



**UNBOUNDED
POTENTIAL**

6-STEP GUIDE

**TO GIVE YOURSELF PERMISSION TO
LIVE THE LIFE YOU TRULY WANT**

(EVEN IF YOU'VE TRIED EVERYTHING)



HELLO

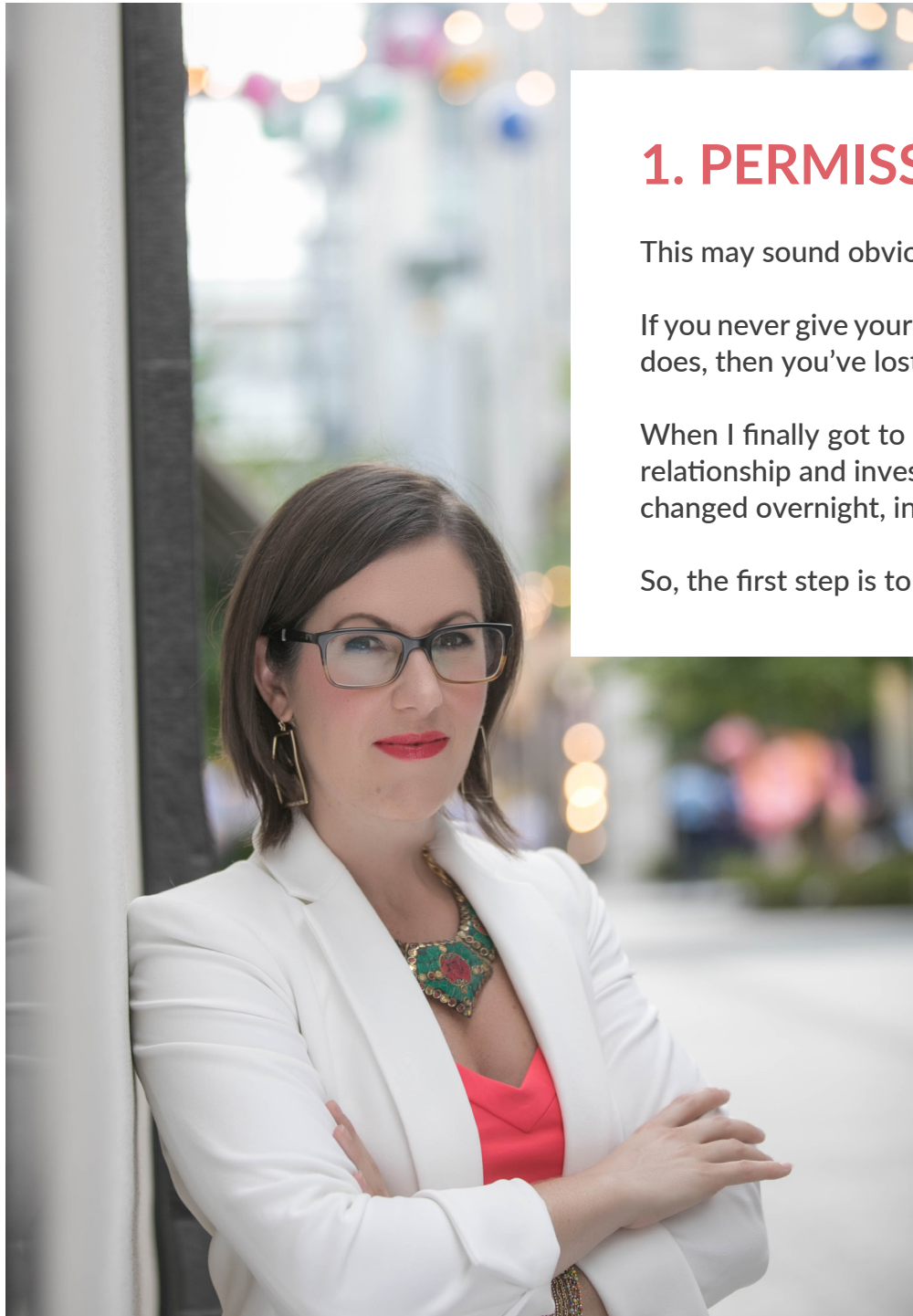
For much of my career, I lived a life that looked idyllic on the outside...cue island chica living in the Dominican Republic working in international development while spending her weekends dancing bachata and heading to the beach, turned Senior economist in Washington DC who spent her days writing about and briefing high-level executives on national economic labor trends and being in the know about some of the Nation's most highly sought after data.

