

# Coaching

Inspired Leadership Trainings' CEO, Lizabeth Phelps, has been a Certified Empowerment Coach since 2001, teaching entrepreneurs, CEO's, writers, executives, couples, and many others highly effective techniques for getting results--from themselves and from those around them.

The hallmarks of coaching are accountability and action, which is why it works. You will have assignments each week that take you from where you currently are (typically not as productive as you'd like to be) into powerful, effective momentum. You have someone to whom you are accountable for those projects and so you get them done. You watch yourself achieve your desired results every week, which astronomically alters your perception of your own capability--which in turn alters your business success.

As a coach, Lizabeth Phelps is highly intuitive, incisive and keen, which makes her work laser-sharp and transforming. It is important to note that coaching differs from consulting; instruction and advice play a large role in consulting. In coaching, you are more intimately involved in designing and implementing your business goals.

Coaching is one-on-one, over-the-phone, once-a-week, and ranges from 45-60 minutes.

I offer two coaching tracks:

## 3-Month as Needed

If you're interested in private coaching with more flexibility, where you call the shots on content, this is the track for you. The following coaching topics might be of interest for you:

- Building a disaster-proof new-business foundation: target market development; marketing strategy development; sales cycle development; etc.
- Developing a Big Business Vision and Mission Statement;
- Addressing success impediments: internal and external obstacles that slow your productivity
- Single project implementation: you have one specific business goal (marketing, start-up, website development, promotion, etc.) and want focus, creative brainstorming, a strategic plan and accountability with its execution;
- Making a fast, solid decision: leave my business partner, or stay? Re-invent my business entirely, or capitalize on the success I already have?
- Braving the New World: Developing the new rules of business for your business, and executing them. Want more information? Consider signing up for our Free Report and Worksheet, Preparing Your Journey to the New World of Business.

If you're interested in being privately coached for three months on topics of your choice, please send an email describing your needs and interests.

## 12-Week Program

The Entrepreneur's Advantage:

Creating the Unforgettable Experience That Will Capture the  
Hearts, Souls and Dollars of Over-Stimulated Consumers

How valuable would it be to you to be unforgettable in the minds and hearts of your potential and current clients?  
Extremely valuable, right? But how does it happen?

Tim Sanders, Chief Solutions Officer at Yahoo!, believes the "lovecat" (the leader who selflessly promotes the growth of others) will rule in the New World of Business. As a lovecat, he says, "you create a compelling experience for others so that you become much more than a service provider; you take people to places they have never been before...you are the equivalent of a human theme park."

The Entrepreneur is that business owner who takes potential and current clients where they've never gone before. In this uncommon, 12-week course, you will stake your claim in the New World of Business by becoming the equivalent of a human theme park. Or, at the very least, you will distinguish your business from all others in your field by learning how to capture your target market's heart and soul.

You will begin the course by developing a disaster-proof foundation for your business. This is a fun, expansive, integral exercise for any business owner, whether you've been in business ten days or ten years. You will come to dynamically articulate what most business owners rarely even consider: what and who you are in business, who you serve, and why they would want you to serve them. Next, you will craft bold mission and vision statements that reflect your Entrepreneur's spirit and your dedication to going where few businesses have gone before.

The majority of your course time will then be spent considering, brainstorming about, and finalizing the all-important memorable "experience" that you will offer potential clients. Click here to learn what experts say about "experiences" in the New World of Business. Once conceptualized, you will develop a strategic plan for implementing that experience and every unique idea you've conceived, so they move from "dream" to "actualization." This process includes one of the most exciting and important aspects of the course: developing strategies for keeping the hearts and souls of your clients long-term.

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Take Free Assessment