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Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

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Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

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Hey everyone, how are you? I'm Carol de Dunlap, your online wow strategist and in time, best selling author planning to be an 11 time bestselling author. Because I'm going to do another book in January in the beginning of the year, in 2026.

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And I had a whole, title for an I couldn't remember what it was. Now we're going to do something.

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It's going to include the UN Marketing Academy members. I am so excited about it, because all of them are not bestselling authors, but they will be when this book comes out. So you're in the right place today, because I'm going to be talking about how you challenge or kind of coddle your clients coaches. I know, I know, how

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are you?

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Do you want to encourage and support your people and, you know, cheer them on and everything, but how you speak to them counts and how you challenge them counts? And we don't really want to coddle them because they're paying you. They're paying you to help them get a transformation. And they want the transformation, and you want them to get the transformation.

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But how do you go about getting it? So today I'm talking about how to challenge more than coddle your clients to increase the results they get while working with you.

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Did you y'all know that the bundle is still going on? I know we stopped at August the 31st. Can you believe that? But people are still

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buying the bundle pieces.

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you can do it too. The like I said, the last week was August 31st, but

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I got a two week extension out of all my contributors.

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So you have until the 15th to not only claim the gifts that you've gotten or, you know, go to the link and download them, sign up or whatever it is. But if you haven't done any of that, you can still get to those bundle pieces. Now, they're not free. Now let me just put that out there. It's not free.

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You got to pay you, but you got to get one of the bundle boosters. Vulnerables your number one gives you,

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secrets of the pros,

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about list building. There's a book that we all put together.

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It gave you the extension till the 15th, and that's part of what you're doing are using. And it also gives you a log book tracker.

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So you can keep track of

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every gift that you download,

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whether it's good for you or not, whether you are feeling it or not, who the person who's got you know, how you download stuff, put it on your hard drive and you never say it again, and then it falls into some hole and you can't find it at all.

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Well, that, log book tracker really takes care of that. That's probably true, number one. And guess what? All that's only \$9, and you get access to all those gifts up until the 15th. I think that's a \$9 you can spare. And then bundle booster number two is the swag bag that gives you access to \$500 more worth of gifts that you can get, and that is available until the 15th as well.

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All you need to do is go to unmarkedbusiness.com/unlbb.

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And of course I could not leave out

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Now that's a membership

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Summit that I'm speaking in and is going on right now. You can still get in. It's totally free. And all you have to do is go to CSRcorporation.com/into-commerce. Now that's a membership summit. That's what it stands for. But is CSR Corporation a com forward slash anti a mess.

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So if you've been wanting to start a membership wondering about you know what do I need to do to start this membership. How can I run it. Oh I don't want the churn. You know when two people join and one leaves, how to stop that. So you need to go get on this summit. And of course, if you don't have time to sit there, I think she's got about 30 speakers, something like that.

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I can't remember all of them, but I know I'm one of them. And I'm talking about how to make how to create a awesome membership experience for your peeps. And that's what you want. I'm using my own academy as an example to tell you what we're doing, so you don't want to miss that. So go ahead and get your free ticket and you've already missed,

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what is this?

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This is Wednesday, so you missed one day. But you can get to day three. I don't think you can access, yesterday's stuff until. Unless you upgrade, you can get that gold pass upgrade, get everything that's in there. So I got it, and I know I couldn't stop and start, stop what I'm doing and start looking at all those 30 speakers.

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So I'm getting it for later. So go ahead and get that. That was like a two for right.

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Okay. It is tech time.

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And the technology I'm talking about today is Google Drive. Have you heard of Google Drive. Did you know that there is a Google Drive? I know you've heard of Google, but if you have a Gmail account, you have access to a Google Drive. And guess what it gives you? I think it's 15 gig of space that is free.

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What can you use it for? Coaches. You can use it for working with your clients, collaborating with your clients. You can work on documents together, sheets together, which is their version of Excel. You can work on presentations. I forgot what they call it, but it's just like PowerPoint. But it's presentations and you can back and forth change things, avoiding all the frustration.

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You can save time, you can work in real time and you can stop

misunderstandings about. Well, I thought you wanted that paragraph here, but I thought you wanted it there. Just change it while y'all are both out there. It's amazing. I've used it for years to collaborate with my clients and I love it. Each person has a file up there, and I have information up there that we share together that only they can access, because you have to have a Google account and they have to.

