



offer makeover #1: *Renaissance Life Coach*



toronto's katie
curtin gets her niche back

- 31 pages -



**An Exclusive, Behind the
Scenes Look at an "Offer
Makeover" by Tad
Hargrave**

© tad hargrave
radical business
www.tadhargrave.com



Hey there,

You're about to read an offer makeover.

I take some basic info a client gives me and help them turn a 'good' offer into an 'irresistible' one.

There are a few key components to this process.

They are asked to answer some basic questions about their offer and then email those to me. What you're about to read is what comes after that.

1. **Before:** I respond directly to the info they put down. This goes back and forth (sometimes a dozen times). What you are reading is highly abridged and to the point. But it will give you a 'backstage pass' into how I look at offers (and the things which I see that these entrepreneurs can't). My thoughts and feedback will appear in ALL CAPS.
2. **After:** Then you'll see the finished product. This will be in the form of a long copy sales letter.
3. **Feedback from Their Clients:** You'll then read feedback from the clients, prospects and friends who've read their final draft.
4. **Feedback from Made Over Client:** You'll then read the candid feedback (not always 100% positive) about how this process was for them.

Enjoy.

Warmest,
Tad

before



Your Name: Katie Curtin

Business Name: Katie Curtin Creative Life Designs

YOUR ANSWERS ARE PERFECT SO FAR! ;-)

What's the product or service (in plain english)?

One Day Workshop on Creative Life Design

HOW MANY HOURS? NOTICE HOW MUCH WE ASSUME WHEN WE'RE CLOSE TO IT. WHEN WE'RE OFFERING SOMETHING WE MUST BE EXTREMELY CLEAR ABOUT WHAT WE'RE OFFERING. IN FACT, AS THE PROCESS CONTINUED - YOU'LL SEE THAT SHE ACTUALLY WASN'T OFFERING JUST A ONE DAY WORKSHOP BUT A FOUR STAGE PROCESS INCLUDING HOMEWORK, THE WORKSHOP, A FOLLOW UP TELE-COACHING CALL AND A ONE ON ONE COACHING CALL.

Who is the target market (if any) you're trying to reach?

* Cultural Creatives ie. Socially conscious, creative people who are passionate about the environment, social justice and community, and about creating change on a individual and global level

* Are "renaissance people" of the 21st century, who always have a multitude of projects, and interests that they are juggling at the same time. For example they might combine being a painter with being a massage therapist. Or they might be professional organizer and an environmental activist. Or a tarot reader and a gardener. Or maybe they do all of the above.

I THOUGHT THIS WAS PRETTY CLEAR. IT GAVE ME A GOOD PICTURE OF THE KIND OF PERSON AND TYPES OF COMMUNITIES SHE WAS GOING AFTER. SOME IMPORTANT BACKGROUND: WHEN I FIRST MET KATIE SHE HAD NO CLEAR NICHE. SHE WAS IMMENSELY FRUSTRATED BY THIS BECAUSE SHE KNEW HOW IMPORTANT IT WAS TO HAVE A NICHE. "I MEAN - THERE'S SO MANY TYPES OF PEOPLE! THERE'S SOCIAL ENTREPRENEURS, ACTIVISTS, ARTISTS . . . HOW DO I CHOOSE?!" SHE WAS OVERWHELMED. I REALIZED THAT SHE WAS TRAPPED NOT BY HER CHOICES BUT BY THE BELIEF THAT SHE *NEEDED* TO CHOOSE. I ALSO NOTICED THAT EACH OF THE TARGET GROUPS SHE MENTIONED REPRESENTED HER IN SOME WAY - SHE WAS ALSO AN ARTIST, ACTIVIST AND SOCIAL ENTRPRENEUR. I LOOKED AT HER AND SAID, "YOU KNOW, THERE'S A LOT OF PEOPLE LIKE YOU WHO ARE TRYING TO BALANCE AND WEAVE TOGETHER SUCH A VARIED LIFE. MAYBE THEY'RE YOUR TARGET MARKET - PEOPLE WHOSE LIVES AREN'T SIMPLE." SMOKE CAME OUT OF HER EARS FOR A MOMENT AND SHE SAID, "OH." AND WE KNEW WE'D FOUND HER NICHE.

What are the major problems this product or service solves?

- despair about what's happening in the world and the planetary crisis
- a diversity of passions and interests and not knowing what to focus on
- lack of models that take into account the unique ways of functioning of creative people
- confusion about how to use one's creative and healing gifts in service of global change
- psychological blocks to taking up the challenge of serving the world in a bigger way

I THOUGHT THESE WERE ON POINT, BUT THAT THERE WAS MORE TO IT. THAT THESE WEREN'T THE BEST POSSIBLE ARTICULATIONS OF THE PROBLEMS HER CLIENTS WERE EXPERIENCING FROM THEIR POINT OF VIEW.