On the inside; however, I was left feeling empty and like I was searching for something with no destination in sight.

When I landed upon coaching as profession, not only did it change my external world and level of professional fulfillment but it also transformed my internal reality and personal happiness.

Over the years, countless individuals have asked me how I was able to do it, how I was able to quit the comfortable life of a Federal civilian 9-to-5er, give up the pension and benefits, and follow my dream of becoming a full-time entrepreneur.

This guide will show you how I created the life I truly wanted, what worked for me, and what has worked for countless clients since. My deepest desire is that you too are willing to live with no regrets, to dare courageously, and to be relentless in living the life you truly want.



1. PERMISSION TO DREAM

This may sound obvious, but bear with me a moment.

If you never give yourself permission to dream or imagine your life looking differently than it currently does, then you've lost before you've ever started.

When I finally got to a place of complete resignation in life that had me fed up, I ended a dead-end relationship and invested heavily in a coach training program in a period of 2 months. My whole life changed overnight, in two nights to be precise.

So, the first step is to give yourself permission to dream.

TAKE ACTION

Make the choices you've been avoiding:

- write the check to yourself with the amount you desire to make this year;
- complete the vision board you've been putting off for months;
- commit to the morning visualization practice that you know will make the difference.

Whatever it is, do it now.

If you're not willing, then I'd invite you not read the rest of my guide. I'm not willing to be one more reason or excuse why you can't have the life you want because I completely believe you can. Better to read this later, when you're willing and ready to change your life.

2. FULLY COMMIT

I like to say there are two types of go-getters in the world, bridge burners and bridge builders.

Bridge burners are the ones who see something they want for themselves on the other side of the bridge and leap across the bridge burning it up after themselves, so they have to make it work.

Bridge builders are the ones who see something they want for themselves on the other side of the bridge, and slowly lay the planks as they safely and smoothly walk across the bridge.

Which one are you?

If you're the former, fully committing might look as simple as choosing to do so, with the help of a coach, your community, or on your own.

If you're a bridge builder like myself, then there are probably some metrics you will want to identify that would have you feel fully supported and safe in order to fully commit.

For me, that was \$30k in cash savings (which was 6 months of an emergency fund at the time) and 8 contracted clients. I wanted to have those measures achieved in order to give my notice and fully commit to full-time entrepreneurship. While the cash was easy to accrue, that magic 8 number (my favorite number) kept evading me, until I realized I was sabotaging myself and not allowing myself to hit the target, because I was flipping terrified.

It took a call with my coach one day, when he finally put me at choice and asked me "When are you going to fulfill on your declaration, and not have it be conditional on your success?"

So, I chose a resignation date that day on our call, an auspicious date – the birthday of my eldest niece and goddaughter, and on that day, I overcame the greatest amount of fear I've ever experienced in my life when I forced myself to walk into my boss's office and offer my resignation.

I didn't hit that magic 8 number before doing so, but I absolutely did in the weeks that followed and not only have I never looked back since, but I've never experienced that much fear since either.



TAKE ACTION

Identify whether you're a bridge burner or builder. Choose now.

If you're a bridge burner, identify what's in the way of you fully committing now? Is it an emergency fund or milestone you want to hit in your current job or business? Is it you? Get clear on this, if it's you, consider reaching out to a coach, whether it's me or someone else, you may need someone to call you on your BS.

