat at your favourite restaurant and not live on toast and tea!

Staying in a job while you grow your business also allows you the freedom to take bigger risks like investing in high-level coaching programs, attending events and experimenting with your services until you find what really works. Who knows? You might wake up 3 months into your business and decide that instead of health coaching you are better suited to mindset coaching, marketing consulting or relationship coaching. A change in direction has happened to nearly all of my coaching friends (me included) and I can’t tell you how reassuring it was to know that I still had a paycheque coming in while I worked through rebranding and redefining my message.

FLEXI WORKING

When I first had a conversation with my boss about the possibility of working part-time, I was nervous. It turned out my manager was supportive as he thought I would be able to get the same amount of work done in less time.

Essentially, after I shifted my work arrangements, I ended up doing the same amount of work, but the company was paying me for four days instead of five. A win for both of us and I did find I was way more productive on the four days I was in the office.

This arrangement allowed me to dedicate Friday purely to my business and get experience with managing my time effectively working for myself.

Many of my coaching clients freak out at the idea of having a conversation with their manager about flexible working conditions, thinking, “They would never say yes! There is no point in asking!” only to find out that it went better than expected.

Even clients who were convinced that there was no way they could work from home on Fridays or take every Wednesday off were pleasantly surprised to find out that their workplace was willing to be a little flexible.

What’s the worst thing that could happen? They say no and you starting looking for a bridge job?

10 REASONS YOU HAVE THE POWER TO REQUEST FLEXIBLE WORKING ARRANGEMENTS

1. You have been at your job for a number of years – think of all the intellectual property you have.
2. You are a valuable team member & get along with most people (aside from that strange guy in Accounts but he doesn’t seem to like anyone anyway).
3. You have a good relationship with your manager.
4. For the most part you are happy at work (or at least not outwardly complaining).
5. You do what needs to be done.
6. You stay away from arguments or gossip.
7. Your company has invested in training you.
8. Your skillset is hard to come by.
9. You manage a team – losing you would disrupt other people’s output and performance.
10. You have considered the timing – always ask for flexible working conditions in a time where they can’t afford to lose you.

You represent money to the company – money and effort. The money put into training you as well as the income they generate from your work are both reasons for the company to consider your request for a flexible working arrangement. There should be no reason for the company you work for to not consider the flexible scheme unless the timing is off or your manager is completely unreasonable.

5 TIPS FOR HANDLING THAT CONVERSATION

1. Pick a time period where they can’t afford to let you go, but work isn’t so crazy that scaling back is not an option at all.
2. If asked why, studying, family commitments or the travel time are feasible reasons. If you are close with your manager, sharing your business idea may be appropriate.
3. Suggest it on a trial basis to be reassessed within 3 months. Chances are good that it won’t be reassessed and you will carry on as per usual.
4. Say that you are happy to come into the office and/or switch your day off if needed; the business comes first.

5. Say that you will always be contactable on your mobile even on your day off, and that you will do whatever is needed to achieve the objectives of the business.

The key here is making sure that your manager knows that you have every intention of continuing to work as hard in your job as you were before. Spell out the benefits for them, i.e. fewer distractions meaning your productivity will improve, or more room in the office. If it will be possible to do the same workload in a shorter timeframe, mention this as well. Anything that will sell them on the idea needs to be presented in this conversation.

DON’T BE AFRAID TO TRY A SECOND TIME, IF AT FIRST YOU GET A NO

I had a client who came to a coaching session really upset because her work had said no to her working 4 days a week. Only 3 weeks later, the company changed its mind and said yes to her request, after realising she would likely leave unless her workload changed.

I’m not one to threaten, but if it is likely that you will leave in 2 or 3 months if flexible arrangements aren’t made, tell your manager just that. They would likely appreciate the heads-up and may be more inclined to consider your offer.

COMING CLEAN…

Should you tell your work about your business?

Well, let’s be clear… I didn’t handle this in the best possible way. So learn from my mistake! A few people in the team I was working in knew about my blog and business. However, the majority, and most importantly my manager and the owner of the company, didn’t know about them.
4.

As a result, the owner (himself an entrepreneur) was approached at an event by someone I knew, who started raving to him about how wonderfully I was doing. (Cue major freak-out when I heard this!) I was convinced that I was going to lose my job. I really don’t know why; but fear is irrational like that, isn’t it?

In retrospect, not telling anyone was a result of my fear of being judged and that no one would be supportive of my business. But once again, when people found out, they were supportive. And the ones who weren’t? Well, it didn’t matter because I was so focused on my vision.