SHE HAD THE RIGHT IDEA AND WAS ON TRACK - BUT THERE WAS SOME TWEAKING NEEDED. YOU'LL SEE WHERE SHE WENT WITH IT IN THE FINAL LETTER AND, I THINK YOU'LL AGREE, SHE JUST NAILED IT.

This workshop will challenge participants to clarify their life purpose and create a vision and action plan of how they can use their particular talents and life experiences to help make a real difference in these times of immense global challenges.

Brainstorming and theatrical and coaching exercises, will help them bust through limiting beliefs, and find new approaches to their challenges. They will connect with like-minded people,

THAT'S A BIG ONE. IF YOU'RE LEADING ANY SORT OF EVENT OR WORKSHOP - DON'T UNDERESTIMATE HOW IMPORTANT IT IS FOR THEM TO CONNECT WITH PEOPLE OF THE SAME 'TRIBE'.

and will come out with a plan and action steps aimed at creating a life both full of personal adventure, creativity and community contribution.

WHAT IS THIS PLAN? HOW DOES SHE HELP? THIS WASN'T CLEAR AND I ASKED HER TO ELABORATE ON IT.

What is the major result/benefit/outcome that this product or service gives?

Give them the tools and structures, and coaching support to bring their big dreams into reality, and to live a outside the box, creative, holistic lifestyle while serving the planet.

VERY CLEAR.

How much does it cost?

Pay what you can

CLEAR BUT LIKELY NEEDS A BIT MORE CONTEXT.

What is it that makes it so irresistible?

- They can pay what they can based on both what its worth to them and how much they are able to afford
- They get a free work book and binder on Creative Life Design, and an additional personal coaching session afterwards to put their plan into action.

HOW LONG A COACHING SESSION? HOW BIG A WORKBOOK? WHAT'S IN THE WORKBOOK?

WILL THAT HAVE TO DO HOMEWORK BEFORE THE SESSION (I'D RECOMMEND THIS)

List of Resources for Holistic and Creative Living also included.

Why is it more than worth the money?

Because it can turn around their life, getting them to play bigger, as well as to focus on what really is most important

What makes it better than the competition to your clients?

Most coaches and workshops don't address the needs of how to combine a variety of interests and passions into a sustainable lifestyle.

I TOLD KATIE, "RIGHT. THIS IS YOUR NICHE. THIS IS THE CORE THING. I THINK THERE'S STILL SOME TINKERING IN TERMS OF HOW TO ARTICULATE THIS BUT I THINK YOU'VE GOT THE IDEA. THERE'S SOMETHING ABOUT THIS FEELING OF BEING TORN APART OR SO STRETCHED THIN WITH INTERESTS THAT YOU FEEL LIKE THE JACK OF ALL TRADES AND MASTER OF NONE. A SMALL PART OF MANY COMMUNITIES BUT NOT BELONGING TO ANY PARTICULAR ONE. AND THE FEELING OF SHAME OF "WHAT HAVE I DONE WITH MY LIFE?". THE FEELING OF NO ROOTS.

OH! YOU KNOW WHAT YOU DO? YOU HELP MODERN DAY NOMADS. MAYBE YOU NEED TO POINT OUT THAT NOMADIC LIFE IS A BEAUTIFUL AND WORTHWHILE LIFESTYLE WITH IT'S OWN KIND OF ROOTS.

BECAUSE THERE IS THIS SHAME OF "I'VE DONE SO MANY THINGS BUT . . . I REGRET ALL OF THESE THINGS I'VE NEVER DONE."

Often activism, the arts, holism and spirituality are seen as separate or opposing- - that you can't combine all of them.

I know the challenges and work with them in my own life and with my clients, and have found many creative solutions for both myself and with my clients

CAN YOU GIVE SOME EXAMPLES?

What's so different about it?

I want you to convince me, make your case, show me the evidence, tell me a story etc. Help me understand why I would want to pay you my hard earned money for this. Please give your answers in bullet points.

I'm stuck here.....

But here's a go at it .

First of all I know the terrain--

* I've been an activist, an artist, a healer, a community organizer, and a life long traveler.

YES. HER STORY IS A BIG PART OF THIS. TESTIMONIALS AND CASE STUDIES WILL BE AS WELL. BUT WHAT WILL MAKE IT MOST IRRESISTIBLE IS WHEN SHE CAN ARTICULATE THEIR EXPERIENCE BANG ON AND THEY SAY "OH HHHH. THIS IS FOR ME!" READ HER FINAL VERSION TO SEE HOW SHE SUCCEEDED.

* I am willing to take risks, and have often jumped off a cliff in the interest of living a bigger and more fulfilling life.

GREAT. I ENCOURAGED HER TO GIVE THREE EXAMPLES OF HOW SHE'S DONE THIS. THIS IS IMPORTANT. IT'S EASY TO MAKE BIG CLAIMS IN MARKETING - BUT, UNTIL YOU BACK THEM UP, THEY JUST SOUND LIKE PLATITUDES.

