

## How to help your coaching clients get better results

### Transcript

Suzy:

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I'm gonna say that again, you have to be prepared. You want to help your clients get better results. You have to be prepared for them not to like you sometimes. Why? Because it is your job to share the uncomfortable truth with them.

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Welcome to the Limitless Life Experience podcast, with me, your host, Suzy Ashworth. I'm a mum of three, seven-figure serial entrepreneur, Hay House author, international keynote speaker, quantum transformation and embodiment coach and believer in miracles. My superpower is helping conscious leaders like you create six-figure breakthroughs in your business fast so that you can expand into limitless living and being part of the tidal wave of positive impact that we want to create around the world. In this space, you'll hear me talk all about wealth, yourself, spirit and impact. This is the Limitless Life Experience.

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Good morning. Good morning! Da-da-dad-dad-dad-da! Good morning! Good morning to you! This is the vibe for everybody who is still, um, subscribed, listening on Spotify. There is a new album it's called Corrupt FM. Anybody who was into a little bit of rave, anybody who was into a little bit of garage, there is this—it's not a spoof album—it's actually, it's good. But there are also comedians, it's hilarious. Corrupt FM's greatest hits. I was in my car this morning, getting my Starbucks, having a little bit of a groove. And I was like, I'm gonna have to get out of the car, but I actually just wanted to have a little bit of a chair rave, car rave, this morning. How damn are we? How are we feeling? As you can tell, um, the coffee has done its job. I am feeling very excited.

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(Laughs) I was saying yesterday, um, that I have just come off the back of four days with the lovely Illumina-Illuminati? The Illuminate tree and it's left me feeling fired up. And yesterday we had a two-hour Transcendence session, which actually went for two hours and 20 minutes. And I was like,

so whoever's got me in the pods today. Be ready! Right. Let's get rocking and rolling. I wanna talk to you today about what it means to help your clients get better results. Yeah, it's so good. It's really, really good. Um, you're getting excited about the retreat. I'm very excited. I'm gonna be posting some pictures online. We have a few, very few limited spaces left for our retreat that is happening at the end of April, beginning of May. So if you are interested in playing in Greece, watch this freaking spot, cuz I am releasing pictures of the villa today and it is fire! Okay.

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Get results. Brilliant. And you're full time! This is amazing. So we've got a few people here who are getting results. If you don't work in a service-based business, if you are not a coach or consultant or an expert type in what you do, cause I'm just curious, I'd love to know what you do and, and I will bear it in mind for the next time I am doing kind of a more practical, um, a practical session. So we have had a number of people who have, um, renewed for The Freedom Experience, upgraded into Freedom Founders and left after they've been with us for 12 months. And there is nothing that I, I love more than seeing the first-day video. Um, um, because we always invite people to do a video on the first day and then their journey over the following 12 months.

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And there was one person who left a video of the other day that really, really struck me. And what they described is starting in The Freedom Experience, charging 30 pound a class leaving after 12 months, making almost 90,000 pounds. And it really blew me away. And it really got me thinking, what is it that we do that helps people get better results? Now, number one thing, you want to be a better coach. You wanna help your clients get better results. Number one thing, you have to practice what you preach. And if you are on here, when you go to journal, I want you to write this down. Do I practice what I preach? Am I the embodiment of what it is that I'm talking about? Now, whether you are watching this as a hypnobirthing practitioner, a yoga teacher, a—doesn't really matter—just anybody who is helping clients get results.

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There are princip—you have your niche and you have things that are specific to your niche. Um, but there are life principles that really go across anything that we are doing when we are, um, um, when we're offering a service. And I know that there's a florist on here and this is about selling flowers, but for me, selling flowers is about, um, the embodiment of joy, like

flowers bring me so much joy. And how joyful are you as a florist? How much attention and intention do you bring to cultivating joy in your life? I believe that the joy that you cultivate in your life then gets infused into the flowers and then people receive that. So the embodiment piece is so freaking important. And I believe that the reason that my results and my coaching has got so much better over the last two years, is that the things that I say to you are the things that I am doing myself.