I suggest once you have your website live that you mention it to your direct manager. You don’t want to give them a shock if they were to Google your name or find out through someone else. It doesn’t have to be a big ‘thing’ – just mention it in passing casually. You can even position it more as a hobby or side project. Trust me – being upfront is easier than having to do damage control.

An important side note - Your employment contract may prohibit you from engaging in work outside your day job or you may need to seek permission beforehand. Make sure you familiarise yourself with your employment contract before making any decisions.

STAY THANKFUL

Although it may not seem like it some days, your day job gives you plenty of reasons to be thankful: income, capability and relationships that can benefit your business way into the future. Don’t make the mistake of just focusing on the future and idealising that your life will be perfect when you leave your job. Because trust me – that won’t be the case.

Use this in-between time to test your product or service & get really good at what you do. Master the art of time management and learn what you are good at and what you aren’t so good at.

The important thing to remember about having your own business is that you represent your business. It doesn’t matter if you are working in your job, attending a conference, enjoying a yoga class, at the shops, writing a blog post or coaching clients; you are your business 24 hours a day, 7 days per week.

Be mindful to keep everything you do in alignment with your brand, and remember to live your primary message daily, whether you are at work or not.

When people at my work started to find out about my business and blog, I became a lot more aware of my own appearance and I made doubly sure that I didn’t look like I’d just crawled out of bed! I once met a girl in the supermarket while I was away visiting my extended family that was a keen follower of Live Healthy Simply! It just goes to show that we always need to be on our game and projecting an image we are proud of.

LEAP FROM THE LADDER STEP 4: PREPARE TO START YOUR BUSINESS

Take time to carefully consider and write down the answers to the following:

• What are you going to say to your manager?
• When would be the best time to have the conversation?
• What type of flexible working arrangements would you like to create at your work?

Next, think about the in-between time where you’re representing your brand. How can you live your brand daily even when you are working in your day job, walking your dog or going to the supermarket?

After you have spoken to your manager about your business, let’s move on to exploring dream business growth. Woohoo!
While you are in the growth stage of your business and still have a regular income coming in, it’s the perfect time to invest in some bigger ticket items because you have the security of a regular paycheque coming your way! It’s also the time to ramp up your marketing, gain experience and get really familiar with your numbers.

INVEST IN COACHING

I find it a little funny when people who want to be a coach in some capacity have never coached with someone before. How do you expect to attract clients if you don’t invest in yourself?

Whether you like it or not, if you want to be successful in your business, you will likely need to invest in coaching for yourself at one stage or another. This isn’t a sales pitch; it’s the truth. If you have never run a business before, how would you know what to do?

The likes of Marie Forleo, Gina DeVee & Fabienne Fredrickson have all worked with their own coach to help them create multi-million dollar business and it obviously shows!

Coaching and mentoring from someone who has created the same success that you desire will allow you to grow at a quicker rate and leave your job sooner. Coaching with the right mentor short cuts your success, as the coach will prevent you from making mistakes that could potentially cost you years of wasted work and thousands of dollars. Investing in the right coach is a valuable investment and will pay for itself very quickly.

COMMUNITY-BUILDING

On starting a business, especially a business with an online presence, this is the time to be emailing, joining Facebook groups, attending events and anything else you can think of that will create support systems and provide you with key support people to help you grow your business.

This is especially important if you feel none of your friends and family really relate to what you desire to create. It’s vital you meet ‘your people’ to keep you motivated & inspired, as well as being a living example that you can really do this!

Another reason for building your own personal community is that the people who form that community will probably have skills that could be useful to you. To take an example from my own business, a friend recommended her web designer to me and I ended up using her to build my new website. The more people who know you and your business, the more chance you have of someone bringing your new business up in conversation.
These relationships are give-and-take transactions. Don’t be one of those people who are always taking and not giving anything in return. (I’m sure you wouldn’t!) I always like to think how I can make this worthwhile and beneficial to both parties and build a long-term relationship, not a short-term fling!

**TIME MANAGEMENT & OUTSOURCING**

Do you feel like you don’t have any time between work and your business?

Scheduling your time is essential in order to make sure that you are maximising your own potential. To give a few examples, I only go onto Facebook at the end of the day once all my work is done. I also divide my day into one-hour blocks – coaching sessions, creating newsletters, writing blog posts, Skype interviews etc. because that is what works for me.