If you're a bridge builder, identify the measures of success you want to have in place in order to fully commit to your dream, be it full-time entrepreneurship or reaching the next level of success in your current endeavor, etc. Additionally, identify the date at which you are willing to fulfill on your declaration, and not have it be conditional on your success. If you're anything like me, this may become a moving target, where you notice you've reached the date and are unwilling to fulfill, and then you move the target and do the same thing. If this sounds familiar, consider reaching out to a coach for support here, you may be allowing fear to choose for you.

As an aside, I want to be super clear. I hope this guide provides you value, I hope it makes a difference for you! I do not believe that anyone needs a coach, but I do wholeheartedly believe that every human being could immensely benefit from the support of a coach. I believe you will hit your goals exponentially sooner with the external support and championing of a coach than you would do so otherwise if you are willing to fully commit and get out of your own way. Many times, people fully commit when they simultaneously hire a coach. This is by no means, the only way or mutually exclusive, but in my honest opinion, the high-ticket investment in a coach oftentimes simultaneously represents your willingness to fully commit to your dream through your willingness to commit to and invest in yourself.

3. FIND YOUR COMMUNITY

As Jim Rohn famously once said, you are the average of the 5 people you spend the most time with.

Who are you spending the most time with these days? Is it...

- A romantic partnership with no future in sight;
- friendships fraught with negativity and pessimism;
- colleagues constantly comparing themselves to you and exuding mistrust, or
- fellow entrepreneurs incessantly in the red and fearing innovation?

Find your community, individuals, organizations and groups of people who are on a similar trajectory as you, who are positive and affirm your progress, and remind you of your goals with enthusiasm and expectation.

What worked for me was joining a professional organization of entrepreneurs (check out BNI!) whose primary objective is to build relationships and provide referrals and introductions from members' networks to grow each other's businesses. Additionally, I have a large network of professional coaches whom I'm connected with that are a relentless source of support for me.

Take it out of your head that business owners in your industry are your competitors; my colleagues have become some of my greatest referral sources in businesses. There is more than enough for all of us, this holds true in business and in life.

TAKE ACTION

Identify and remove the individuals and groups from your community that are not aligned with the visions and dreams you have for your life.

Trust me, the initial pain and loss will be eventually replaced with renewed happiness, energy and focus.

Find yourself professional and entrepreneurial circles where you feel accepted and enthusiastic to be a part of. Surrounding yourself with people who believe in you, will make you believe in yourself more too.

What are the organizations and communities you will reach out to this week?

4. YOU ARE MORE ACCOUNTABLE TO SOMEONE OTHER THAN YOU

As much as we may not like to admit it, it's human nature...

You are more reliable to someone else other than you.

I don't believe this is always the case, it's certainly not a rule.

Perhaps you've found that as you committed to a new workout routine or a gym, that you became reliable as it became a routine.

But let me cut to the chase, as you begin to break up old lifestyle choices and career paths that are safe but not fulfilling, it will be uncomfortable, you will experience fear. You will resist it, procrastinate, ignore, evade committing, you know your flavor of resistance...

It's normal and to be expected, otherwise wouldn't you have done it already?

Also, it makes sense. The human brain does not distinguish between physical fear and mental fear. You know, physical fear is the automatic reactions that we typically benefit from when we're being chased down a dark street at night.

Mental fear, however, is a whole different beast... that's the flavor of fear that makes us think we're not good enough, we're not worth it, we're not lucky enough, etc.

For that reason, create living support and accountability structures outside of yourself.

I had the regular support of a coach who reminded me of my goal to quit my 9 to 5 when I wanted to forget or let go of that dream. I also had a professional networking group that I met with every week where we talked about our business goals and the cool things we were up to. In addition to that, I created dedicated time in my schedule where I worked ON my business rather than being in it.

TAKE ACTION

Create the levels of accountability and support that will be sufficient to your level of resistance to give up or lose hope on your dream.

Whether that's hiring support, creating accountability buddies, redesigning your ideal schedule. Create the level of support that will not let you off the hook from creating the life you want.

