

30 -Day “Making the Leap” Challenge

Change begins with the conscious choice to make that change. It does not happen overnight, but occurs with daily actions to support your desired results. Over the next 30 days, we challenge you to complete the actions below to move you forward in creating the life and business you desire and love. Some of these actions are purely self-care or sharing love and gratitude to the world around you. Some of these actions involve steps to improve your focus and your mental clarity. Other actions are going to ask you to reach out to your social spheres, concentrate on your environment, or make bold steps in upping your coaching game. These challenges are designed to have you focus on an action, every day, to support you personally as well as professionally. We invite you to push yourself, stretch, and confidently try each of these daily actions.

As you do these, for fun and accountability, pop over to the iPEC Coach Community Facebook page to share ideas, inspiration, and results around the daily challenges. Also, make sure to cheer on your fellow Making the Leap Virtual Summit Participants~

****Please Note:** *These are challenges for everyone, regardless of whether you are starting up or scaling your business. If you are scaling your business, how can these challenges (or a small twist on them) help you to design and take your business to the next level?*

Day 1: You’ll find an audio track, in your post-event area of the Making the Leap Virtual Summit Event Page, which demonstrates the Theatre Technique – the most powerful secret to manifesting that is available. This audio begins with a centering exercise and helps you harness energy to manifest what you desire. Today, listen to the Theatre Technique audio, at least once, with the intention of experiencing the true power of Being.

Day 2: Who do you serve? Before taking your powerful message to the world, take some time today to consider who you ideally wish to serve. This can be quite a process for some, but let’s keep it simple for now! How would you complete the following: “I help/support (which people) to (do, feel, achieve what), so they can (what)”? Now, picture and feel why you do this. Why do I provide this help and to this particular group of people? Why is this benefit something I am passionate about? Label that feeling and energy, and start to practice saying your statement with that energy in your voice and heart.

Day 3: Now that you have a working message, let’s explore what you bring to the relationship. Reach out to ten trusted people in various parts of your life and ask them, from their perspective, what they believe are some of your unique characteristics. This can really help you realize your impact and maybe even give you some ideas for how you want to energetically run your business. Even if you are well-established in your practice and scaling up, when was the last time you sought this feedback? How can it help you design the next level of your business?

Day 4: Explore and attend (or schedule to attend within two weeks) a local networking group, Meetup, etc., that is likely to support/involve your ideal client. ****If you are currently a member of one or more**

groups, consider how you are currently bringing value to the group(s). What Level 5 opportunities can you share at your next meeting?

Day 5: Share on your social media page, in a blog, or on our own iPEC Coach Community Facebook page which of the iPEC Foundation Principles shapes or has transformed your life, OR challenge others to share what it means to them or how they honor it.

Day 6: Do a “brain dump” of the activities you would most like to get done with regards to your coaching practice. Keep this as a “running to-do list.” Every day for the next week, identify that day’s “Top 3.” This is what you will focus on that day. You can continue to add to your running list, but each day, stay focused on that day’s “Top 3.”

Day 7: Take a 20-minute walk and reflect on what you are experiencing gratitude for today.

Day 8: Now that you’ve been sitting with your message from Day 2 for a week (and maybe even been sharing it), let’s do another reflection. What is your “go to” message? Spend time today crafting how you share what you do and practice sharing it with five people. Continue to be aware of how it feels to share that message, so you know if you’d like to refine it further.

Day 9: Check out MBA Facilitator Jeff St. Laurent’s website sellingcoaching.com. Click into his University and you will find a wealth of business building tips. Choose an area you would like to work on in your own business (Facebook posts, creating videos, generating leads, etc.) and watch and learn something new! Then be sure to implement it!

Day 10: Go back to your notes from the Virtual Summit. What is one thing from the session with Ivy Slater or Stacy Hartmann that is an opportunity for you to focus on today? How do you see it impacting your business? What steps will you take to implement the learning or strategy?

Day 11: Create a post for Facebook, LinkedIn, Twitter, etc., that either shares a nugget of inspiration or information that would appeal to your ideal client.

Day 12: Invite existing contacts to *introduce* (not refer) you to someone who is your ideal client. Ex: “Jane, I am looking to meet new people! Do you know any women in their mid-fifties to sixties who are about to retire and are feeling overwhelmed at the prospect or uncertain as to what the next stage of their life looks like? (pause for response) Would you be willing to introduce me to her/them?”