Though it does sound crazy to hire a virtual assistant when you aren’t making a whole lot (or any!) money, it’s honestly the only way you will be able to grow your business while working in a job. Virtual assistants more or less do anything you need them to do and they will make things easier to manage while you juggle your life, your job and your new business. It’s certainly worth exploring what you can delegate. Once you start, you really won’t be able to stop! (I wrote a post on this very topic which you can read here).

**GATHER FEEDBACK & TESTIMONIALS**

Use this period in your business as an opportunity to gather feedback and testimonials from your clients. By receiving feedback and reviews, you can make changes to the way you operate your business. For example:

- What can be or needs to be improved?
- What additional systems & procedures do you need to create?
- What can you do in order to make sure that you wow each and every one of your clients every single time?
- Does website, branding & marketing material need to be updated to be a true reflection of you and what you deliver?

Collect testimonials from your clients and share them on your website, in newsletters and on social media.

Testimonials will help people decide if they want to work with you. They provide social proof and help simplify the decision-making process, which benefits you and your potential client.

**NUMBERS!**

Next, you need to get familiar with the numbers.

What is your daily income from your day job? How much money do you need to be making in your business before you can leave confidently? Once you work out your daily income, you can then work out how you can replace it with money from your business. Many people miss this step, which in turn means they have no goal they are working towards!

Other numbers and metrics to consider are:

- By when do you want to leave your job?
- How much money would you like to make from your business this month?
- How many additional subscribers would you like to have by the end of the month? Setting goals and metrics – and tracking them! – will help you reach them sooner.
For example, if you earn $1,000 per week after tax from your job, your daily income is $200. Can you make more than $800 per month from your business? If you can, it makes sense that you drop one day per week from your job. If you are not making $800 from your business yet, the question to ask yourself is: how can you? Is it possible to live off $800 less per month for now in order to grow your business quicker?

SALES SUPERSTAR

To become successful in your business financially, you need to master sales. All beginner and intermediate coaches and service-based business owners conduct their own sales conversations. Unfortunately, there is no getting around this in the beginning as it would dip into your profits too much to consider outsourcing this service.

In order to embrace sales conversations, you may need to shift any negative beliefs you have around money and receiving money for your work. Some great resources to do this are listed at the back of this book.

The conversation piece is actually relatively easy and straightforward once you have overcome any crazy beliefs you have surrounding money (and don’t worry, we all have them!).

Mastering sales and attracting clients is an area I focus on from day one with my clients because, at the end of the day, if you don’t have clients or money coming in then you don’t have a business. Book in your complimentary session where we can discuss how you can go about attracting more clients and mastering sales.

LEAP FROM THE LADDER STEP 5: PUT IN THE PRACTICAL WORK

The steps I listed above are just the tip of the iceberg when it comes to dream business growth. To experience rapid growth and to get yourself out of your job and into your business sooner, I highly recommend you consider working with a coach.

Wondering how to choose the right coach for you? Answer these questions to decide which coach is a good fit for you and your business dreams.

- Do you aspire to have a business & lifestyle similar to your coach?
- Do they have experience in the areas you need coaching on?
- What results have they gotten for other clients?
- How much support will be given between sessions?
- Have they worked with someone in your industry?
- Can you realistically achieve what you want in the time period of the coaching? (Beware of coaches who say you will be making $5k in two months if you don’t have a website or mailing list!)

All coaches offer complimentary strategy sessions to see if the coaching relationship is a good fit for both parties. Set up some appointments over the next week and decide which coach is best for you. Book in your complimentary appointment with me and then next up we will be exploring how to scale back at work further.
SCALING BACK

Once your current working arrangement has reached the limit of sustainability, it is time to scale back further at work.

There are a number of ways you could handle this situation. You could negotiate with your company to work one day less a week, work from home for one day a week, start to say no to projects that you find stressful or unenjoyable, or turn down domestic or international travel commitments.

Treat this situation similarly to the one outlined in chapter 4. Choose the time to negotiate a further reduction in hours particularly carefully. Refer to the lists in chapter 4 for reasons why you should be allowed flexibility in your work. Remember, the key to this is confidence. (Isn’t it always?) Remain calm & professional. Have your facts straight before you go in to the meeting.

If your work is aware of your side hustle, they probably won’t be at all surprised you are asking for this. Sure, it probably isn’t ideal for them but losing you altogether would be worse – remember that. Be open to negotiation, but remember you have more power than you probably realise.

Take my experience as an example. I went to my manager a few months before I resigned and asked if I could work 3 days per week. He said no and suggested a 7-day fortnight. Instead of negotiating (always negotiate!) I said yes and was grateful to have every second Thursday off.