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This stuff is only assigned to them. They can only find their stuff, so they're not digging into somebody else's stuff unless you didn't protect it properly. But that's easy. But just make sure that when you're sharing, they have to have, you only shared with certain people, or if it's going to be something that you're using for a summit as a gift or a download or something, you can say anybody with this link, but make sure the stuff that you have in that folder is good for anybody with this link.

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Right?

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So it's going to be it's going to be really good. It's going to help you and you can access it. You and your client can access it from anywhere in the world. So if you have a Gmail email account, you already have access to Google Drive. If you don't have a Gmail email, go ahead and get one is free.

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I know people who use like hundreds of them, so I've got a couple myself. So go ahead and get it. And then I want you right back here so we can start talking about how you can help your clients get better results. Results back in a moment.

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What's holding you back from hitting well on your marketing plan? Fear manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

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What if I provided you with simple tools and techniques, easy to

implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author. I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing fear and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

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Then you need to join the UN Marketing Academy in the Academy. You'll take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

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This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

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Marketing

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business successfully

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takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

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Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

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Okay. Now, are you ready? Are you ready? Are you ready to help your client get better results? From how you coach them? I'm ready. I actually learned a lot from this when I was researching all this stuff that we got to do. And I do a lot of this, so, you know, it was okay. But it's some things that people don't know.

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And there are five things I'm going to five ways, five and five ways that I'm going to help you

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challenge your clients without making them feel, you know, weird, funny, you know, love me or anything like that. And stop coddling your clients and cheering them on for everything that they're doing when they're not getting results. You know, I had a I can relate to this with a, example from my personal training days.

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So I would work with my clients. You know, I tell them, if you eat this and you come in and work out with me, you're going to lose this much weight per week, most likely because we set our goals at the very beginning of how much do you want to lose? And I give them realistic expectations. If you're coming to work with me for three months and you're trying to lose 100 pounds, that ain't going to work.

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You probably most likely are looking at a half to 2 pounds per week, and then we add that up and say, this is how much you could lose realistically, without making yourself sick. And they were always like, really?

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That's all I can lose if you want to do it safely, you know? Yes, but there are other things you can help move it along because your ability to gain muscle, put muscle on your body is going to help you burn that fat.

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So I help them with that. And some people will use lose, 5 pounds. I think the most I ever had anybody lose was like nine or not a half pounds. So she was she was a bigger lady. But, you know, you got to be really you got to be honest with them. And this is how you're going to do it.

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And we started with that first. Number one thing is comfort zone. Are you an enabler. And you know what enablers do they help people to do all the stuff that they don't really need to do, but they make excuses for themselves for doing these things. And then you just plan a right plan right along with them. That ain't going to work.

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So your coaching needs to be, yes, it needs to be a safe space. So they but are you making it too safe of a space so that your people play small? Are they now are they not challenging? Are you not challenged in challenging them, and are they not challenging themselves enough to reach for the higher ground and stop playing around, playing small, make a little money and then wondering why?

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Why does coaching not work? And you said that I was going to get this done and that down, but I'm not. But it's not really you that's not doing this stuff. It's them that's not doing it. And why they pay you to coach them. But when the transformation starts to happen, they get uncomfortable. And no one likes to be uncomfortable, right?

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So I always tell my clients, get comfortable with being uncomfortable, especially when I was doing personal training, because they were going to be uncomfortable all the time. All the time they were going to be uncomfortable if they were doing a new workout or a new machine, or a new way to use dumbbells or or they were sore or whatever.

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You have to think about that. You have to challenge that comfort. You know, if they're coming to you all the time, they're like, oh yeah, she's she's with me doing this. They did something, but it's not what you needed them to do or what they needed to do. And now they're not going to get the results that you told them they would get.

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And they're looking at you like, why, why, why didn't I lose weight this week, Carol? Why did not lose those smiles? I'm like, what were you doing? Did you did, well, I did eat a couple piece of cake. Oh, my God, I you know, that's like saying, well, you know, why didn't you write that email? Well, you know, my daughter was doing this, and my son was.

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And then my husband and then I didn't get the email. So you're missing out on money because what? So, you know, you got to kind of approach them. Well, I'm up to the pump because that's what they're paying you for. All right. The second thing is the hard truth accelerates results. Just like I said with the, personal training class.