I'm a huge fan of adjusting your work schedule to have a dedicated work day for working on your business. Mondays, for example, are my CEO day. I do not schedule any regular calls on Mondays, this is my strategic business planning day.

5. INVEST FORWARD

Invest before you're ready.

You will get to a place where you can't do it all on your own, whether it's growing a business or maintaining your physical health while juggling multiple businesses or work projects or homes, or, or, or...

You must make choices in business and in life based on where you intend to be rather than based on your current circumstances.

What has us willing to invest forward on a home, a car, our college education, but every fiber in our being has us resist contracting a part-time employee or consultant when we know how much of a difference the additional support would make on our bottom line?

I remember when I hired an assistant quarter-time and I was so terrified at the decision and the impact it would have on my monthly balance sheet. The ability to focus on honing my craft and delegating the workload that was not my area of specialty (read web edits!) and took twice the amount of time for me to figure out was one of the best decisions I ever made in my business.

Another of my better business decisions was hiring a personal trainer. For some reason, my overzealous work ethic had me believing that my health was optional and that I could afford cutting back on sleep and working out. Was I mistaken.... after continuous sinus infections and long-term health impacts, I invested in a trainer to make my biggest asset a priority, me!

TAKE ACTION

Where you are avoiding investing forward in your life and in your dreams?

Get responsible for the areas of your life where you are making choices based on your current circumstances versus on where you intend to be.

List them, then prioritize where you can start today making choices in service of your future self.

Your present and future self will thank you!

6. REINVENT YOUR RELATIONSHIP TO FAILURE

So many of us never even start living our dreams for fear of failure. So, what? What IF you fail?

Here's the thing, many people collapse failing with making that mean that they are a failure.

I would assert that the opposite is true. If you never begin for fear of failing, then you've failed—you've actually manifested that which you were most scared of. Congratulations? I think not.

In my experience, if you're ever going to create something big in life, then failure is inevitable. How else will you learn and improve upon yourself and your goals if it's not through experience and failed attempts?

Failure provides clarity and direction rather than waiting and delayed starts.

Consider that the bigger the risk of failure, the larger the possibility for gain.

I've had multiple flops in my business like launching programs that didn't sell, hiring consultants for my business that took advantage and each time I learned immense amounts of gold from the experiences.

I learned how to launch, what my target audience was interested in and what they weren't. I also learned an invaluable skill in identifying who I was a yes to partnering with and who was a no. If I had never taken those risks, I never would have expanded my business offerings. I once heard a statistic that a large percentage of millionaires have at one point declared bankruptcy because I imagine they've experienced the value of risking big to grow big.

At the end of the day, my invitation is that you do the mindset work so that you know in your heart that failing means absolutely nothing about you. Failing has no value over your inherent worthiness as a human being. The more you love and honor yourself, the sooner you will create the life you want and it starts with loving you so you can love your life.

As one of my clients put it so brilliantly, she used to relate to self-love as self-indulgence. Now she sees self-love as self-respect.

Honor the person you want to be by dreaming big, living courageously, and taking fearless action in the face of not knowing how. The path will present itself as you move forward.



TAKE ACTION

Start playing a game of failing on purpose and noticing that when you do, that you're ok and that the world isn't falling to sh**!

Have some fun with this...

I once took on the practice of walking down the street of Washington looking at each person I passed until we passed each other, with the hope of having them look up and make eye contact, so that I could smile and say hello.

Consider what you're intending to create in your life, and then commit to a practice to fail on purpose in that area in order to expand the edge of your comfort zone.

Remember that your comfort zone expands and contracts with your willingness to take action outside of it. Enroll a partner in playing the game with you, have some fun, and notice you're still alive and kicking.



UNBOUNDED POTENTIAL

WHICH STEP ARE YOU GOING TO TRY FIRST?

If you're looking for more help, I'd be happy to connect with you to explore what steps need to be put in place to make sure you create the life you want and love.

TAKE ACTION:

Head on over to www.unbounded-potential.com and apply for a Complimentary Consultation Call.

I believe in you,
Catherine