

V I B R A N T L I F E C O A C H I N G

presents...

WHY EVERYBODY NEEDS A LIFE COACH



Life coaching is a gift created to help people change directions and move towards progress, growth, and success. We were designed to be successful, engineered to win, formatted to be fabulous. . . but somewhere along the line, many of us have chosen to retreat back into that warm but false shell of cozy, mediocre comfort. It is a false habitat because though we pretend and appear to be comforted, on the inside we are screaming for excellence, deeply saddened not to be walking in excellence. Henry David Thoreau phrased it this way, in 1854:

“Most men lead **lives of quiet desperation** and go to the grave with the song still in them.”

Quiet desperation – what does that look like? Like someone screaming in a soundproof room, wanting a way out, an escape, but reclining into surrender mode, because help never comes. And here is the key part of the whole quote – most people miss this because they focus only on the first half of Thoreau’s quote - but an equally important revelation is in the second half - “with

their song still in them”. This is a reminder that the song is already there! You do not have to stand in the “song distribution line” – you arrive on the scene with a song pre-planted.

Now what gets in the way of the stirring up of that song, the sharing of that gift? Life itself. Most of us literally get bogged down with the demands of life. Family obligations, professional commitments, social and religious appointments – they all have at least one thing in common – vying for your time and energy. Being that we all have but 24 hours each day, what we do with that limited time will end up defining our level of fulfillment to our own purpose.



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Why Everyone Needs a Life Coach

Here is a key revelation: If you are spending the majority of your time in the company of others who are also leading frustrated lives of quiet desperation, how much better off are you in their company, day after day, year after year?

This is a true and living picture of the blind leading the blind. Now I am not suggesting you go into asylum mode and avoid your community, on some selfish bent of overly protecting your mental and psychological state.

What I am suggesting is that you do something rather selfless. Someone in every group or circle should step up and step out to strengthen themselves for the health of the group. I want you to be inspired, just like an adult sitting beside a child on a plane when the oxygen masks fall out of their compartments.

Help yourself first, so you may be empowered to help others around you.

A stronger, more confident, decisive, results oriented, purposeful you, helps any environment you touch, whether it be at home, work, school, or temple. I am talking about you being your best you, so that others can see a living example of the standard being raised and even begin to embrace hope and change for themselves.

So, now that you agree on the concept of growth, to whom do you turn to make this happen? Let's first talk about who you don't turn to. . .

Your mother, father, husband, wife, sister, brother, best friend, co-worker, neighbor, pew sharer - need I go on? We already talked about the blind leading the blind - that is the first problem.

Here is the second. All of those people know you and there is likely not an objective bone in their body where you are concerned. Many of them know your history and are using it to predict your future. They may mean no intentional harm by this; they are just limited by their own subjectivity.

The other side effect of your standing relationship with these individuals is that their tendency to be judgmental can be harmful and actually put you in a worse state. This can be crippling and put you in a guilty or self-critical state, which rarely leads to productive outcomes.

Unequipped and ill-equipped do-gooders. This group has likely caused some of the greatest harm. In addition to not having the professional skills to help you tackle and solve your problems, their advice is sometimes, “do as I say and not as I do”. Most of us *know* the right thing to do, but only the rare disciplined one, follows through. So now your counsel may additionally be giving you advice that they vicariously wish they had followed themselves. And the other obvious issue is their seemingly helpful support can oftentimes end up as enablement. This leads to you experiencing superficial



success, but not anything with any real substance. So you have a bandage for the situation - a temporary fix. Of course, this leads to even more frustration over the long run.

Here are some big questions to ponder. . .

What does the long run look like to you? Are you willing to forego another day, month, year, or decade, living in the shadow of your dreams? Or have they been hijacked, stuffed in the trunk of your car or the corner of your attic, rusty and cobweb covered? Do you dare move forward? Is it too late? Is there any steam left in you? Are you willing to invest and sacrifice and dig deep, to re-design your foundation, your focus, and your future?

If you don't, who will and if not now, when?

I find it interesting that in the world of sports and physical fitness, we do not hesitate to hire a professional to help us reach our goals. We invest the time, training and money in following the advice of someone who can move us to a higher level of physical productivity, and there is indeed much work involved.

But we put our eye on the prize and press on, because we want to lose weight, get fit, and make better health choices. This is a great phenomenon because it helps the client to perform at the top of his or her game. And then there are the acting coaches, the

voice coaches, the business coaches. These professionals again help the client identify specific goals and move to greater height in their professional careers. All greatly embraced and received as the norm. But coaching for your personal growth? How popular is that concept?

VIBRANT-LIFE-COACHING

Vibrant: Full of energy and enthusiasm, pulsating, strong and resonating. (Dictionary.com)

When was the last time you felt amazing and vibrant?

Beyond the popularity of life coaching, we really want to focus on the effectiveness of the endeavor. This is supremely important because “you” are at the core of everything you do. I had a colleague who faced failure in many areas and we had to honestly admit that in every area he stepped. . . there he was.

This is the real issue with us all. We have to be sound to produce sound fruit. An ancient proverb states that sweet water does not come from a bitter fountain. In successfully evaluating and equipping our true self via a life coaching, we are able to effectively move forward in several other areas - professional, spiritual, health-related, finances, emotional, relationships - just to name a few.

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Here is where the benefit of a professional coach comes into play. Imagine a regular connection with someone who is willing to invest time, attention, and commitment to your ongoing progress. You design the course and your coach will help you to run on it - at your own pace. Sure, there may be some challenges along the way, to help you strengthen your very soul, but that will be based on your over- all objectives. Look for yourself at some key benefits to working with a personal coach:

- Committing to a partnership where you are truly heard
- Creating accountability systems
- Non-judgmental atmosphere
- Creating a connection with the winner inside of you
- Honing in on problem areas and saturating them with solutions
- Assessing your strengths and weaknesses in a purposeful manner
- Identifying and moving towards set goals
- Choosing to be in control
- Overcoming procrastination
- Designing a life based on your terms

- Capitalizing on having an objective support system
- Defining new visions with clarity
- Embracing your life purpose
- Building self-confidence
- Being able to dream again
- Bringing a Better You to the table

At Vibrant Life Coaching we believe, like Thoreau, that the client approaches the table with the song already in her heart. In addition to that, she already has everything she needs to succeed - resources, ability, purpose. Most of it is just hidden. In some cases we will find it just below the surface, in others it will be like digging out from the rubble of an earthquake. But in both

cases we agree that the search is worth the effort and the work is not too hard to complete. Half of the battle is deciding from the onset, to enjoy the journey. That is paramount. It abates frustration, anxiety, stress, and doubt.

At Vibrant Life Coaching, we know that change is mandatory - that summarizes life - full of change, and not all the time predictable. Though change is mandatory, the realistic news is that progress is optional. You get to decide now if you want to control *any* of the change or if you are going to just “go along for the ride”.

Let's review your options:

1. Keep doing what you're doing.

Result: Keep getting tomorrow, what you got yesterday - that's called regression.

2. Seek the advice of your peers.

Result: End up where your peers are, which may or may not be satisfying to you.

3. Invest in yourself by hiring a professional coach.

Result: Put your seatbelt on and enjoy the transformation and purposeful journey you are about to begin.

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KEEP THIS MOTTO WITH YOU, ALONG YOUR JOURNEY...

You only
go around once;
but if it's one
good time, that's enough!