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Look, you can be eating this cake right now if these cookies, you know, going crazy on rice and potatoes and stuff, you never going to lose weight because you're eating the carbs and you're not burning the carbs. You're not building the muscle that's burning the fat. Right? So if you tell your people, hey, I want to get you to do this bundle or they come to you, say how I want to do this bundle.

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Three weeks later, they still haven't done anything right. Do you really want to do this bundle, make some money, or are you just playing around? You know, you can't really talk to them quite like that. You got to feel it out and see. But that's the essence of what you're doing, your challenge and them, you're not coddling them.

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You're not making it safe for them to be sorry. You know, making it safe for them to do less, making it safe for them to just, you know, flit her off somewhere. No, they paid you it. Because even if you let them do that, in the end, when the time is up for the coaching or the time is up for for another payment, they're going to be looking at you like, well, I didn't get any results out of this.

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Why should I keep paying? Why should I stay with you? And you don't want them to come to that conclusion? Because they're not going to talk to you about it. They're just going to wander off and get another coach and go through that same thing. You know how people do marriage after marriage, after marriage. They can. The marriage is the problem.

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No, you're the problem is not. The marriage is you quit, get married to folks and do what you need to do.

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So I have, a couple examples for you that can kind of bring it home a

little bit more. Since we're not talking about training, we are talking about coaching clients. I was working with a client and she had told me that she had, for instance, like connection calls with like 75 people. But she had how many of those did turn do she convert into an actual sale?

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It was like very long, maybe three, 4 or 5. But if you talking to 75 people, you should at least be converting 40 to 45 of those folks, right? But that wasn't happening. So you know what I told her I like, stop doing those doggone connection calls, new sales strategy calls. You know, you're already connecting with them. You're already talking with them.

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You're trying to see how you can help them. And it was a mindset change. It was a thing like, oh, I'm not because you're not really. If you're trying to help them and you're talking to them for an hour about, you know, how this you need to connect them with this person or connect them with that person. If that ain't your business, don't be trying to connect them with all these people.

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Try to see how you can help them. Is that helping them? You connecting them with this other people? Is that really helping them? Think about that for a second.

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So I also have clients talk about, you know, I've,

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I've been trying to sell these products and stuff and services and courses, but they just look at me as Freebie Jane and I tell them, Freebie Jane got to go. You need to get, buying Lucy or something like that in there and are selling Lucy, not freebie Jane.

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And if the people get ticked you or leave you, fine. They're not your people anyway, so don't even worry about them. Worry about the people, or concentrate on the people who are there to get the transformation that you bring, who are willing to pay you and willing to do the work. There's nothing more frustrating than somebody paying you.

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They're not doing the work, and then they're looking at you like, well, I don't know why this ain't working. I'll tell you, and I will tell you. I will tell you. All right. The third thing is destructive criticism versus constructive challenge. So you can't talk down to people. They're not your children. They're not somebody. They yes, they're paying you, but they're not paying you to abuse them or talk any kind of way to them.

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You have to be loving and supportive and make it a safe space. Yes, but you can't make it too safe that it trips them up. You have to challenge them without attacking them,

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challenge them without attacking them, or, you know, you can't call them crazy names and stuff like that because they are humans. They are people. They are grown ups.

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Grown ups are going to do what they want. So you have somebody who's not following along with the program and asking you, why can't? And then you just need to fire because, oh, why should you waste your time when this person isn't even doing what you tell them to do? Then they're coming back at you and saying what you know.

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So let fire them, you know, need them fire and get somebody who wants to do the work, who will pay you and who will be out there shouting to the rooftops how awesome you are.

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Okay, number four, are you just a cheerleader?

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A cheerleader who is someone who's on the side and they're like, yeah, go, go go, I love it.

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Yes. You know, I used to be a long time ago it it not elementary. It was, junior high. Junior high. Then I tried out for high school. I could make it because I was girls. So flipping it off and stuff on, like, okay, later for me, I did my little jumps and stuff. I'm off to

something else.

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So if you're just a cheerleader, you need to focus. Focus on how you're going to get them to measure up, to step up and how they're going to get better outcomes. Like I said, nobody wants to work with somebody and nothing's happening. You know, seeing the results. You know, they're not doing what you said or they're doing. I mean, doing what you said, but they're not doing it the right way.

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They're doing it in their own way, and they're not getting results. And then they're looking at you. Well, I did it.

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Really? I told you to eat. I'm going back to my personal trainer days. I told you to eat three. Well, two meals a day and two snacks, and you're eating five meals. You're eating? Yes. Well, you're not eating what I told you to eat, and then you're eating too many calories, so you're not going to lose weight.

