

GAIN CONFIDENCE

To Step Up Your Career



Career Coaching with Liz Lyon



Hello, my name's Liz Lyon.

Thank you for choosing to download my report “**Gain Confidence to Step Up your Career**”. I’m delighted – and excited! – to share with you what I’ve learned and how it will help you to move your career up to new levels of satisfaction and rewards.

In this report I’ll introduce you to the step-by-step process that will give you a clear picture of the career that will truly excite you and reward you as you deserve.

First though, when you set out to transform your life, you need to find the confidence to make the breakthroughs that will make all the difference. So we’ll be looking at where confidence comes from, how people and situations can rob you of your self-esteem and how to reclaim the sense of self-worth that’s rightfully yours.

When you’ve learned to see yourself for the capable and talented individual that you are, you understand that the obstacles you thought stood in your way are simply situations that you have the resources to handle with little or no difficulty.

This report is designed to help you take the first steps on the path to the working life you dream of having.

Just stop for a moment and think about that...think how good it will feel to be in the job that fits you like a glove and brings you the financial and emotional rewards you’ve earned. Imagine ... waking up to the sheer joy of the day ahead, spent doing what you love ... and being with people on the same wavelength as you. Imagine ... getting that promotion ... and earning the respect of your colleagues, friends and family. Imagine ... having that pay rise ... getting that new car ... longer holidays ... in the knowledge you’re truly worth it!

Keep that picture firmly in mind and keep reading to take the first step on the best journey of your life so far... (Or, if you can’t wait that long to get started, book your free session now.)

Yes Please! I want to book my FREE session now (add link)

Why listen to me?

Because I know what it's like to be tied to a job you hate and the sheer weariness of dragging yourself out each day. I understand that if you're not happy with your current career path, it often seems like either everybody else is doing really well or they're just like you – fed up, under/overworked, underpaid and under-appreciated. As I know from personal experience, whichever it is, it just adds to your gloom.



My name is Liz Lyon I worked for many years teaching professional people to speak English: it's not a job well-known for the financial benefits and, on the type of short courses I taught, it can be very repetitive and quite stressful. My colleagues usually fell into one of 2 groups – the ones who tried to keep themselves motivated by trying to move up the long chain to bigger and better things (the next pay band with even more stress but still doing much of the same) and the ones who seemed to be marking time. I was one of the second group – always knowing that this wasn't what I really wanted to do, but never knowing what I wanted to replace it with.

Can you relate to that?

And how does it make you feel? Even less motivated, low in energy and totally unenthusiastic about most things in life – well, that's how I felt in my situation and I'm sure a lot of people feel the same way.

Why was I there? Because I'd more or less fallen into the job as something to do while I looked for the real thing. You probably know what I'm talking about: you do something that's only ok just to pay the bills.

Gradually, I realised that I was trapped but I couldn't find anything I wanted to do badly enough to make the investment in re-training worthwhile. And, even worse, I couldn't find anybody who could help me to work out what would really inspire and reward me so that I was doing something that made me happy and confident.

I used to wonder why I couldn't find my ideal job: I used to wonder what was wrong with me. I used to think "Is this all there is to life?" I realised I needed some help from some sort of career advisor, similar to what they offer in school only doing a much better job of it. In fact, looking back, I think that's where the downhill slide started ... with little actual career advice.

Like most of you, I expect, I first came across careers advice at school: it's offered at some point before we leave in the hope that it will get us off on the right track.

In our case, it was our geography teacher who also had responsibility for careers. If you were supposed to be having a geography lesson, he was off doing something about careers and any time you needed career advice, he was teaching geography.

And all it ever amounted to anyway was pamphlets about careers in the police or nursing or teaching or all the other possibilities you already knew existed – and these were usually left in the bottom of my school bag or binned as soon as I got home. There was no attempt to dig down and find out what the individual pupil was interested in: they just looked at your academic successes and made assumptions on the basis of them.

They told me I was going to university – they never said or asked me what for – it was just like I would go to university, graduate and then, magically, I'd be set up for life.

So, after I graduated, as I said, I pretty much fell into a job teaching English as a foreign language: I'd never wanted to be a teacher but I had to do something to earn my living. I chose teaching because I've always enjoyed working as part of a team and helping other people.

Time went by and of course I got better and better at the job but never found it as fulfilling as I knew a real career should be. And all the time I knew that I didn't want to do it but I didn't know what I did want to do.