* Yeah and there's lots of times that I've sat on my butt, gone around in circles, complained about my life about the world and played small

"SO I KNOW HOW THAT FEELS." GREAT ARTICULATION THERE. THE FEELING OF GOING AROUND IN CIRCLES. I TOLD KATIE, "MAYBE YOU CAN HELP THEM TO REFRAME THAT INTO "NO - YOU'VE BEEN GOING AROUND IN SPIRALS - INWARDS. WHAT I HELP YOU DO IS REALIZE AND IDENTIFY THE PATH YOU'RE ALREADY ON. DON'T YOU SILENTLY SUSPECT THAT THERE'S A REASON YOU'RE UNDENIABLY AND IRRESISTIBLY DRAWN TO CERTAIN INTERESTS THAT MAKE NO SENSE, MAKE YOU NO MONEY AND SEEM TOTALLY SEPARATE FROM YOUR OTHER INTERESTS? THE SECRET IS - THEY'RE NOT. EVERYTHING YOU'RE DRAWN TO IS A PART OF YOU. IT'S A PART OF YOUR LIFE PATH. AND WHEN YOU LOOK AT YOUR LIFE FROM THIS STANDPOINT YOU'LL CEASE TO FEEL SO FRACTURED, TORN APART, OR LIFE YOU'RE GOING AROUND IN CIRCLES."

I am not a barby doll coach who has got it all together, and all that American Dream bullshit.

I LOVED THIS. VERY BLUNT. CONVEYED SASS AND PERSONALITY. YOU WANT YOUR MARKETING TO BE YOU. TO HAVE PERSONALITY. TO BE REAL. I ENCOURAGED HER TO KEEP THIS LINE AND SHE DID.

But I am:

- * warm, authentic and real, challenging, creative and oh so committed to the people I work with
- * will go the extra mile with you, so that YOU are living up to your talents
- * am really good at brainstorming ways and coming up with ideas so that you can create a lifestyle that suits your personality and talents

I ENCOURAGED KATIE TO SPEAK MORE ABOUT HER PRINCIPLES OF COACHING THESE KINDS OF FOLKS: *“OKAY - THIS IS ANOTHER CORE PIECE OF YOUR APPROACH AND PERSPECTIVE I THINK NEEDS TO BE LIFTED UP AND MADE MORE OF A FOCUS. IF I GET YOU RIGHT - YOU’RE SAYING THAT MOST PEOPLE TRY TO FIT THEMSELVES INTO A LIFESTYLE VS. SHAPING THEIR LIFESTYLE TO THEM. AS THOMAS LEONARD USED TO SAY, “LIFESTYLE MUST SERVE LIFE. NEVER THE OTHER WAY AROUND.”*

I GUESS THE THING I WANT TO ENCOURAGE HERE IS FOR YOU TO ARTICULATE YOUR PERSPECTIVE ON COACHING THESE TYPES OF PEOPLE.”

SOME OF THIS SHE DID IN THE LETTER AND SOME OF IT SHE’S PUTTING INTO AN EBOOK THAT WILL BE COMING OUT SOON.

- * able to help them focus on what’s important and get into action
- * help them get past limiting beliefs that keep them stuck in the same old, same old,
- * have a great ability to both support and challenge them to be the best

THESE SOUNDS OKAY. BUT A BIT GENERIC. I THINK TESTIMONIALS WOULD SAY THESE BETTER. NOTICE THAT IN MARKETING THERE ARE SOME THINGS THAT, EVEN IF THEY’RE TRUE, WILL SOUND LIKE BRAGGING IF YOU SAY THEM - BUT IF A CLIENT SAYS THEM IT CARRIES NO RING OF PRETENSE OR ARROGANCE. USE YOUR CLIENTS WORDS AS LIBERALLY AS YOU CAN.

- * no bullshit approach to life
- * its hard to shock me, so that gives you a lot of room to be who you are

I ASKED KATIE, *“FOR EXAMPLE - WHAT ARE SOME THINGS THAT MOST CLIENTS MIGHT BE AFRAID WOULD SHOCK YOU THAT WON’T?”*

- * I am comfortable with a full range of emotions, so whether you laugh, cry, rage or are quietly serene I can be with you where you are

NICE.

YOU KNOW WHAT? I ENCOURAGED KATIE TO ARTICULATE HER POLITICAL STANCE STRONGLY. SHE MENTIONED IT WITH THE AMERICAN DREAM BULLSHIT. I INVITED HER TO SAY MORE. IT WILL MAKE HER IRRESISTIBLE TO LIKE MINDED PEOPLE. WE’RE OFTEN SO TERRIFIED TO BE CONTROVERSIAL IN CASE WE OFFEND SOMEONE OR TURN PEOPLE OFF. THAT’S ONE OF THE REASONS MOST BUSINESSES FAIL. NO SPINE. NO GUTS. NO OPINIONS. TAKE A STAND! BE BOLD. IT’S OKAY TO OFFEND

PEOPLE IF IT APPEALS TO THE PEOPLE YOU REALLY WANT. IT'S OKAY TO BE POLARIZING.

