



**Bring Your
Business to Life
(or Back to Life)
with More Ease!**

Carol McClelland Fields,
PhD, BCC



Change Catalyst Entrepreneur

1991 - present

Coach, author, program creator, trainer
5 years as primary facilitator for
Women's Entrepreneur Group
5 iterations of my business focus
8 years as a business mentor



Seasons of Change

1992 - present

A natural approach to
navigating times of
transition.

(Creating a business is a transition!)



Purpose Clarity

1993 - present

A time-tested system to help
professionals discover how they
want to contribute their time,
talent, and energy to their
community.

In 2016, I combined these three forms of expertise to understand my own business/marketing struggles. This rich journey of discovery led me to create **a gentle, compassionate, and encouraging way** to step into each new phase of your business.

This gentle approach to creating and growing your business will resonate for you if you are stepping into a **new phase of your business** whether you are:

An Emerging Change Catalyst

- Thinking about **starting your business**, but you don't think you are ready yet.
- Starting your business or **introducing a new offering**, but you aren't making the progress you'd like.

A Seasoned Change Catalyst

- **Relaunching** your business after some time away.
- **Redesigning** your existing business because something about your work feels off.
- Or searching for a more aligned way to **grow your business** because you are turned off by typical business / marketing strategies.



Five Gentle and Encouraging Insights

To help you **clarify your vision** and **resolve gaps that may be holding you back** from moving forward with your business and doing more of the work you love with paying clients.

- 1) What you need to have **in place *before* you build momentum** in your business.
- 2) How to **boost your confidence** by preparing your business foundation *before* you start sharing your work with potential paying clients.
- 3) Why you need to **work with clients *before* you attempt to finalize your marketing niche.**
- 4) Why it's essential to create a business and way of working with clients that **supports you in being yourself.**
- 5) How to **honor your hesitation as a source of wisdom and inspiration** for your business.



1) What you need to have **in place** *before* you **build momentum** in your business.

What is Momentum?

Business Momentum means flourishing professionally, financially, and personally.

- Gaining more credibility in your community
- Expanding your reach
- Adding paying clients – your first or more
- Deepening your work
- Adding additional services
- Developing your own original way of working with your clients



To Create Business Momentum...

You must have **Clarity** ...

about the business you want to grow, the way you want to work with clients, your pricing, and how you'll share your work.

You must have **Confidence** ...

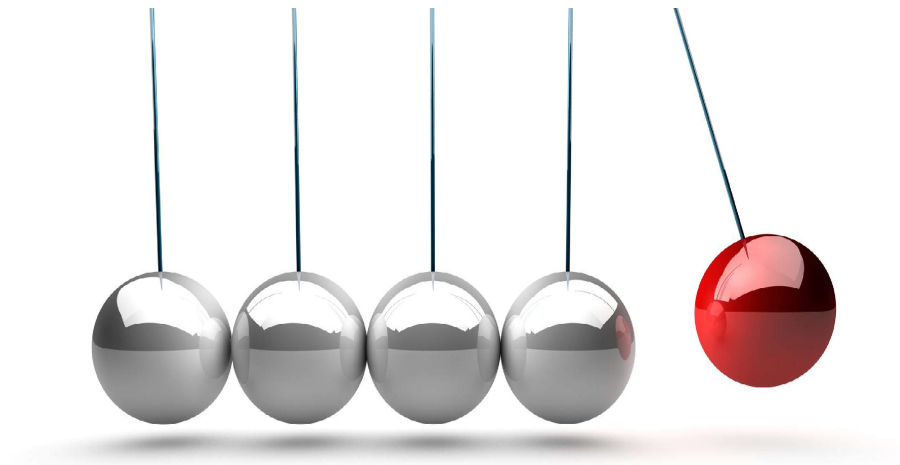
in yourself, the way you work with clients, and the value of your work.

You must feel a **Compatibility** ...

with your work, your clients, your marketing strategies, and your sales or enrollment methods.

You must have the **Capacity** ...