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You got to be real with people,

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and you have to let them know that they have to show up differently and do something different if they want different results. What's the definition of insanity? Keep doing the same thing over and over and over and over and over again and expecting different results. It ain't gonna happen. It's just not going to happen.

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Everybody's going to be frustrated and nobody's going to be wanting to do anything. That's what happened with but with my client who was trying to do that. She had been doing this stuff for a long time and nothing was working. I was like, okay,

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this is a deal. This is what you gotta do. Stop that right there and do this instead.

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And you have to have the courage, the wherewithal, the experience, and the knowledge to be able to tell them that. Stop doing that. Do this. And this is why, because you're the coach and because they're paying you and because you got to live up to your payments right? So don't be just a cheerleader. Then somebody who's sitting there like.

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Like your mama. No. What did you say that you did? And it. Oh, okay. That's why it ain't working, right. You gotta, you know, come at them with your own.

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Like how you really are, your own personality and stuff. But don't just be a cheerleader for your people. You gotta get them to do what they need to do in the way that they need to do it, so they get the results.

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You know how you got your results, how did you get your results? You buckle down, you put your nose to the grindstone, you did what you did, and now you're living a life. Now you're trying to teach them. And they're like, why? Why can't I just be like you or you ain't doing what I'm telling you? So you're not.

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But you got to handle it in a very distinct way, okay?

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My final point is push and pull.

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You have to know when it's best to push them.

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You know, encourage them and push them while you're doing it. Like when a child is trying to learn to ride a bicycle, you can push them, but for so long. But they're going to have to start pedaling. So you're going to have to start letting go.

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Are you going to be dragged all over the place and they're going to follow the bike, and it's not going to be good. And you have to know

when to pull back. And that has to do a lot with the client personality types. You got to know who you're dealing with and know how to deal with them, how to speak to them and with them.

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Perfect example here I was in a coaching session at MI on Marketing Academy with the with the group, and one of the clients was talking about how they're a they are a perfectionist and they want all this stuff done, but they're just so frustrated because they can't get the stuff done because it's just too much for them. And we were going back and forth a little bit, you know, it was calm and everything going back and forth, and I could feel the hairs on the back of my neck standing up because I'm like, you need to listen to me because I'm telling you the data, you know, that was in my head.

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So when I come back to reality, I think that what

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I don't know, some other people wanted to talk. And one of the other, which is a good thing about, collective synergy. One of the other members chimed in with a question, and it calmed everything down because my client had to think about what she was saying, acknowledge that she was a perfectionist, also acknowledge that she is not going to get everything done that she wants to do in the way that she wants to do it, because she don't know all the stuff and consider what the other client was saying.

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So while all that was happening, I was just calming down. Hairs were going down and I was like, let me regroup, get a hold of myself before I say something that's crazy that I shouldn't say right? Because we all get that way. We're passionate. We're passionate. Lisa. Emotion. You know, we're emotional. We're strong willed. We're like, we want to be happy for them and show them like, look, this is what you need to do.

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Why are you not doing it? And I at this this particular person, I could not do that because it was going to be, war words. And then somebody's going to storm off. And I could just see that coming. So I'm so glad that the Holy Spirit jumped in and took over and calmed that whole thing down. It was great.

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So let me go over some personality types that respond better to challenge, and then I'll go over some personality types that need more support. Okay. The ones that, respond better to challenge are high achievers and type A personalities. First of all, they're competitive by nature and they're often frustrated by slow progress. They appreciate direct feedback and respect coaches who keep up with their intensity.

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They get energized by being pushed beyond their comfort zone. There's that comfort zone thing again, and they often say things like, just tell me what I need to do or I can handle it. This is the perfect one that you want, in a way. But these Type-A personalities, they can be a pain sometimes. Okay, the other type is results already oriented driver types.

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They focus on outcomes over feelings. They prefer efficiency and get impatient with soft approaches. Like, for me, I can't stand for you to hit at what you want. Just tell me what you want. I ain't got time to be freaking out. No hits. That's what they're like. They respond well to data, metrics and measurable challenges, and they value coaches who match their business first mentality.

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That doesn't mean you can't have fun with them, but you got to be all about business with them because that's what they want. And the third type is growth minded individuals. These people are actively seeking feedback and view criticism as valuable input. Input. They have a history of investing in personal development.