When I went to resign a couple of months later, I was immediately offered the opportunity to work 3 days per week for increased pay!

Now, of course, this won’t happen for everyone but I invite you into the possibly that maybe, just maybe, you are way more valuable to your company than you can even imagine!

Be unapologetic in your desire to work less and create a work environment that works for you as your business grows.

THE EXIT STRATEGY

By when do you want to leave your day job? Setting a ‘quit date’ is probably the most important thing you’ll need to do at this stage (if you haven’t done so already).

There are many factors to take into consideration when you are deciding when to make the final move and resign, and obviously having your business income at a certain level plays a large part in that.

As soon as you have started the move towards reduced hours at your place of work, it is important to look at how much money you spend on expenses, as this will influence your monthly income goal. Expenses to include are:

- Housing
- Food
- Car
- Insurance
- Coaching
- Clothes
- Holidays
6.

- Beauty treatments
- Entertainment
- Any other business or household support
- Events
- Website maintenance
- Virtual Assistant fees

Think this one through seriously. How much money do you realistically need per month to pay for everything on the list above? As I mentioned before, I highly recommend that you don’t quit your job as soon as you start your business, because you are likely going to see your lifestyle decrease dramatically. And after all, you are creating your business so you could have the lifestyle you love – not to have to spend every Saturday night at home because you can’t afford to leave the house!

Creating from a place of lack doesn’t work. If you are stressed to your eyeballs simply from trying to pay your rent on time, how can you really be there for your clients and support them?

Of course, if you have savings, a partner who can support you or you have just come into a large sum of money (hooray!) by all means you could quit your job sooner. Just make sure your look at the situation objectively.

If you feel that your job is beginning to turn toxic, and you have come to the point where you feel like you really can’t continue working there, you still don’t have to completely leave the world of 9-to-5 work; consider doing some contract work or getting a bridge job to tide you over in the meantime.

There are a few other questions to ask yourself as well, though, when considering leaving full-time employment. Have you reached a point where you cannot reasonably request any more reduction in time spent in the office? Have you reached the point where your manager views you hanging onto your job as simply wanting to have your cake and eat it too? Do you have enough work coming through your own business to keep busy? Do you feel confident in the idea of working for yourself?

If you answer yes to these questions, then congratulations! It sounds like your business is at a level where you can resign from your job without too many fears and issues!

**LEAP FROM THE LADDER STEP 6: YOUR PLAN TO QUIT!**

Set a quit date and revisit the numbers you need to be making in order to quit your job with confidence and class. How many packages do you need to sell to hit your income goal? Approach your manager and discuss the possibility of scaling back at work further while you are on the home stretch.

Once you have committed to your quit date we will be getting you ready to step up to stardom in your business. Get ready to be the star of the show!

...set a quit date!
As the business owner you are the star of the show. You have full control over every element of your business and brand. You are the boss. And it’s an incredible feeling!

When you start to get a name for yourself in your industry, a lot of new fears and worries may come up. This is completely normal. In fact, it seems like whenever you reach a new stage in business, a new concern or fear presents itself. It’s like that old saying: “New level, new devil.”

Some common fears & concerns that come up in this stage are:

- I hate the way I look in photos.
- What if I receive negative feedback?
- With my new success, will my friends be able to relate to me?
- I can’t stand being so visible and putting myself out there. Can’t clients just find me without me having to market my services?!
- I’m so unhappy with my website. It was okay when only my mum was looking at it but now I really need to make some changes.
- I feel like a fraud. What if people realise I’m still trying to work all this out myself?

WORK ON YOURSELF

As a small business owner, your clients are essentially buying ‘you’ as much as the service you provide them, so it pays to do sufficient work on yourself to move past any negative beliefs you have around making money, being seen or being of value.

If there is a lot of drama & negativity going on in your life, why would anyone choose to work with you? Before you can have a successful business, you need to drop the drama and work on yourself so you can be fully available and present when working with clients.

People are attracted to energy so work on whatever ‘story’ you have going on. You will be happier and have a wildly successful business as well!

MARKETING, BRANDING & BIG INVESTMENTS

While you still have a regular income each month, make sure that you take care of any big investments in your business or personal life.

Projects & investments to consider while you are still a salaried employee are:

- Photos
- Branding
- Website design and build
7.

- Coaching programs or online programs
- Computer & home office supplies
- Tickets to conferences and events
- Flights
- Accommodation
- Booking and paying for personal holidays
- Moving house
- Buying homeware and furniture.