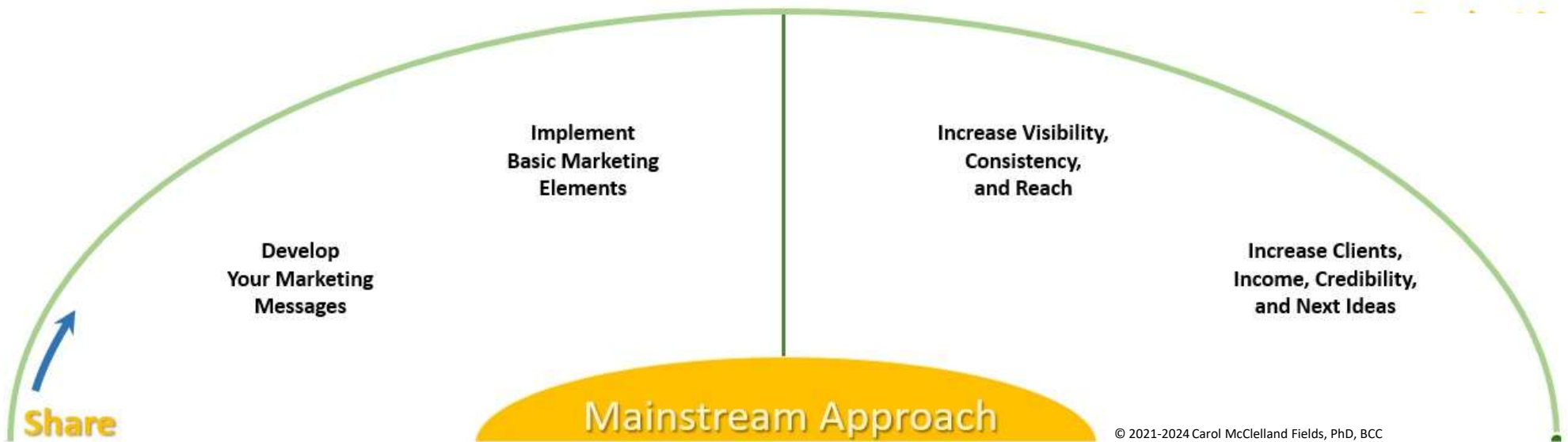
to do the work you envision *and* live your life.



Clarity + Confidence + Compatibility + Capacity = Momentum

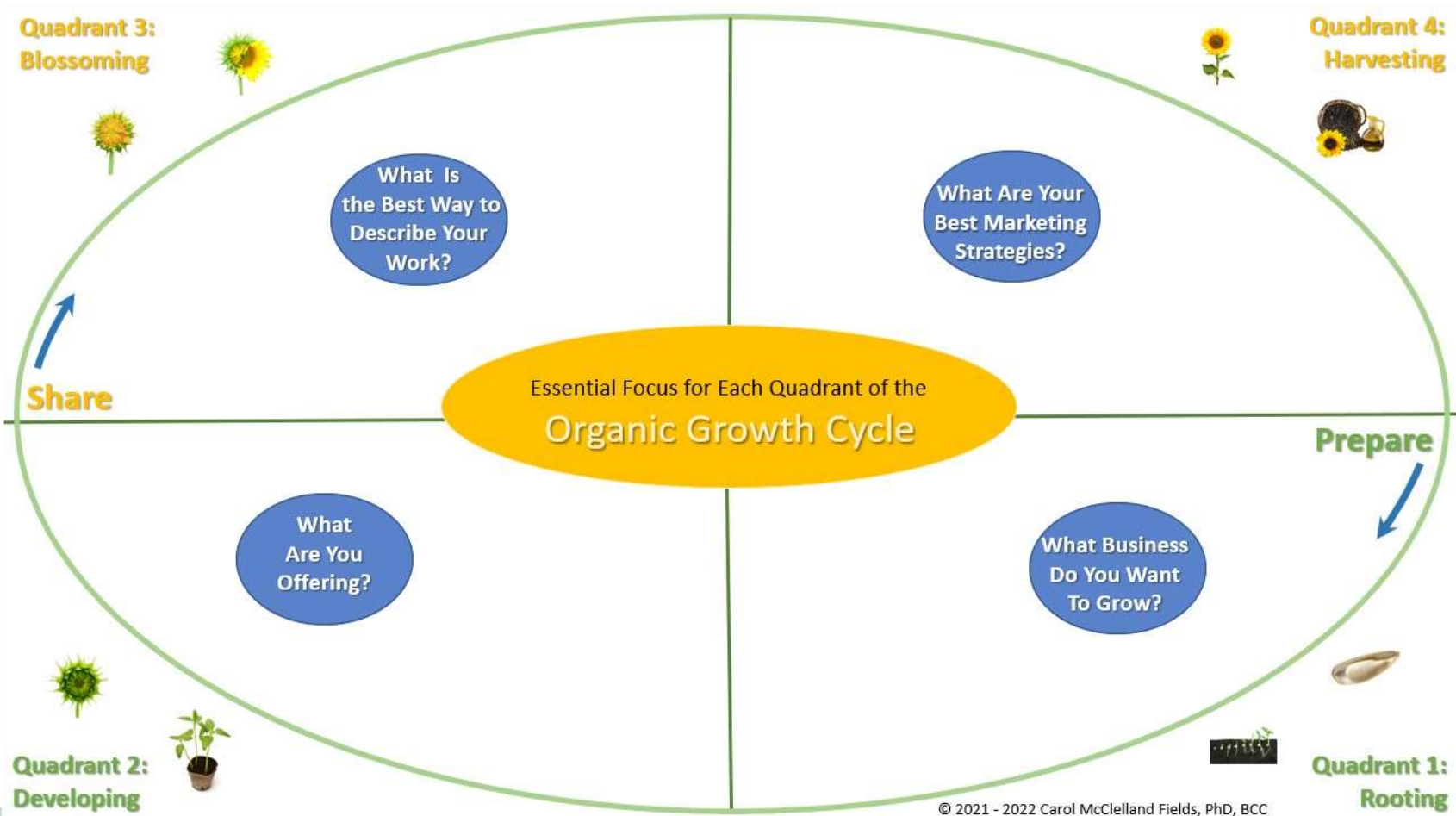
2) **Boost your confidence** by preparing your business foundation *before you start sharing your work* with potential paying clients.