00:25:01:25 - 00:25:06:42

Unknown

They ask specific questions about their blind spots because they want to know what am I missing?

00:25:06:49 - 00:25:33:51

Unknown

Or do I need to look for? And they show excitement rather than defensiveness when confronted with areas of areas for improvement. So now these those three personality types, the high achievers, type A personalities, the results oriented driver types, and the growth minded individuals, those are the ones who you can challenge. You can challenge, say you like mouthfuls of because they're they're there for a give it to me, give it to me.

00:25:33:51 – 00:25:56:28

Unknown

I want it. But these personality types, they need more support first, and they need you to understand where they're coming from first. If you want to get a lot out of them, number one is people pleasers. We all know about them. They struggle with boundaries and saying no. So if you have people that struggle with saying no, the first thing is you need to teach them to say no, no, it's one more no.

00:25:56:33 – 00:26:00:04

Unknown

They need confidence building before they can handle the challenge.

00:26:00:14 – 00:26:23:54

Unknown

They often apologize frequently or ask, is this okay? You know, I'm sorry I did not do something wrong. Like, no. You know, they require trust building through initial support. So you're supporting them. You know that. That's fine. What you need to do maybe is this, you know, you got a handle on something, and then, the second group is perfectionists with low self-esteem.

00:26:23:54 – 00:26:31:20

Unknown

Oh my goodness. Highly self-critical already. They need encouragement to take imperfect action.

00:26:31:29 – 00:26:53:44

Unknown

So you gotta look at them and, you know, you gotta you gotta push them on. And you can recognize is after a while, you can recognize the people that you really want to work with versus the person you're like, oh my goodness, this is going to really challenge me because you may really want to work with the people pleasers are the perfectionists with low self-esteem and not even like working with those Type-A personalities.

00:26:53:48 – 00:26:59:00

Unknown

And the final one of this is trauma. Someone who's been suffering with trauma or has trust issues.

00:26:59:09 – 00:27:01:51

Unknown

They've been hurt by harsh criticism in the past.

00:27:02:01 – 00:27:15:53

Unknown

They need psychological safety. Establish. I'm sorry, I'm sorry. Not. Yes. It's psychological. Those physiological, psychological safety

establish. First, they need to know this is a safe space. I can say anything I want.

00:27:15:54 – 00:27:39:31

Unknown

You're going to help me, and I'm not going to be brutally criticized for making a mistake or not getting it right. They may shut down or become defensive when challenged too quickly, and they require gentle boundary testing before direct confrontation. So those are those are the personalities that need some support first before a challenge or challenge lightly. I'm going to tell you how you can go through that.

00:27:39:40 – 00:27:47:30

Unknown

The people pleasers, the perfectionists with low self-esteem and someone who's been through trauma or trust issues.

00:27:47:40 – 00:28:05:51

Unknown

Now here are some signs. Green light and red flags. When a person is ready for tough love. Here the green lights. They specifically ask for more accountability or someone to push them. Take note of that when they say that they handle initial gentle challenge as well and ask for more.

00:28:05:56 – 00:28:28:20

Unknown

They've shown they can take feedback without becoming defensive. They have a track record of following through on commitments and they express frustration with their own excuses. A pain, you know, they get tired of saying excuses themselves and the things that they've been doing that is not working. They may not know how to get out of that pattern, but that's what you're at there for now.

00:28:28:20 – 00:28:33:50

Unknown

Red flags. These people are not ready, so don't mess with them. They become defensive or shut down with mouth feedback.

00:28:33:59 – 00:28:52:05

Unknown

And that is almost, almost what happened with that session. Almost. But it didn't because the Holy Spirit stepped in and calm the whole thing down. And we were all good. And it came out as a, a good closure, you know, it was all wrapped up, everything was good.

00:28:52:05 – 00:28:57:22

Unknown

And at the end it was okay. And I had to make sure that everybody was okay. And they were

00:28:57:32 – 00:29:10:17

Unknown

they have a victim mindset and blame external circumstances constantly. Like I was telling about the clients when my son it is my daughter did that. This went over here. Who cares about all that stuff? I'm talking about you. What what did you did?

00:29:10:22 – 00:29:31:33

Unknown

They're dealing with major life crises are mental health issues. And you have to be aware of that because a lot of people will come to coaches thinking that they're going to get like, therapy and coaching and therapy are two totally different things to different mindsets, two different trainings, everything. You're not the same. You are not coaches. Unless you have that background.