In the first month when you have resigned from your job and are working entirely for yourself, you will want to be concentrating on selling your services in order to bring money in the door. Having to take care of building a website, deciding on what colour pink you will use in your logo, or packing up your house and moving to a new suburb will distract you from doing so. The idea is to stay focused on bringing in clients and money-making activities!

CLARITY ON WHAT YOU DO & WHO YOU DO IT FOR

This is an evolving process. However, when you’re on the verge of quitting your job, it pays to have studied your ideal client carefully as your livelihood will depend very soon on whether you can attract them!

Up to this stage, you have probably attracted a bunch of different clients. You have said yes to people you wish you had said no to. You said yes to people who you thought you could help, later to find that they were beyond your area of expertise. You made yourself available to people who were demanding, unreliable and just generally didn’t respect your time or energy.

This is all part of the learning curve and allows us to become super-clear on who we can and can’t help.

Before I quit my job, I had a general idea of who my ideal clients were but I was scared to be too specific for fear of leaving someone out. God forbid if someone felt like I wasn’t the right coach for them, because you know there are hardly any coaches out there, right?!

Once I quit my job, a friend asked me who my ideal client was and I stumbled. It was embarrassing. I had just quit my job and I couldn’t articulate in a short simple sentence who my ideal client was.

I went away and conducted interviews and studied my previous clients and came to the conclusion that my ideal clients are women working in a job who want to create a coaching business. I had been scared to label my clients as coaches until I did the research and realised that 90% of my clients were coaches or identified with being a coach in one way or another.

HOW LONG DOES IT REALLY TAKE?

This is also the time to get clear on how long it really takes to get your clients their desired results.

We all know it’s easier to sell one-off sessions, but if it’s not giving your clients their desired results, they aren’t going to be happy.

For example, when I first started coaching I offered 3 sessions, then 4 sessions, then 2-month and 3-month programs. After working with multiple ideal clients for 3 months, I came to the conclusion that without a doubt it takes 6 months for my clients to get their desired outcomes – quitting their job and replacing their income from their career with income from their business.
7.

Because of this, I now work with women for 6 months as I know without a doubt that this is how long it takes to go from making little-to-no money to making $5k to $6k per month with a gorgeous website and personal brand they love. I wish the process was quicker but it isn’t.

Can you really offer everything you say you can in your packages? Does the package need to be made longer or the outcomes readjusted?

**LEAP FROM THE LADDER STEP 7: DO THE WORK!**

Working for yourself and working on yourself go hand in hand. So we need to deal with any negative beliefs to make you powerfully attractive to clients.

Write down the fears and concerns that come up at the thought of being well known in your industry. Are the fears true? And if they were to come true, would the world stop moving? What fears do you need to address if you want success? How are you going to tackle those fears?

Now that you’re ready to attract your ideal client, who is he or she? Do some work assessing your target market. If you can’t sum up what you do and whom you help in one sentence without fumbling, I suggest going and researching your ideal audience some more. The clarity this will give you for your marketing and packages will be out of this world!

Following on from stepping up to stardom we will be exploring quitting with class – something every career girl needs to know when transitioning to her coaching career!

Working for yourself and working on yourself go hand in hand
8.

QUITTING WITH CLASS

Just like confidence is key for negotiating for fewer hours at work in chapter 4, confidence is equally key for the Quitting Conversation.

Try to practice your talking points, so that you can remain clear and calm throughout the discussion. Make sure that you know exactly what kind of procedure is in place for leaving. Is there a notice period? If so, how long is it? Who do you hand your resignation to?

7 IMPORTANT POINTS TO CONSIDER WHEN QUITTING

1. Be prepared for your manager to ask you to stay and for a counter-offer to be made to you.

2. If you are open to being persuaded into staying, then make sure you are certain of the minimum requirements you would ask, for example a salary increase, a set number of days working from home, only working on certain projects or on a contract basis.

3. Have your notice letter ready to hand in either during or after the meeting.

4. If you are working on a large project, you will likely be asked for an update and how you will manage the transfer. Come up with a few points.

5. If you have bonuses or commissions owed, make sure you know the procedures around how to claim it or don’t resign until they have been claimed.

6. Offer to train new staff if they start while you are still an employee.

7. Thank your manager for the opportunity and express you are leaving to expand your own business. In these circumstances, I have found most people are inspired rather than upset.