Whenever you step into a new phase of your business, you already know you must **market consistently to build your business.**



What you may not realize is that there are *some crucial steps to take before you start sharing* your new business or new services with others.

The best way to boost your **Confidence** is by *preparing your business foundation before you start sharing your work* with potential paying clients.



3) You need to *work with actual paying clients* before you attempt to finalize your marketing niche.

In every marketing class, the first thing you have to figure out is your niche.

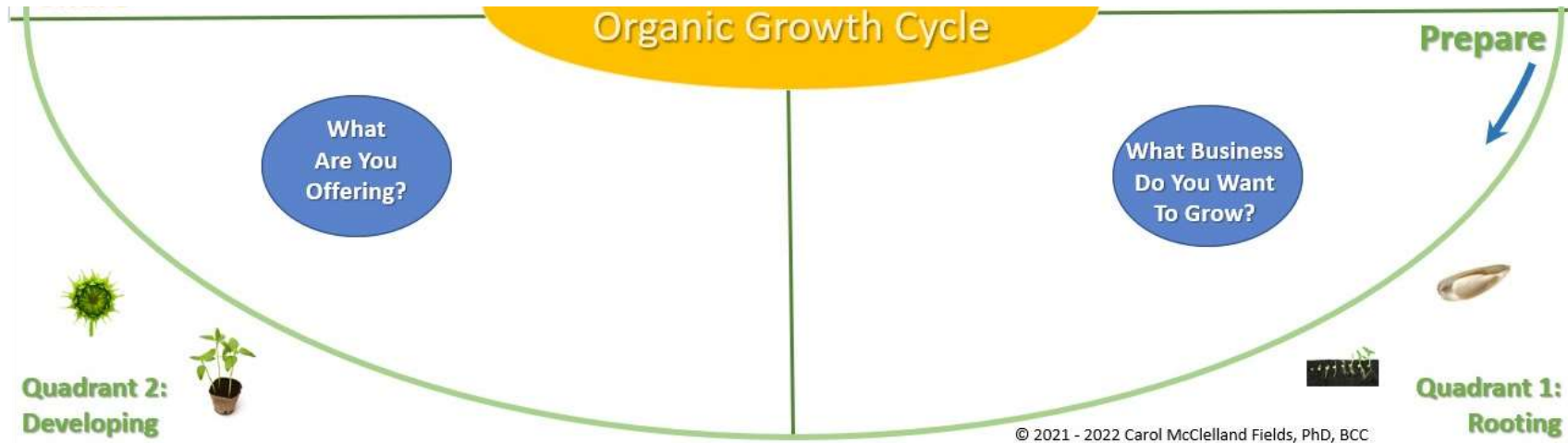
- Who is your target market?
- What is their pain?
- What is the solution you offer?
- Confirming they are willing, ready, and able to pay your fee?