Day 13: What is your conversion process? Based on what you learned during the Summit and your processes up to this point, what else do you need to know or do to be confident in your conversion process? What is your plan to take that next step to increase your confidence and your conversion results?

Day 14: Visit Live, Lead, Play and share a post on Facebook or with your contact list. (TIP: Rather than just hit “share,” introduce it on your Facebook timeline by sharing your personal take-away or a question/challenge to your contacts around the post. Invite interaction!)

Day 15: Contact five family members, five friends, and five professional contacts about taking the Energy Leadership Index Assessment. This can be really fun with the new information and learning you just got during the Summit!

Day 16: Do something for yourself today that you normally would not do... and then do it for someone else, too! (EX: buy flowers, write a thank you note, make a craft or food dish, etc.)

Day 17: Record and share a short video that's a quick tip for your ideal client, something about yourself, or an inspirational challenge to your contacts. (For help and tips, watch Call #51 in Jeff St. Laurent's University at sellingcoaching.com.)

Day 18: Remember the "brain dump" activity from Day 6? Gary Keller, in his book *The One Thing*, shares a fabulous strategy for time blocking. However, one of the greatest things he shares is the following focus question to support how you spend your time and energy. Whether you 'time block' or just need support with direction, look at your list and ask the following: "What is ONE THING I can do, that in doing so, makes everything else easier or unnecessary?" Now, go do it!

Day 19: Coffee Talk! Invite five friends/contacts to coffee to share what you are doing as a coach! Remember, even if you are well-established, this is an opportunity to share what is new in your business and new ways to serve your ideal clients.

Day 20: This next challenge may take you more than a day. Today, begin to outline or write an article for Live, Lead, Play. This is a great way to get exposure and share your message. Outline a completion timeline for the article and share it with someone to hold you accountable. And then make sure you submit it!

Day 21: Check your environment. What would have to be different in your environment for you to feel more successful as you show up every day to build your business or coach? What in your environment can you change this week to best support your ideal performance?

Day 22: Set aside time to consider your ideal client. Do one or both of the following exercises to help you better understand their thinking and desires, as well as their blocks, so you can better "speak their language." Go through the GAILs and write out what their typical blocks look and sound like. Go through the 7 energy levels and write out what their typical thoughts, emotions, and behaviors are at each level. Consider how you currently market to and appeal to your clients... Specifically, are you relating to them where they are at this moment and sharing where they could be after working with you?

Day 23: Consider, today, what activities you are doing to support your business growth, that are actually taking the place of revenue generating activities. Do you find yourself DREADING an aspect of business growth or development? If so, consider creating a support team. What are things you do not do well or do not enjoy? What activities can be delegated? Who can support you in completing these activities?

Day 24: Create and begin using a coaching journal. In your journal, note when you coach, who you coach, what were the topics, and note your energy level before and after the call. Rate the call 1-10, using your own scale of success or enjoyment. Keep this going and review every few weeks to note any trends.

Day 25: Today, select three to five books to read over the next month or two that inspire you or educate you. Ask friends or other coaches for their top recommendations!

Day 26: Build your Business Board of Directors. Every business needs a Board of Directors - people who have the company's best interest in mind. As a solo-preneur, sometimes we get caught up in our own personal best interests and sometimes those don't align with our business's best interest. Consider who are four to six trusted, entrepreneurial or business-minded people in your life who you might want to invite to be on your business's Board of Directors. Try to mix it up - someone with financial and/or legal background, maybe someone who is gifted in sales and marketing, perhaps someone who has a gift of administration or contacts in that realm, and definitely someone who knows you well and can help you see when your message and business direction are departing from who you are.

Day 27: Think about some instances in your business life where you've felt alive and vibrant - everything just flowed. What was happening that made you feel so alive? How can you incorporate that into what you're about to do?

Day 28: Get creative today! Make a list of 5-10 ways that you can "wow" people with substance/content at no cost to them.

Day 29: Look at your business - what's one thing that really scares you? Get some help from a coach or someone on your Board of Directors and tackle it!

Day 30: Over the past 30 days, you have taken action. Congratulations! Reflect on what you have learned about yourself in the process. What surprised you? What was challenging? What activities had the greatest impact on your business and what had the greatest impact on you personally? What are you most proud of and how will you celebrate your focus?