SECOND-GUESSING

It is completely natural to second-guess yourself when you make the move out of your day job. Anyone who says they didn’t hesitate even for a second is lying. I’m sure! In this period, there will likely be a voice in your head (and voices around you sometimes) saying that you are making a huge mistake in throwing this job away. But you are also about to step into the next phase of your life, which I am certain will give you more joy, fun & excitement that you ever hoped for.

I came to terms with the fact I would likely be leaving 2 months before I actually resigned. I had set myself the goal of making a certain income and figured that hitting it would be as good a time as any to resign.

After I was counter-offered and I declined, an email went around the office announcing my resignation. I wasn’t at all prepared for how sad I would feel when it was announced. It suddenly hit me that I was leaving behind everything I knew, for what was an uncertain future. This is the email that was sent (and yes, I have full permission to use it in this book – thanks Mark!)

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Hi guys,

Hope you are well. It is with immense personal regret that I have to inform you of the imminent departure of our lovely Business Development Manager Jessica Nazarali. Jessica is taking some time to focus on growing her own business as a blog coach and healthy living expert.

Jessica joined as our first sales person just over 3 years ago and has been instrumental in developing P2M here in Australia. In that period of time, all of us has really enjoyed working with Jess and the professional way in which she has approached her role.

I’m sure you will all join me in wishing her the best of luck and every success with her own business.

I honestly nearly started to cry when I read this email. The only thought in my head was, “What the hell am I doing?!?” I was leaving a wonderful team who were great to work with, not to mention the regular salary and bonus. I would no longer get my frequent flyer points for travelling for work. And what about my favourite lunchtime pilates class?

I worried I would go completely mad stuck at home with no one to talk to and that I’d be horrible at managing my time, watching reruns of the Kardashians all day.

It’s normal to feel scared and out of your league when you’re leaving your job. The place you work can become a huge part of your identity, even more so if you have worked there for a long time. Letting go of that can be hard, even if you know that it’s the right thing to do.

If you are in freak-out mode just look at all the positive benefits of leaving your job behind: like being able to wear Lululemon every day, not having a long commute (or any commute!) to work, and of course the big one, being in control of your own destiny. Come on, it’s so worth it!

LEAP FROM THE LADDER STEP 8: YOU CAN DO IT!

What can you do to stop from second-guessing yourself? Do you need to limit your time around certain people? What positive activities can you take part in which make you feel confident? What systems can you put in place in your business so you feel extra professional and that you are making the right decision?

It’s time to be the queen of your own domain and step up to excellence in your business. Get ready to rock!

...being in control of your own destiny
The first week of working for myself was exciting and completely bizarre. It felt really strange not doing so much multitasking and having space (oh, the space!) to work on my business.

There were certainly some challenges though. All of a sudden, I was alone. All day. Every day. While I did find I was more productive from not being distracted, it sure was quiet.

4 SURPRISING CHALLENGES I RAN INTO WHEN I FIRST LEFT MY JOB

These challenges are not necessarily bad, but it’s helpful to be aware of them when you are going through the transition period.

I HAVE NO CASUAL CLOTHES. HELP!

The first thing I discovered when I started to work for myself was that I had no casual clothes. My clothes were work clothes, dresses for going out, and a few leggings and tops to wear to yoga and pilates. What was I to do?

Chic stay-at-home clothes were, alas, something that was sadly missing in my wardrobe. My husband was worried that he was going to find me in my pyjamas at 6pm every day. So we went shopping at Lululemon to make sure I looked somewhat presentable at home.

ALL OF A SUDDEN, I’M REALLY LONELY…

The first week working for myself was incredibly liberating but I must admit I did feel lonely at times. Suddenly, there was no one to talk to or walk down the street with to buy a juice.

This is why having a group of friends who also have their own businesses is so important because they all of a sudden become your new colleagues. Arrange Skype dates, drinks after work on a Friday, and brainstorming sessions to combat the loneliness.

Ideally, you will also have close to a full client schedule when you leave your job so you will likely be talking to a few people throughout your day, even if it’s not a colleague.

HOW DO I TELL PEOPLE WHAT I DO FOR WORK?

When I tell people what I do, they often sound a little shocked. And then… inspired. I have gotten a few “Can you really make money doing that?” comments but they have been from people who have been so unhappy in their current job that I can’t blame them for their reaction.

I recommend you have a few standard responses when people ask that age-old question, “What do you do?” Depending who they are and how long you have will depend on the response.
9.

Here are some of my standard responses:

- I'm a business consultant.
- I'm a marketing consultant.
- I'm a blogger.
- I own a health food shop.
- I'm a Success Coach.
- I help women leave their job and create a fulfilling coaching business.
- I'm a stay-at-home wife. (It's possibly my favourite response based on their reactions!)