It's true that you need this information to create viable marketing messages.

If you are a **Seasoned Change Catalyst** who is **already successful**, you may tweak your answers to these questions, but you already have a pretty good idea of what you are offering and to whom.

If you are an **Emerging Change Catalyst** – still in training, just starting your business, or in the process of redesigning your business – **these questions are impossible to answer!**





To firm up your marketing, you need to know two pieces of information:

2) What Are You Offering?

The act of sharing your work with even a few paying clients gives you proof, confirmation, and verification that you are on the right track.

Often, you'll gain new insights from your clients that help you evolve and strengthen your understanding of your work and **boost your Confidence.**

1) What Business Do You Want to Grow?

What's the focus of your work with clients?

What's your idea with potential that excites you, intrigues you, and motivates you to share your work?

What idea compels you to commit to growing your business? **Without this level of Clarity, you can't move forward.**

4) It's essential to create a business and way of working with clients that supports *you in being yourself*. This alignment boosts your sense of **Compatibility and Capacity**.



5) Honor your hesitation as a source of wisdom and inspiration for your business.

Moments of hesitation happen all the time – for every entrepreneur! Especially for those who are intuitive, sensitive, and highly attuned to their feelings.

Something you are doing **doesn't feel right** to you.

You feel **confused**.

You are **overwhelmed** with too many choices or too many voices.

You are in a **perfectionistic mode** where everything must be perfect before you take the next step.

You are **pushing and forcing** yourself to take steps you don't feel comfortable with.

You are **procrastinating**.



The key is what transpires from here?

Do you follow your first inclination and assume something is wrong...

- With your vision?
- With your business?
- With your work with clients?
- With your marketing?
- With you?
- **Do you start questioning everything?**

Although your discomfort or your lack of alignment may be for legitimate reasons, *it's easy to buy into the story that it's your fault.*

This interpretation threatens your self-esteem and the success of your business. It can take weeks, months, or even years to decide to pull yourself out of the abyss to try again.

Meanwhile, you aren't working with clients, and you **aren't bringing in income**, which **reinforces the story that there's something wrong with you.**



Or do you honor the clues from your body/mind/spirit and interpret the hesitation as clues that lead to wisdom?

Whenever you hesitate, pause to notice what you are noticing.

It's likely that you are picking up signals that **something isn't quite right** about your vision or your plan.

This is an act of wisdom!

What can you discover when you **explore what's is underneath your feelings of hesitation?**

- What minor adjustments to your offer would make things better?
- What tweaks to your vision would inspire you?
- Is the plan a good one, but the timing is off?
- Do you know a truth that's not yet integrated into how you see your business?
- Is there a higher level of your work that wants to come to life?

When you see these moments of hesitation as opportunities, **you and your business become partners** in a dance of refining, strengthening, and growing your work.

Celebrate This!



Preview of: Essential Steps to Take as You Start Marketing (or before!)

6 Week Journey

- Explore each element of your business **foundation** to assess where you have **clarity**, where you have gaps, and where you aren't confident enough to take action.
- With a combination of **class content** about key concepts, specific **writing prompts**, and **group mentoring**, you begin to clarify and strengthen the elements that make up the foundation of your business. Your focus is to create a business that is **compatible** with your style, **capacity**, and values.
- Each week we'll explore a **common source of hesitation** and talk about how to work with that insight to find **wisdom** that will help you refine and strengthen your business vision.
- After completing the six classes, you'll have a **private business mentoring session** with me to firm up any remaining gaps or soft spots in your vision so that you feel **confident** to bring your business to life.
- Course starts **Thursdays, April 18 through May 23** + one private business mentoring session.

For More Information about the Course: <https://www.lifecoachtraining.com/programs/all-courses/what-you-need-to-know-before-you-start-marketing>

See my ILCT bio for links to my website and my podcast: <https://www.lifecoachtraining.com/about/staff-faculty/carol-mcclelland-fields-phd>

Email me with questions about the Essential Steps course or webinar topics: carol@flourishasachangecatalyst.com