“Blow Your Roof off Your Boring Life and Really Make A difference”

I WAS HONEST WITH KATIE HERE. *“THIS DOESN'T HIT ME TOTALLY. BY DEFINITION ARE MOST OF YOUR CLIENT'S LIVES BORING? OR OVERWHELMING?”*

A challenge to all those creative and community conscious people to get up and create a life design

LIFE DESIGN IS A BIT JARGONY. WHAT DOES IT MEAN? WE NEED TO BE VERRRRRY CAUTIOUS IN OUR USE OF INDUSTRY JARGON. MOST MARKETING USES IT FAR TOO MUCH. CUT IT OUT OF YOUR MARKETING. SAY WHAT YOU MEAN IN PLAIN ENGLISH WHENEVER YOU CAN. AT A GRADE 7 LEVEL. YES, REALLY.

that both jazzes them totally and totally helps the planet too. Because this workshop is for those that can think beyond the despair of the times, and beyond the rules of how things are supposed to be and dream and live new paradigms.

THIS SOUNDS OKAY - BUT IT'S SO VAGUE THAT I'M NOT SURE WHAT IT MEANS. I INVITED HER TO REALLY SAY IT. IF SHE WAS SAYING CAPITALISM IS BULLSHIT - SAY THAT. A BIT MORE SPECIFICITY COULD HELP. AGAIN - BE BOLD. TAKE A STAND. HAVE AN OPINION.

Hell we need to do this. AND DO THIS FAST!

NICE. A STRONG OPINION.

It's a time of unprecedented challenges as the world environment careens out of control, as insane wars continue to rip across the world. And at the same time there's a groundswell of wonderful alternatives, beautiful ways to create happiness and abundance on this planet. And which side are you on? And this doesn't just mean inside your head or in a discussion.

How are you making a difference?

I TOLD KATIE, *“SEE - I'D IMAGINE YOUR CLIENTS DON'T NEED TO BE CONVINCED OF ANY OF THIS AND ALREADY SEE THEMSELVES AS WANTING TO MAKE A DIFFERENCE AND MAKING A DIFFERENCE IN THEIR OWN WAY. I THINK THEY'RE ALREADY THERE. SO I DON'T KNOW HOW MUCH YOU NEED TO FOCUS ON IT. IT'S WHAT THEY WANT BUT IT'S NOT THEIR PROBLEM. I THINK THEIR PROBLEM IS THE WHOLE “TOO MANY INTERESTS, OVERWHELMED, HOW DO I MAKE A LIVING? HOW DO I CREATE A LIFE THAT HAS INTEGRITY, IS FUN AND CREATIVE BUT ALSO SUSTAINABLE?” THING.*

I MIGHT EVEN SUGGEST STARTING YOUR LETTER WITH “IF YOU NEED TO BE CONVINCED THAT THE IRAQ WAR IS BULLSHIT, THAT THE

AMERICAN DREAM IS A CROCK AND THAT GLOBALIZATION OF CAPITALISM IS THE PROBLEM (NOT THE SOLUTION) THEN STOP READING NOW. IF YOU DON'T ALREADY REALIZE THAT WE NEED LOCAL, VIBRANT CREATIVE SOLUTIONS - STOP READING. IF YOU THINK THAT ORGANIC FOOD IS ALL HYPED - STOP READING. ETC."

WE TRIED THAT ABOVE ON A SECOND DRAFT - BUT IT CAME ACROSS AS TOO STRIDENT. SO WE MADE IT MORE POSITIVE AND TURNED IT INTO WHAT YOU'LL SEE IN THE FINAL DRAFT.

THE KEY WAS FOR HER TO SPELL OUT HER WORLDVIEW A BIT MORE. THERE ARE SOOOOO MANY LIFE COACHES. SO MANY. HOW DO YOU CHOOSE? WHAT IS GOING TO SET KATIE APART? PARTLY IT WILL BE HER POLITICS.

So maybe you don't like meetings and political rallies, and countless meetings, and you just love art, theatre, music, dance and healing work, and wonder how this all fits in.

I TOLD KATIE, "BOOM. SPEAK TO THE SILENT GUILT HERE. THERE'S THIS SECRET FEELING MANY HAVE OF AGREEING WITH THE ACTIVISTS BUT NOT WANTING TO BE ONE. SPEAK TO THAT."

And you wonder about whether you can have a life that is joyfully sustainable in such troubled times. Well if not now when!