So I decided to fork out about £300 on career advice from a professional. We're going back to the early 1990s here so that was pretty expensive – especially as TEFL is a famously low-paid job. I must have been pretty motivated to do something else to have forked out so much at that time, I can tell you! So along I went and talked to the advisor and then went to another expert who did all the tests like Myer's Briggs Type Indicator – there's hundreds of these types of tests and they can be quite fascinating – I thought it was a bit like having your fortune read: you're told something about yourself and you wait for it to happen – but it doesn't of course.

And then, having completed that, I went back to the advisor for another chat. After a few days, the report arrived: I was excited I can tell you – I had such high expectations! OK, I thought, now I'm going to know what to do.

I opened it up and there were several pages of results from the tests – an analysis of my personality. And it was quite interesting in its way but really nothing that I didn't already know. So – very excited – I turned to the last bit, the answer to my question that was finally going to change my life..... and what did I get?

A list of about 30 careers that **“people like me”** were **“suited to”**. It ranged from marine engineer to cook, probation officer to forester, journalist to farmer. I could have cried! All that time, money and effort and I was no further forward. Maybe even worse off because where was I going to look now the **“expert”** had failed me?

I felt like someone who'd taken their symptoms to the doctor & gone through a whole battery of tests only to be told “Well, it could be asthma. Of course, it might be gout. Or have you thought of pneumonia at all? That'll be £300, please.”

And so I went back to my job (basically I had to after spending all that money) and 16 years passed before I finally made change happen.

It wasn't until I came across coaching that I really found my true calling. But coaching itself is just the vehicle – that's the training to become a coach – I still had to find my particular niche. And that's when it struck me that I already had a number of years of experience of helping others achieve greater things, helping them along their particular career path with what I was giving them and also through my own experience of being unable to find the right career myself. This had led me to exploring new directions which suited me much better and with coaching I finally had the toolkit to give something so much more valuable to people.

I knew that my niche had to be helping women who faced the same challenges that I had – after all, I know exactly how it feels to be trapped in a career that's not right for you and doesn't enable you to lead the life you truly deserve. With my experience and the tools and techniques I use, I am able to help you make the career changes you want to make - successfully.

Can you imagine what it will feel like when you finally take control of your career and life? How rewarding will that be? How much better will you feel? How much happier will your life be?

Yes Please! I want to book my FREE session now (add link)

So the good news is that you don't have to spend a lifetime (and it feels like a lifetime if you're in the wrong one) regretting the career or job that wasn't right for you. It all starts with a short 'one to one' free session of just you and me, gaining an insight into the possibilities that are open to you. What seems impossible really can be doable when you know how. Ready to begin? Book your free session.

How will we work together?

I'm delighted that I'm now able to offer a complete service whereby you not only explore you, your strengths and your passions but we also map out the route to achieving the career that matches them. Because it's not something you get from a leaflet or a printout of suitable suggested careers that doesn't take into account what's in your heart ... what your deepest desires are ... what your dream career or life is ...

To find that out takes time, a few sessions working on a much deeper personal level to get to the real you and what it is that you can contribute in a much greater, more rewarding way.

For example, one fundamental of finding the career that truly rewards you is to understand the values that underpin your life and choices. It's something that you often don't consciously consider when looking for a job but, if you find yourself working for a company or in a situation where your values are ignored or contradicted, you're likely to be very unhappy.

If your employer puts the emphasis on the need to earn money for the organisation as quickly as possible, for instance, you may find that your personal values of protecting the environment and dealing fairly with people are severely compromised. It's a type of conflict that can make the workplace very uncomfortable.

So, when we work together, we'll establish which values are crucial to your satisfaction. We'll also go deeply into the fields that truly engage your interest, the type of people you prefer to work with, the traits that are your strengths, the level and salary you want to achieve and much more.

In this process clients discover things about themselves that often surprise them and open up whole new areas and possibilities. Watching that happen is one of the most rewarding parts of my job.

Has The Life That Was Intended Missed You So Far?

It's sometimes easy to lead your life without thinking of changing direction or reaching your potential. When you were growing up, did you have loads of ideas about what you wanted to be? Did you dream of all the exciting possibilities ahead of you and look forward to being out there in the working world? Did you see yourself happy and fulfilled in whatever field you'd chosen?

How did that work out for you?

Are you living your life as if the brakes are on? Have you climbed the corporate ladder only to find that your ladder has been propped against the wrong wall? Do you have feelings of not being good enough? Do you feel as if you're being held back ... but you don't know why?

You're not alone!