00:29:31:47 – 00:29:53:09

Unknown

You are not supposed to be digging in to that, therapy type stuff. Now, we can help or we can assist or we can, you know, talk about it. But no dealing with mental health issues. Let the professionals handle that. We handle where you are and how you're going to get to where you need to be. We're not digging in that past and talking about, you know, how your mama beat you.

00:29:53:18 – 00:29:54:53

Unknown

Nothing like that. We ain't doing that.

00:29:55:03 – 00:30:12:25

Unknown

They have a built, basic self-care or boundary habits yet, so they will step all over your boundaries because they don't have any and they apologize excessively or seem fragile emotionally. So those are the red flags to watch out for. And of course, the green lights. I give you the go ahead.

00:30:12:27 – 00:30:13:48

Unknown

Now you can test out

00:30:13:57 – 00:30:34:07

Unknown

how a person is going to be by doing these four things. Give a man a piece of direct feedback and watch their reaction. See you know. See how they react to your feedback, your statement, your criticism, or whatever. Stay small boundary. See if they respect it. One of I had a client one time who was like, Carol, I don't understand this.

00:30:34:07 – 00:30:53:03

Unknown

I need to talk to you. I can't get a hold of you. And I said, my working hours are from 11 a.m. to 4 p.m. Tuesday, Wednesday and Thursday. If it's outside of that, you're going to have to send me an email. And if you're paying for more than that, then, you know, send me a message and I'll get back with you.

00:30:53:03 – 00:30:59:12

Unknown

But if you are on this level and you want this level service, then it happening, I'm sorry. Then it happened and you got to keep your boundaries like that.

00:30:59:21 – 00:31:21:46

Unknown

Then ask them to be accountable for one simple commitment and then finally challenge a man or excuse. No. Their response. It's really all about building that trusting relationship with you and the client so that you know the things you can say to them and really get away with and help them and challenge them.

00:31:21:57 – 00:31:42:05

Unknown

And you know, the things to like, stay away from so that you're not making them feel inadequate. Less than, I can't do this. You are set there, you are there, and they're paying you to be encouraging to help them and to help them get to the next level to to do this thing, whatever they're trying to do. And that's the goal or the result that you're looking for.

00:31:42:10 – 00:32:00:53

Unknown

If you are deviating from that and trying to give them therapy or coddle them or, you know, being a safe space for them to land and do nothing, you are not helping them. You're just taking their money and they're not getting anything out of it. And the results are going to show. So I don't want you to be in that trap.

00:32:01:04 – 00:32:03:19

Unknown

I want you to be the wonderful, awesome coast,

00:32:03:29 – 00:32:08:13

Unknown

coast coach that you are. Let's go over them just really quickly.

00:32:08:22 – 00:32:21:54

Unknown

Number one, are you an enabler? Make sure you are not enabling them to

do anything. You're helping them to do more. You're challenging, challenging them and not falling for that. Okeydoke. When they telling you blah blah blah.

00:32:21:59 – 00:32:41:09

Unknown

And no, no, that's not going to fly with me. You're going to have to do right and do what I say or you're not going to get this done. And then number two, the hard truth accelerates results. If they're coming to you and they're, you know, doing something or not doing something, I tell them, confront them with that.

00:32:41:09 – 00:32:50:35

Unknown

And you don't have to be mad about it, but you can be stern and you can say, well, if you keep doing this, this result is not going to happen because blah, blah, blah and tell them the truth.

00:32:50:44 – 00:33:00:02

Unknown

Number three, destructive criticism versus constructive challenge. Your language needs to be constructive to them so that they can feel, yes, this is a safe space.

00:33:00:17 – 00:33:22:02

Unknown

She honors me. She's helping me. Or he if you're man coach, she honors me. She helps me. She's there for me. I'm good. They need to feel that. They need to feel that. Yes, I can talk to her about this thing. And I know I will get the right answer. And then, number four. Are you just a cheerleader, or are you just someone on the sideline who's doing the splits and jumping up in the air?

00:33:22:02 – 00:33:42:43

Unknown

Yay! You made a touchdown! How awesome you should be helping them right along the way. Get to that touchdown point and then y'all can both celebrate together. And that just you being the cheerleader. Both y'all. And then finally number five know when to push and pull. Know when to push them. Know when to stop and when to pull back.