GOOD! EXPAND THIS. TELL ME WHY THIS IS IMPORTANT. HOW DOES MY JOY AND SUSTY LIFE CONTRIBUTE. I WANT TO KNOW YOUR WORLD VIEW ABOUT THIS.

Well, this workshop for those people who are just like you, and believe that there are a helluva a lot of ways we can all contribute.

I SUGGESTED SHE TWEAK THIS. I TOLD HER I THOUGHT THAT THESE PEOPLE BELIEVE THIS BUT *STILL* FEEL GUILTY. THEY WANT TO MAKE A DIFFERENCE WITHIN THEIR PASSIONS AND WANT SUPPORT IN THAT. THEY DON'T NEED TO BE CONVINCED IT'S IMPORTANT - BUT THEY WANT SUPPORT IN FEELING MORE EFFECTIVE AND IN INTEGRITY.

I THINK FOR MANY THERE'S THIS SILENT INNER QUESTION OF "AM I GETTING DISTRACTED BY MY HOBBIES WHEN I SHOULD BE MAKING A DIFFERENCE?" YOU KNOW?

Do you want a challenge? Like one that's going to blow the roof off your life- and get really moving, so that those visionary ideas in your head actually get manifested.

SO THEY HAVE VISIONARY IDEAS? LIKE WHAT? WHAT ARE EXAMPLES YOU HEAR A LOT OF?

Had enough of brain tripping

HOW SO? WHAT IS BRAIN TRIPPING?

and ready to rock out of your comfortable life and let things get a helluva lot more exciting. Living a life that's on the edge exciting and gets your creative juices running?

EEK. I'M ALREADY DOING SO MUCH - THIS SOUNDS LIKE IT MIGHT BE OVERWHELMING.

Well then this is the day for you, where you can join with like minded people and vision, brainstorm and plan for a life that's a lot more juicy than the one you have. Prepare to be challenged and questioned

I LIKE THAT

in the interest of you really living up to that magnificent creative individual you are, who has so much to give if you just figured out how to and had some support in doing it. Where you meet people who don't try and dissuade you from your wild dreams but will urge you to get even wilder.

This is not a workshop for the weak hearted, or anybody who wants to just sit around and talk about change either personal or global.

NICE.

This workshop is being offered as a pay what you can, so that if your money's tight you can still come, and if you are doing okay you can contribute more. Whatever you give it will help me do other workshops with people like you.

IMPORTANT TO LET PEOPLE KNOW WHAT THEY WOULD BE PAYING FOR A WORKSHOP LIKE THIS ANYWHERE ELSE THEY WENT. THIS IS WHERE PAY WHAT YOU CAN OFFERS CAN RUN INTO TROUBLE - PEOPLE HAVING NO IDEA WHAT THE VALUE OF THE SESSION REALLY IS.

And if you like the experience you may want to hire me as your coach, or come back for other workshops. Any way you crack it I can guarantee you are not going to forget this day, and that if you are ready to get going it will give you a real kick in the butt kind of help. which let's face it, all of us need from time time.

I TOLD KATIE THAT THERE WAS A LOT OF GOLD IN HER ANSWERS - AND TO TRY A SECOND DRAFT. WE WENT BACK AND FORTH ON WHAT BECAME A SALES LETTER FOR THE WORKSHOP ABOUT A DOZEN TIMES. KEEP READING TO ENJOY THE FINAL, AND I THINK VERY SUCCESSFUL DRAFT.

-TAD

after

Attention: Artists, Activists & Social Entrepreneurs

"Are you horrified about the thought of settling down, getting a 9-5 job and normal life but feeling like your rag-tag, cobbled together life is too much effort to hold together?"

How can you stop juggling projects, wandering from job to job - without ending up on your friend's couch, getting a 'real job' or selling your soul?

A Workshop in Creative Life Design for 15 Toronto based "Modern Nomads" "Glorious Generalists" & "21st Century Renaissance Folks"

ONLY TEN SPACES LEFT.

Forget About Fitting In: Make your Lifestyle Suit You!
Join the *thousands* of people around the world who are finding creative, out of the box (and sustainable) ways of stepping outside the system (and no they'd *don't* involve selling real-estate or joining the newest MLM).

Learn the secrets of stepping out of the Matrix of conventional life, mainstream careerism, mono-cultured living.

'Creative Life Design' Workshop

Date: Sunday, February 10th

Time: 10- 5 PM

Location: Toronto (close to Queen & Dufferin)

Cost: Pay what you can. It's a *day long*, content-rich, roll-up your sleeves, nuts and bolts workshop (value \$129) on how you can make your aversion to a 'normal' life and career work for you (without being broke and overwhelmed). The price? *Whatever you want to pay.*

Bonuses Included with the Workshop:

- * A Creative Life Design Workbook (value \$29)
 - * One hour individual coaching session with Katie (value \$125)
 - * One 1½ hour teleconference group coaching session (value \$29)
- (Total value \$312)

To register please e-mail me at katiecurtin@mac.com or call 416-656-6455.