It's important to know your response because a) no one likes to look like an idiot when asked that question, and b) you may be talking to a potential client or a person who may know someone who is a potential client. Who knows?

WHAT'S HAPPENED TO MY BANK ACCOUNT?!

Now you don't have regular income coming in it pays to pay close attention to your cash flow and how much money is forecast to come in each month. I remember the first month I had quit my job looking at my bank account thinking, "OMG, where is all my money?!"

Even though I had made $22k in sales, a lot of that money was on payment plans and I wouldn't be receiving it in full for another 3 months.

Welcome to the world of having your own business and managing cash flow. Not the sexiest thing in the world, but if you want to have enough money in the bank to go on that holiday or buy dinner, forward-planning is super-necessary. You don't want to get stuck now, do you?

FOCUS ON BRINGING IN MONEY, HONEY!

Keep your mind focused on client-generating and money activities. Marketing and sales are both important but are also different. As fun as it is posting on Instagram, is it going to bring in a client today? Probably not. But following up with a prospect, on the other hand, can certainly result in a new client and money in the bank.

Now more than ever you need to master sales conversations in a way which feels in alignment with you and your brand. Sales conversations are simply helping people make the best decision, which is right for them at this given time. You are giving them the opportunity to invest in themselves, which is the biggest gift anyone can give themselves. Reframe the way you feel about sales, and your bank account will love you for it.

LEAP FROM THE LADDER STEP 9: STEPPING UP!

Does it feel strange to finally be working for yourself? It can feel a little bizarre when the goal you have been spending all this time working towards finally comes true!

To celebrate the start of this new chapter, champagne and dinner at your favourite restaurant is definitely in order.

You now have the freedom to run your own life and be queen of your own domain. Enjoy the feeling! You deserve it. I'm proud of you!

Ready to take over the world, next we will be exploring how to grow your reach and impact even wider so you make a bigger difference and create a wildly successful business.
In the beginning, we spoke about what you want from life and I’d like to revisit this section again to ensure you are still on track to meet your desires and visions.

Why is it that you started your business to begin with? Are you doing what makes you feel alive and happy? Do you feel as though you are working in your dream business? If you don’t feel that way, what have you created that you don’t enjoy? When you think about it, is it the way you have set your business up, your clients, contractors or team members?

You are the star of the show. If you have created something you don’t like you have the ability to change it but first you must know what is it you want – and I mean really want.

When I left my job, I found I had more time to contemplate this question. Up until this point, all I had been doing was trying to get through the week as best I could. Between seeing clients, my day job, catching up with friends and trying not to be the worst wife in the world, I didn’t have all that much time to get clear on my ‘why’.

The good news is the clearer your ‘why’, the better it is for business. It will shine through your website, newsletters, blog posts, and social media updates. People want to work with people who are living out their dreams... Are you living out yours?

I have a big vision of where I want to be in 5 years’ time and then smaller 90-day goals. Bigger visions with no short-term goals are too big and scary and prevent us from taking any real action to move us forward.

I’m a big fan of combining personal and professional goals, since, as a small business owner, lifestyle and business do overlap.

WHAT DO YOU DESIRE?

Do you want to travel throughout Europe and have enough money for a shopping spree in Paris? Do you want to move to a bigger apartment or upgrade your car? Do you want to swim as a mermaid?

Openly acknowledging and acting on your desires will see them come true for you. If it is hard to admit to yourself what you desire, then acknowledging it to the wider public can be nearly impossible. (Even if by ‘public’ we just mean family and friends here.)

So you want to travel to Europe? Do your research. How much will the holiday cost? How many packages do you need to sell? Congratulations! You now have a goal to work towards. Get to work!

SUPPORT & GROWTH

Women are very good at doing everything. We are the Virtual Assistant, the cleaner, the cook, the social media manager, the customer service team,
the coach, the content creator, the wife, the mother. Honestly, the list just goes on and on!

My mentor Gina DeVee has a great quote that I love. She says:

“We can have it all but we can’t do it all.”

And it is so true!

How can you expect to be a successful woman if you are expected to post on Facebook, Instagram, Twitter & Pinterest, send out a newsletter, coach clients, create image graphics, write blog posts, reply to emails, hold strategy sessions, cook dinner, fold the laundry, go to yoga, spend time with your husband, speak to your best friend, go grocery shopping... do you get my point?