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So it means that there is no disconnect. It means that when a client is in front of you and they are stuck and they are just, they're just, they're kind of beating their head against the brick wall. You don't run out of things to offer. And it's not so much that you need to do all of the things, but there is a certainty in your knowing that if you are able to, um, um, position the story in the right way, you are coming from a place of truth. You, you know that the process works because you've lived it, you are living it. And that is very different from when you have grabbed a little bit from somebody over here and grabbed a little bit from somebody over there. And theoretically, you think that it should happen. But when you have somebody where it's not happening, you can't stand in your truth for them.

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You can't hold the space for them as a powerful space holder, because you're in doubt. You are in doubt, even if you're not saying it, they feel it. And it stops you from being able to show up in the way that they need you to show up. So you've got to practice what you preach. You have to integrate your own. You have to integrate what it is that you are telling people that they need to do. So that is number one. Number two, specifically for the coaches and the experts here. You gotta know when to coach, when to mentor and when to consult. And I think that this is something that is very unique to what it is that we do and is so important to me. Like when coaches come onto our team, this piece is really important. There is nothing more frustrating for a client who really doesn't know what it is.

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They really don't know. And there's a difference between, um, business coaching clients and life coaching clients. And I know that the life coaches might say to me, arguably Suze, the client has all of the information within them. So when I say to them, what feels like it's in your highest alignment? Or what do you think like that is the appropriate question. And I think a lot of the time coaches are coached to just ask questions. Sometimes asking questions is absolutely the right thing to do. And other times you need to

put on your mentorship hat. And this is where the experience piece really gets to land. Like, do I have my own personal experience in this situation? So I am able to offer what I did, which is not necessarily what you should do, but I'm able to offer what I did from a place of knowing. This is when coaching. So questioning switches into mentorship. As a mentor, we get to share from our own experience.

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And again, this, that mentorship piece really ties into point number one, are you embodying what it is that you teach? And then particularly for the business coaches, sometimes you need to consult. Sometimes—not all of the time—but when you have somebody, especially when you are working with people who are new to the field and they haven't got a clue about what is, what they're left from their right they're there because they are looking for some consultation. Now, there are no, there's no one size fits all. And this again is really powerful for somebody like me who's been in the business for the last nine years and done every program has had multiple mentors, still has multiple mentorships that literally done quite pretty much. Every strategy there is to experiment with.

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I have done this. There are things that I know will work from a tactical practical perspective and things that won't work. Now, the way that we work is to always combine the tactical with the, the mindset, with the energy piece. I know that all tactical strategies can work, but there are little nuances about a strategy or about a tactic that are very, just very, very practical. Like, and if you don't do these things like that strategy, that tactic is you're gonna find it very, very difficult, much harder to get the type of result that you are looking for. Whereas if you do Bing-bang-bomb and you combine it with the energy and you combine it with the mindset and you are fully in alignment with the Bing-bang-bomb that you have to do, then you're gonna get very different results. This is our job to know, when is it appropriate to consult. When is it appropriate to mentor. And when is it appropriate to coach and the best programs, the best group coaching, you'll have a little bit of all, all of those things for you to be the best coach, I want you to think about how am I incorporating all of those things.

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And I think that the therapists who switch to coaching, those are the people that have the biggest difficulty with this because as therapists, the training is, and I know this because I come from a hypnotherapy and psychotherapy background, the training is, it's not about you. So do not tell

your story. You are a blank canvas. You know, this is all about, this is all about the client. And when you move into the coaching consulting and expert world, that we have to flip that on its head. And it's not that it becomes all about you, but there is coaching, mentorship, and consulting.