From the Desk of Katie Curtin:

Date: Feb 3, 2008, 10:22AM

Many people believe that the arts, spirituality and activism don't go together.

They believe that activists can't enjoy life or be creative, that spiritual people only need to sit around, meditate, work on themselves and don't need to take action, or that an artist's life should just be devoted to art.



But you don't believe that, do you?

This one day workshop is for you if you:

- Have a **diversity of passions** and interests and can't figure out which to focus on
- Feel **scattered and pulled in a million pieces** and wonder how you can possibly fit it all into your schedule
- Fear you maybe just don't cut it, because you just **can't seem to concentrate** on one main or career path, passion or niche
- Wonder if you ever **can get it together** enough to make full use of your talents and have an impact in the world.

- **Can't stand routines** and love creativity, adventure and change

You may feel you are all over the place, and that you are getting distracted by your different passions while you should be making a difference. Or feel despair as to how in the hell you can combine all your interests and visionary ideas and not be totally overwhelmed and torn apart.

Does this sound like you?

Maybe you want to take more action around creating planetary change but are tired of endless meetings, and long political speeches and rallies, and are wondering how you can weave into your activism your other passions such as art, theatre, music, dance and healing work

Going the Traditional Way To Spiritual Death

There's this way that we typically assume that our lives have to be designed. It goes something like this. Find a career, get a full time job, settle down, buy a house, and have a family.

For some of us it's an absolute impossibility. Doing the same job all day everyday, however interesting, drives us bananas. Even when we have a family, we just can't seem to settle down, there's always a part of us, that wants to move on, that craves adventure, creative activities and something new.

Life full of consumerism, without any social purpose also seems very empty to us. We want our lives to serve the community and a deeper purpose, and we are shocked by the inhuman values that drive our society.

But it's not so easy to figure out how to do it differently. Particularly on your own.

Why most of the personal growth movement won't help you much:

Quite honestly, much of the personal growth movement is about teaching you how to be a better cog in the machine. Certainly a more honest, assertive, confident, spiritual cog - but a cog nonetheless.

Most conferences and workshops, and life coaches don't address the needs of how you can combine your variety of passions into a sustainable lifestyle. We are told to focus, to select *one* thing and leave the rest, become an expert, and pick a *niche*.

Even if you don't have a boss, and work for yourself the whole focus is *specialization*, and there's very little said about what people with multiple interests can do to weave their passions together.

The Isolation Can Get You Down

And you are left feeling, once again, that you don't fit in. You're left feeling that you are always flitting in and out of different communities but never belonging to one. And you begin to think that instead of being a Jack or Jill-of-all-trades you should just decide to focus on one thing and get serious.

And sometimes, feeling this isolation you just spiral down, into this feeling of

- *"What have I done with my life?"*
- *"Am I ever going feel I got roots anywhere or in anything?"*
- *"However much I have done I am never satisfied, there's so much I haven't done."*
- *Moreover looking around at the world, you wonder, "Is it a pipedream to have a joyful life in such troubled times?"*

CNN is Full of Shit and You Know It:

But it's not only that you've got a lot of interests - it's also that your values are very different from what you see everyday on CNN. I'd be willing to be that you think that . . .

- the Iraq war is insane
- the American Dream is a crock
- a small minority owning and controlling the majority of the world's resources is *not* okay
- we need to stop plundering the environment to have bigger houses and cars, and more tech toys
- we need local, vibrant creative solutions along with global sustainability and cooperation
- we need more locally grown, organic food

Am I right?

Well, this workshop is for those people who are just like you.

I want to show you that all your life interests can fit together, and that you can stop going in circles and feeling overwhelmed without compromising your values.

And yes, joyful, creative, activism is what the world needs more of! And it is possible. All the creativity that you show in other areas can be applied to the way you live your life.

Okay, so how can I make such statements with confidence?

Five Simple Examples of How Real, Radical Activism, Arts and Spirituality Have Been Profitably Mixed:

Well it comes from my own experience, what my clients have been able to do, and what I'm seeing around me in the world. Everywhere I look I see examples of artists, activists, and spiritually minded people who are beginning to break down the barriers and finding a multitude of ways to foster social change.

1. **EXAMPLE #1: Green Arts Barns Project** - A local example in Toronto is the involvement of artists and activists in the Green Arts Barns Project, which will provide eco- friendly living and studio space for artists, programming and facilities for community art and environmental education, and a central market place where artists and local and organic farmers can sell their produce
2. **EXAMPLE #2** - The recent efforts of **musicians** who held huge worldwide music concerts to raise money and consciousness around global climate change show another way artists can use their talents to foster change.
3. **EXAMPLE # 3 - Artists**, over the years, have broken the silence and taboos around AIDS, they've written plays, produced films, and created paintings and sculptures to bring home the human suffering and issues raised.
4. **EXAMPLE # 4 - Patch Adams**, a wonderful doctor, clown and social activist, who has devoted over 30 years to changing the healthcare system. He brings a prescription of humour and joy to healing ourselves and the planet.
5. **EXAMPLE # 5 - Thich Nhat Hanh** - Buddhist Monk, Master of Buddhist Temple and Founder of Plum Village Community. Author of more than one hundred books of poetry, fiction and philosophy, he was nominated for the Nobel Peace Prize by the Reverent Martin Luther King, Jr.