00:33:42:47 – 00:33:59:34

Unknown

And know that you know you got to give them some love language or you got to give them, hey, what about this right here? Why don't you try filling this out and this will help you understand where you are right now, because people have to understand what their what their mindset is and what it is and, and what they need to do, what they don't need to do.

00:33:59:43 – 00:34:22:56

Unknown

They got to know all these things and that's what they are paying you for. So live up to your payment, live up to your awesomeness and your greatness and you will help them double or even triple their results. And when you do that, they're going to keep coming back for more. Guess what? They're going to get their friends and maybe even their clients to come to you because they got they had such a great experience with you.

00:34:23:01 – 00:34:32:13

Unknown

So that is how you can challenge your clients and get them to double or even triple their results from working with you.

00:34:32:18 – 00:34:55:01

Unknown

Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

00:34:55:06 – 00:35:25:34

Unknown

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00:35:25:38 – 00:35:55:00

Unknown

If you're ready to make an impact with your website, download our free Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

00:35:55:05 – 00:35:59:23

Unknown

My client success Spotlight for today is Nadine Murray.

00:35:59:28 – 00:36:23:33

Unknown

don't know her. Yes, I've said her name several times before, but she

got married. She was Mullings and now she's dating Murray. She is my best bestie. We are doing this awesome summit together. Carl, The Power of Your Story summit. And we've done a lot of things together. You know, we've wrote she is a four time bestselling author because of me and the program she went through, she's had several successful summits.

00:36:23:47 – 00:36:48:25

Unknown

She went through, my program learn how to do the summers. But even with all that success, she found that she needed to pivot. What she was doing was not working for her anymore. She was not seeing monetary, you know, compensation for it on a regular basis. And so, you know, I am the online wild strategist. I am her business.

00:36:48:32 – 00:37:11:35

Unknown

So I was like, girl friend, come on over. So I'm also reformatting reimagining my reimagine dating, reimagining this. I know that my on marketing intensive, where we take a half a day for hours and we get through your marketing, we figure out a marketing plan. You walk away with a marketing plan. So I recently decided to put AI into that.

00:37:11:49 – 00:37:42:29

Unknown

And oh, it is fire. Fire is hot, hot hot hot hot. Oh my God, it's so amazing. So she agreed to be not really my guinea pig, but really to go through it. And we got some awesome, awesome results. Oh my goodness. She even told me it was very helpful. It was awesome. It showed her things that she didn't see before and it helped her to figure out the two things where she was missing out and where she didn't have a plan for these two areas.

00:37:42:41 – 00:38:06:34

Unknown

It was amazing. I will be talking about that more when I launch it again, but I have I'm not, quite ready to launch the new and improved and reimagined on marketing intensive, but it is coming. And then one more great thing that happened this week is Nadine and I and and Sabrina and Melissa, who are all part of the She Elevates media project.

00:38:06:47 – 00:38:27:34

Unknown

Welcome our first first client. Yay! Awesome and see if I can get some hearts to come up on that share. It'll do it. Sometimes it will. It's saying no hearts for you, baby. Watch. Come up. See? Take it, get it. But, that is amazing. Welcome in our new client. We're all ready to get going on this project.

00:38:27:34 – 00:38:43:23

Unknown

We've been working for it, working on it for over a year, and we're ready to get it out there in the public so people can see the results. So we can help our clients double and triple their results from our project. Can't wait for that.

00:38:43:28 – 00:38:53:50

Unknown

Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to UN market or business.com/podcast.

00:38:53:55 – 00:38:58:46

Unknown

Ready for your spotlight? Be on that. Look out. All you need to do is be awesome.

00:38:58:51 – 00:39:15:37

Unknown

But either being a client or by letting me know you use, Did or follow the advice you heard right here on a previous episode. Post it on social and tag me at CSR Corporation and be sure to use the hashtag best UN marketing Strategy. Can't wait to showcase you!

00:39:15:47 – 00:39:20:13

Unknown

So we've been talking about coaching and you not being be just a cheerleader.

00:39:20:13 – 00:39:32:49

Unknown

You, but you being someone who helps your clients get results. So how do you do that? This is your challenge. I want you to audit your coach coaching style and look at the results your pizza getting from what you're doing.

00:39:32:58 – 00:39:38:56

Unknown

Audit your coaching style. See? Are you just a cheerleader or are you this supporter that they need? Are you challenging them?