In order to be successful long term, you need to know what to delegate and when to call in the professionals to support your physical and emotional wellbeing. Depending on how open you are to receiving support, you may find this the best news in the world, or incredibly challenging.

If you fall into the ‘incredibly challenging’ camp, you will likely come up with reasons as to why you believe you need to do everything yourself. Do these sayings sound familiar?

“No one else will do it as well as I can.”

“It’s too hard to train people.”

“What if they make a mistake?”

Growing your support team is inevitable. To be successful, you can’t do everything yourself! There simply aren’t enough hours in a day, not to mention the time it would take to acquire the knowledge in areas you are unfamiliar with.
10.

LEAP FROM THE LADDER STEP 10: DELEGATE NOW

To grow in your business you must learn to delegate. It’s non-negotiable. No ifs, no buts; it’s time to grow your team and find people who can help you scale your visions.

What can you delegate today? Who can you hire? Start with just one area if you are resisting letting go. And remember all successful people delegate. You are not Superwoman and you can’t do everything.

Go off and delegate the tasks that take up your time and you aren’t good at, and next we will be exploring why now is YOUR time.

11.

NOW’S THE TIME ...

The world doesn’t need another woman talking about what she is going to do.

You don’t want to be that woman, chattering away about all these amazing things you are going to do when you haven’t even given a second thought to how you will do it.

If you are doing a lot of talking but not much is happening, devise a plan and seek out the right support so you can make these dreams of yours come true. You will likely have to get out of your own way & shift your mindset, break away from certain friendships and get better at receiving help. But if I have done it and millions of other women have, so can you.

The first month that I made $10,000 from my business was the month I was travelling for 3 weeks out of the 4. When asked how I did it by an acquaintance whose dream it was to leave her job and set up her own business, I said, “I made a decision and decided to go for it. I chose to invest in my business and myself, and made it non-negotiable that my business had to succeed.”

You need to want it so badly that no obstacle is going to get in your way. Make a decision that you are going for your dream and do everything that is needed to get there. Decide today that this is what you want and you are going for it despite what anyone else may think.

Honestly, it’s not that hard. Working for someone else for the rest of your life... now that’s hard work!

If you follow these steps you will be leaping from the ladder before you know it. And when you do, you won’t look back!
WHERE TO GO NEXT

If you enjoyed this book, I invite you to head on over to Jessica Nazarali for more tips on how to launch and grow your inspiring and profitable coaching business – even if you are still working in a day job.

You can also sign up for weekly updates to access a wealth of information and practical tips to take your budding business and lifestyle to the next level, and book in for a complimentary consultation to discover if working together would be the right fit for you.

I wish you the best of luck on your journey to leap from the ladder!

With love,

Jess
ABOUT THE AUTHOR

Jessica Nazarali is sick of seeing women working in jobs that don’t light them up.

A former Business Developer Manager, who knew she was meant for “more”, she now helps women transition out of the workforce and build their own profitable and inspiring coaching businesses so they can travel, lead a fabulous lifestyle and do something really meaningful.

She is the Co-Founder of the health food store Shop Healthy & the creator of the popular health blog Live Healthy Simply.

Her advice has been featured in Cleo, Marie Claire, Sunday Style & Madison Magazine. When she’s not coaching or blogging, you can find her unfurling her yoga mat, making banana smoothies & Googling her next travel destination.

Jessica lives in Sydney, Australia with her husband Faiz.

CONNECT WITH ME ON SOCIAL MEDIA:
LEAPING FROM THE LADDER RESOURCES

Below are a list of resources and programs, which allowed me to grow my business and leap from the ladder! I hope you find them useful.

COACHING CERTIFICATION PROGRAMS

The Academy by Gina DeVee

The Academy is a Transformational Coaching Certificate for women who want to become a life, business, relationship or spirituality coach. Gina has a high focus on wealth consciousness, overcoming your money story and creating a life and business aligned with your desires.

Institute of Integrative Nutrition

The Institute of Integrative Nutrition is a coaching certificate for men and women who want to become a health or wellness coach. The program takes one year to complete and covers your own relationship with food and wellness.

ONLINE BUSINESS

LeadPages

The software I use to create opt in, landing, sales and webinar pages. The best program to support you to collect email address and grow your list. Fast.

GetResponse

If it’s time to get serious about your business I recommend you ditch your el chepo email marketing provider in favour of something better. Get Response has many features not found in the lower cost email marketing providers, like the option to create auto responders based on behaviours.

LEAPING FROM THE LADDER CREDITS

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