I know dozens of artists who combine careers in the arts with being community organizers, teachers, doctors, scientists, or serving as holistic practitioners and healers. Many of them are also green and social entrepreneurs. What's more,

contrary to conventional wisdom, they do it well, and their different passions feed each other.

With the First Nations and indigenous people, the arts, healing and spirituality are an integral part of their community life.

In countries like Bali, everybody is an artist, and either dances or paints, sculpts, or plays music. A rice farmer may be dancer, a teacher may be a member of a Gamelan orchestra, and a Bed and Breakfast owner may be a painter. And art is integrated into every aspect of daily life and spiritual practice.

Some of the world's most brilliant people have had a range of interests and passions which they've excelled in, not just one area of specialization.

- * **Leonardo Da Vinci**, renaissance painter, scientist and engineer.
- * **Albert Einstein**, theoretical physicist, violinist, and political activist.
- * **Benjamin Franklin**, US Founding Father, writer, printer, satirist, politician, scientist, inventor and diplomat. Composed music and played the violin, harp and guitar.

A few reasons you might want to come to this workshop:

In the workshop, I'll have a lot more time to go into specific examples of how people have successfully integrated their different passions into a viable and vibrant lifestyle. And the strategies they've used.

But more importantly, we'll focus on you and how you can implement this in your life.

- Brainstorming, journaling, arts, theatrical and coaching exercises will help you to vision and design a lifestyle which satisfies your need for creativity, adventure, spiritual growth and social change.
- You will be introduced to new tools to break through limiting beliefs, and find innovative ways to face challenges.
- You will receive a Creative Lifestyle Design Workbook , chock full of exercises and resources.

The Nine Major Aspects of This Workshop (and why any one could make a big change in your life):

1. **The Visioning** There will be visualization exercises, followed by journaling to access the big dreams that lie within you. Without vision, you drift along, buffeted by the stormy seas of life, without direction. A compelling vision of what you want, gives you both a compass to guide

you on what to do in the present, and also fuels your motivation, and gives you energy.

2. **The Now of Your Life** We'll explore what works and what *doesn't* work in your life right now. At the end you will have a list of both. Often we keep on doing the same old things, over and over again. This exercise will help remind you, what you need to commit to further, and what you need to reduce, delegate or eliminate.
3. **Ranting Your Way to Freedom** You will learn about a **new technique** I've developed called "improvisational rants", a unique process I've developed which uses improvisational tools to vent personal and political issues, and through artistic form explore possibilities for change. People *love* these rants and have been asking to learn how to do it themselves. These rants allow you to vent in a creative way personal frustrations, and emotions about what's happening in your life and in the world, cutting through denial, and getting you to a really authentic place, where the seed of possibility lies. It helps free both you and those in your presence. It can involve sounding, movement and dance, singing, improvised poetry, wherever the muse takes you. It can take a few minutes or go longer, depending on the time available and what lies inside. It will be used in the workshop as a way to further deepen the process of looking at what works and doesn't work in your life, as well as accessing your inner wisdom on this part of your life path.
4. **Get out of Your Own Way:** We will look at how you are playing small in your life, and some of the roadblocks. A few of these may even surprise you, and they may even lie behind you not getting into action around some of your biggest dreams. You will be introduced to a series of exercises (that you can also use on your own) to help you unblock and release negative beliefs, as well as find new perspectives to overcome your most difficult obstacles. Often the biggest blocks are those that are between our two ears!
5. **Community Dreaming.** We'll experiment with a new process, I'm developing, of dreaming how collectively we can make change and contribute to the lives of others. This will involve a couple of fun games to loosen the imagination, and to get us thinking outside of our individual lives and in relationship with community.
6. **Brainstorming Your Liberation:** We will brainstorm and about how each participant's visions can become a reality, and offer resources and coaching on the first steps. This isn't just random chit chat and ideas, but a time for each participant to benefit from the focused attention of both the facilitator and the group. We will take one of your biggest dreams, that you can't quite figure out how to make possible. We'll throw it open

to the group. The beauty of this process is that you are not obliged to do anything that people suggest, but it's more than likely there's a few ideas and resources, that will get you unstuck and going. This will be a fast process, of getting out as many ideas as possible, but I think you will be amazed by what comes up from the collective, creative synergy that will be created.