00:39:38:57 – 00:39:59:26

Unknown

Are you coddling them? Are you helping them? Are you hurting them? Are you holding them back? Audit and see what the people who have been working with you, what have their results been and what have they said about their results? Are they happy? Please? Are they like me? It's okay. You know, can you challenge them more to get more and better results?

00:39:59:26 – 00:40:02:45

Unknown

And then how can you do that? By

00:40:02:55 – 00:40:18:39

Unknown

changing up your style a little bit, by maybe having more worksheets or something that they can actually work on for themselves. So they can see sometimes a worksheet will help the revelation come to their brain like, oh my God, I didn't know I was doing that. And when that comes, that is powerful.

00:40:18:40 – 00:40:38:06

Unknown

And they do that. Now to recap number one, you are the coach. They are paying you. Transformation is hard, but that's what they're paying for. So you got to stick with it. Although we get down there in the covers with them and I don't understand. And you know when you don't have to do it. No, they have to do what you told them to do because they're paying you.

00:40:38:21 – 00:41:09:40

Unknown

Because in the end, when they paid you and they don't get the results, guess what? They ain't coming back to you and they're not going to talk good about you in the in number two. Always challenge but be mindful that is not disguising destructive criticism challenge not destructive criticism. Challenge helps them. Destructive criticism really destroys them. And they don't want to do whatever you're trying to tell them to do, and they feel like you're the bad person, or they feel like, oh my gosh, I let her down or I'm not doing it.

00:41:09:53 – 00:41:26:54

Unknown

We don't want that. We want you to do your best. And if your best is not good enough right now, why is it not? And let's work on it and find out together. Because that whole thing of I don't know what to do, it can't be you saying it. It has to be them saying that coming to you and said, this is what we need to do.

00:41:26:59 – 00:41:46:51

Unknown

And then finally, it's all about building a trust build relationship, because if they trust you, they're going to bring you things you never thought that they would do. You know, let's just like a cat brings you to the rat that it just killed or something were playing with here. He has a present for you. They're going to bring you these things in this presence are going to be the results that they get.

00:41:46:56 – 00:41:51:12

Unknown

And don't we all want that? Because I live for the results that they get.

00:41:51:17 – 00:42:00:03

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to marketerbusiness.com/podcast.

00:42:00:08 – 00:42:28:02

Unknown

Okay everybody, we need to get this. These books and these books are prayers and inspiration for mom, for nerves and prayers and inspiration for that for nerds. Now this goes along right with what I'm saying. You know, you're the coach. You're helping them with the transformation. Get this book and give it to them as a gift. Because they can see success stories, they can journal about their own success story, and then it gives them time to reflect.

00:42:28:02 – 00:42:41:45

Unknown

And then plus you gave them something that is amazing that will help them be better. So they're going to look at you like, this is awesome. So you can find each of these books, both of these books, if you go to [CSat corporation.com](http://CSatcorporation.com). And they're also available on Amazon.

00:42:41:50 – 00:43:11:09

Unknown

That's all I have for you today. Thanks so much for being here for listening. And I'm hoping that you found some value. You're taking away a lot from this, and you're kind of looking at how you coach your people and make sure that you're coaching them for results, and you're just not biding time while they're paying you, because we all want the people who come in and do the work, get the result, and go out there and tell other people, hey, I got this from them, but they're not going to do that if they're not getting the results from you.

00:43:11:09 – 00:43:30:26

Unknown

So like I said, audit your coaching and see what you're doing. How can you do it better? And then my next exercise, episode is how I triple my success by doing less and not more. That hustle hustle, hustle mentality. Do more work all day, get up in the morning, go to bed late at night, all that stuff.

00:43:30:35 – 00:43:51:49

Unknown

I scale back and I work less and it empowers me and it empowers my clients to have more success. And I'm going to tell you all about it

on the next episode. If you have found value from this episode, please consider subscribing so you don't miss anything. And also, I would love it, love it, love it. Let me do two hearts if you would.

00:43:51:49 – 00:44:14:41

Unknown

Reviews so other people can. Actually other purpose driven entrepreneurs like you can find us and get in on this. Try and do because I like I said, I got a lot more episodes are going to help you in your business right now to make more money, work less, but get better results. So all I have for you now, thank you so much and I will see you again next time.

00:44:14:46 – 00:44:43:32

Unknown

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00:44:43:37 – 00:44:44:58

Unknown

See you next episode!