At the end of last year, the Daily Mail (Dec 2010) highlighted a report showing that only 6% of people are completely happy in their jobs. Around 50% are regularly unhappy at work and 20% are depressed every day. Has your working life, as it clearly has for so many, turned out very differently from what you'd dreamed it would be? Maybe your talents weren't uncovered; maybe they weren't valued as they should have been; maybe you listened to the wrong people when it came to getting advice on choosing a career. Maybe you just didn't get any advice at all.

And it's so easy to fall into the trap of settling for less than you'd hoped for: you think "Well, I'll just do this while I'm looking around for the real thing." Or "Well, this'll do while the kids are still at home." Or "I'd better hang on to this job so I can pay the mortgage."

But meanwhile time is passing and you're starting to think that maybe it's too late and, anyway, was it ever realistic to think you could find exactly the right job for you?

There's a tendency to think and talk of work as a "four-letter word"; drudgery that you have to slog through to get the pay cheque that will fund all the things – or at least some of them! – that you'd rather be doing.

Depressing or what? Do you realise you could spend more than 70,000 hours over a working life doing something that is just ok – or not even that good – because you feel that you don't deserve any better? Or because you believe that this is how it is – and how it has to be – for just about everybody.

Why Your Beliefs About Yourself Might Not Be True Doing what I do, I come across so many women who clearly feel that any talent or achievement of theirs is of little value simply because it's theirs. They look at other people and see someone much more talented, much more deserving, much more able – even though it is, in fact, seldom the case.

Why do so many of us have so little self-belief? Well, from a very early age, we see certain people in our lives as authority figures. When you're very young you do need someone to stop you, say, eating the soap or sticking your heads between railings (not that you've ever done either of those things of course!) – we all need this type of guidance. But then the danger is that you fall into the habit of assuming that they always know more and better than you. You don't stop to ask yourself if they have any genuine expertise in whatever area is under discussion.

As a child, you allow parents and teachers to steer you in directions that they choose. And their choices are so often based on what they think is good or valuable, on their view of how the world is or how it should be.

Well, that's them – not you!

Just because they thought you were good/not good at something doesn't make it true. The big question is "How good were they at teaching you?" Each of us has a different learning style – we all prefer to absorb new information in different ways. If they didn't tap into that preference, it could well be that you struggled with a subject that could have been one of your strengths.

It's all too easy to see someone else as "stupid" because they don't understand something as easily as you do. And when someone makes you feel stupid, it's all too easy to assume they're right and to carry that feeling with you and allow it to spread into other areas of your life.

So it's time to rethink other people's view of you and what you should or shouldn't be doing; what you are and aren't good at; what is or isn't right for you. Would you take a plumber's word for it that you're not a good gardener? Would you ask a lawyer to give you medical advice? Take a little time to work out who are the people in your life whose opinions you respect and who genuinely have the knowledge and authority to evaluate your abilities.

Now ask these people to write down what they think you're good at, what qualities they value in you. Ask them to give you some evidence or examples, too, so you can't dismiss what they say as them just being kind. Keep this list and re-read it frequently, remembering that this is what they really think about you and it's all true.

Your time is now.

It's been said many times: you only get one life. And you could spend 70,000 hours of it at work – do you really want to spend that much time being depressed, bored, undervalued, overworked? I spent 29 years doing something that didn't make me happy, didn't inspire me and didn't reward me: please don't let that happen to you.

Take this opportunity to find out what really excites and engages you; find out how you can use that knowledge to move your life up to new levels of satisfaction. It all begins with one free session that's available for you right now.

Yes Please! I want to book my FREE session now (add link)

“When's a good time to decide to get help with my career?”

It's always easy to think of how much could go wrong; it's easy to frighten yourself out of doing something new and dig yourself in a little deeper to what's been keeping you stuck.

If this is you, what can you do about it?

Well, you can start by thinking about what can go wrong! Picture the worst case scenario, imagine all the disasters that might befall you... but then don't just wallow in misery and let it stop you moving forward: make plans for what you'll do if the bad things happen.

What if you want to start a business of your own, for example, but you worry that you won't make enough money to keep your current lifestyle? Plan where you'll go to find more. What skills do you have that you can use to make a bit of extra cash? Can you get someone else involved who would share the expenses? Is there government help available? What advice and support can you get to help you get the business off the ground and making a profit? There are always possibilities.

Or ... what if your partner or family doesn't think you should change things? It's common to worry that someone dear to you won't necessarily like the new you or the path that you're choosing. If this occurs, it's a natural reaction to their personal fears ... and what it does is create doubt or confusion in your thinking. So you can plan how to bring them onside: will you discuss it thoroughly with them first? Will you be able to involve them in your decisions? How? What compromises will you/they be ready to make?