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And when you have to tap into when, when is it appropriate to offer each one? So that is the second thing. The third thing is, is that you have to be prepared for people not to like you sometimes. I'm gonna say that again. You have to be prepared. If you want to help your clients get better results, you have to be prepared for them not to like you sometimes. Why? Because it is your job to share the uncomfortable truth with them. And frequently the reason that your clients aren't getting better results, or maybe even you in your own coaching containers are not getting the results that you want is that you haven't got someone there to call you on your bullshit. Or if you are the coach, you are not calling the client. You know, and this piece is just really important. It's not your job to be that you are not their BFF.

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You're not their best friend, you know, and yes, I definitely think that when you have a rapport with somebody and they like you, that, that, that, sometimes that is really, really amazing. But when the chips are down, when somebody's having a really challenging time, when somebody's going around and around and around and around and around doing the same thing over and over again, it is up to you to hold the line for that person. It is up to you to say, ha, to be willing, to have the difficult conversation and to be willing to, to sometimes trigger that person. And right now in the coaching world, the word trigger is a dirty word.

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Don't don't trigger anybody! Don't trigger!

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I just I've. Just no, sometimes that is exactly what you need. Sometimes that is exactly what you need. Somebody to say the thing that makes you go, oh, squeazy bum cheeks. My bum cheeks are clenching because they have just said something that really, really has hit my heart. And I know that if I keep on doing what doing, I am not going to get the results that I desire. So you've gotta be willing to not always be liked. And this really leads in to point number four is that it's your job to hold the vision for the client. You gotta hold the vision for the client. And this means that when you have

somebody who is, um, going round in circles and appears like they're not going to have the breakthrough, you have to believe in them. Because if you bring your mindset down to where they are, they've got no chance.

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So really being able to see someone in their sovereignty, to see somebody winning, to know that it is absolutely possible for them to really have that quantum shift in an instant, that is your job. And if you ever go into a call thinking, uh, what are they gonna say this time? How are they gonna repeat themselves this time? Whether they see that or not the way, if you are feeling it, the way that you show up for the coaching will be different from the person who is like, I know that this is your child speaking. I know that this is your victim speaking. I know that this is your Saboteur—this is not you. This is not you. There is so much more available for you. And I am gonna speak to you like the sovereign individual that you are. I'm gonna speak to you like the six-figure entrepreneur that I know that you are.

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I am gonna speak to you like the seven-figure entrepreneur that I know that you are okay, we're in it. I'm holding it. You have your wobble. I am going to stay steady for you. Okay. And then number five, I think that one of the things that has helped me the most still, you know, as a multiple seven-figure entrepreneur, I am still in coaching containers. I still have private coaching and I still have group coaching. Now, I make it a rule that I am in—I'm still learning from people. And I, I'm not always the person who is asking questions anymore, but I am there to observe the coaching. And as I observe really great coaching, I get upgraded. I become a better coach. I'm never gonna sit here. Well, never say never, but it's highly unlikely. I'm never gonna sit here in front of you and say that I am beyond getting support.

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You know, my one-to-one coaching now is way more strategic. Um, it is about how do I scale to multiple, multiple, multiple, multiple seven-figures. But the group coaching containers that I'm in is really about my experience of observing other people getting coached. Observing really A-class coaching and being like, okay, this is how I would deal with that situation. Oh, this is how they've dealt with this situation. This is how you deal with a wobbly client. This is how you deal with somebody who's not acting in integrity. This is how you, um, deal with yourself or hold yourself when you are feeling a little bit triggered. Like that has been and continues to be game-changing for me. So, the five ways you can help, help your clients get better results. Let me just pull my thing down. One practice what you

preach. Two, know when to be a coach, when to be a mentor and when to be a consultant. Number three, be willing not to be liked. Number four, hold your client's vision for them even when they are wobbling. And number five, be in excellent, A-class coaching containers so that even if you are not the person asking the questions, you can be the observer of incredible coaching and be able to take that into your own practice and service. Right? I love you. You are amazing. And I will see you. Bye.

Faith + Action = Miracles