Once you've got clear plans for dealing with each difficulty, you'll feel much more confident about making things work. In most cases, they will be so proud of your achievements and it will inspire them greatly too.

Living your life completely without risk is just not feasible but you can manage those risks. You can get them into perspective, make plans for dealing with them and build on the confidence that gives you to step outside the famous "comfort zone".

Remember: **Confidence is... contagious!... it's self-generating... it's energising... it's self-perpetuating**

How many times do you see someone oozing with confidence and think ... I want some of that? Well you can have it!

Where does it come from?

It comes from really knowing and understanding your talents and strengths; and it follows naturally when you truly appreciate them. But if you've had a few of the negative experiences that many (or most) of us have, it takes a bit of re-thinking to get back that sense of being able to take on the world that you once had as a kid.

Try a little experiment: think about how you sit and stand. Do you slump in your chair? Do you walk with your shoulders dropped and your head down? Spend some time doing it differently:

put your shoulders back and lift your chin so it's parallel with the ground, look people in the eye and smile at them. You'll instantly appear confident so people will react to you as though you were. And when people treat you as confident, that's how you feel – magic!

And remember to keep re-reading that list of what people appreciate and value in you.

Other people will always take you at your own valuation so make sure it's not a low one. Here's an example from someone I've coached: she's a talented artist whose pictures are always much admired. A few years ago, she was exhibiting but no-one was buying – and, to make it worse, artists with much less skill were selling easily.

It was clear to me that she was under-pricing her art so we worked on the idea that people didn't see her pictures as worth buying because she was putting across the idea that they weren't worth much. She thought that if she charged for all the time they took to produce, that would make them too expensive.

She should really have been thinking about what the value was to her customers of having something beautiful to look at.

So having worked with her in preparation for how she would feel at the next exhibition she did, she was able to double and in some cases triple her prices with confidence. And ... when she held that exhibition she sold 17 out of 22 pictures. She also got commissions for 3 more. Her customers took her higher valuations to show that the pictures were worth buying.

The lesson here, of course, is to think carefully about all that you can, and do, contribute to the lives of those around you and put a high value on yourself so that others will, too.

Here's a quote that I find very inspiring:

“We ask ourselves, “Who am I to be brilliant, gorgeous, talented, fabulous?” Actually, who are you not to be? Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others”.

(Marianne Williamson)

We owe it to ourselves and the rest of the world to find the situations in which we can shine and be at our best so that they can see it's possible and be motivated to achieve the same for themselves.

Step into the real you.

So it's time to step into the real you: so you no longer have to ask the question "Is this what I'm going to be doing for the rest of my life? Is this all there is?" Because you made one choice, does that mean you can never do anything else? Maybe it was a good choice at the time; maybe it's a choice that no longer serves you.

And now is the time to review your options, create new ones, build new strategies and make the most of the opportunities that surround you.

Yes Please! I want to book my FREE session now (add link)

When you finally know with all certainty that you have found the fulfillment that you – like all of us – deserve, when you have a clear picture of the way forward, with the income to lead the life of your dreams ... that's so rewarding.

Where do you really want to be 6 months, 1 year, 5 years from today?

When you have your objectives and your plan for reaching them, and someone to support you along the way ... it really is very possible.

It's always easier to move forward when you have someone to sound ideas out on: someone who can be objective and supportive without chipping in with their own experiences. It pays to have someone who will hold you accountable and ask you the questions so that you can be sure you've considered all the outcomes.

You can't always rely on friends and family for this: with the best will in the world and however much they want the best for you, they have their own fears and values. They believe that they know you and your place in their lives and they may not be able to set that aside.

Yes Please! I want to book my FREE session now (add link)

When you work with me as your coach, my only agenda is your success. When we've mapped out your route to the working life that fits you best, you don't have to do it alone: I can continue to support you along the way so that the process of achieving the life you dream of is as satisfying as the outcome.

If you do just one thing today, do this: make the decision to finally find the right career choice for you and book that appointment with me to get you started in the right direction for you.

I look forward to being of service to you.

Your dedicated Career Coach!



Liz Lyon

P.S. Don't leave it like I did and waste those valuable years waiting for your career to change or not knowing what path to take. **Book a session with me today - it's FREE! (ADD LINK).**

P.P.S. I promise to make the 45 minutes you spend with me a valuable time to focus on the career you deserve.