7. **Planning Tools:** You will learn about the specific different ways people have successfully put together different passions and interests. You'll learn the exact goal setting, planning, and organizational tools that hundreds of people like you have successfully used to create a life of real integrity.
8. **Vision and Life Design Action Plan:** Coming out of this workshop you will have a vision statement and life design action plan which includes your diverse interests and at the same time serves to help focus you and guide you forward. You will have tools and resources to help you along your path. You will also be encouraged to commit to at least one immediate action to begin to make your bigger dreams a reality.
9. **NEW CONNECTIONS:** You will meet with like-minded people, who will encourage and inspire you, and welcome you as part of the "Tribe".

Your Four Step "Creative Life Design" Process Summary:

STEP #1: 2 HOURS HOMEWORK
STEP #2: 7 1/2 HOUR WORKSHOP
STEP #3: 60 MIN COACHING SESSION
STEP #4: 90 MIN TELECONFERENCE

A bit more about the four step process:

My goal is that, by the end of these four steps a few things have happened for you:

- You've gotten a lot **more clear** about what you want
- You feel a **deep trust and confidence** in your gut that you can successfully weave together the varied strands of your life into something beautiful and sustainable.
- You have taken **direct and powerful steps** towards creating the kind of integral, fulfilling and sustainable life you crave

- You have in your hands some **powerful tools** that help you further put your visions and plans into action
- You have created **links with other like-minded people**, with whom you can share ideas and resources

In order to make sure these things happen for you, I've designed this process, very carefully into four stages - each one building on the last. If you play along - I don't think you can help but create some big changes in your life.

The Details: Your Four Step "Creative Life Design"

STEP #1 - Homework: You will be sent 5 worksheets to fill in before the workshop, with fun short discovery exercises to ensure you get maximum benefits from the workshop. This should take you no more than one to two hours to complete.

They will provide you with a quick and easy way to evaluate, both your achievements and challenges, particularly in the last year, and help determine what areas of your life need revamping. They will provide some of the foundations stones for creating your action plan, later during the day-long workshop.

After the workshop, there will be an assignment, with instructions about how to create a Dream Board. This will help keep your big vision of your life in front of you, reminding you and motivating you to take the steps necessary for it's realization. You will also be asked to complete the planning sheets for your Life Design Action Plan.

STEP #2 - Workshop: Sunday, February 10AM - 5:30PM

10AM - Opening Circle (15 minutes)
10:15AM - Introduction to Creative Life Design with examples and case studies of alternative ways people are living and working. (30 minutes)
10:45AM - Visioning & Journalling Exercises (45 minutes)
11:30AM - Break (15 minute)
11:45AM - Improvisational Rants (60 minutes) I start off the process, to warm things up, and then you get a chance to watch and then do one if you want
12:45PM - Lunch Break (60 minutes)
1:45PM - Negative Belief Breaker Work (30 minutes)
2:15PM - Collective Dreaming- (45 minutes)
3:00PM - Brainstorming Your Big Dream (60 minutes)
4:00PM - Break (15 minutes)
4:15PM - Planning and Accountability (45 minutes)
5:00PM - Evaluation and Closing Circle (30 minutes)

NOTE: You are asked not to schedule anything the same evening as the workshop so that you can rest and integrate what you have learned.

STEP #3 - Coaching Session - You will be able to schedule a 1-hour **coaching session with me**, in person or over the phone, to help you further craft your action plan.

STEP #4 - Teleconference - One month after the workshop I will host a 1 ½ hour **group coaching teleconference**, where you will get a chance to further fine tune and get feedback on implementing your plan (with an MP3 recording e-mailed to you, if you can't make the call).

But don't come if . . .

This is not a workshop for the weak hearted.
Or for anybody who wants to just sit around and *talk* about change (either personal or global).

This workshop will challenge you on every excuse you have for not fully utilizing your creative gifts and healing talents to make a difference in the world.

This will be done with love and compassion, in the interest of you living up to that magnificent, creative individual you are, who has so much to give if you just figured out how to and had some support in doing it.

You will have the chance to meet people who won't try and dissuade you from your wild dreams but will urge you to get even *wilder*. You will learn that your modern day nomadic, lifestyle with your many projects and interests is beautiful and worthwhile in its totally unique way, and that it has its own kind of roots.

So how much does it cost?

This workshop is being offered on a **pay what you can basis**.

I'm doing this so that if your money's tight you can still come (and if you are doing okay you can contribute more). Whatever you give, will help me do other workshops with people like you.

At the end of the workshop, you will write me two cheques, one for that date, and one for a month from then, based on what you think the workshop is worth and what you are capable of paying. No pressure. No funny catches.

Usually the value for this would be, at my current, already very reasonable prices:

1. One-day workshop (\$129)
2. Work Book and Resource Lists (\$29)
3. Group teleconference (\$29)
4. 1-hour individual coaching session either in person or over the phone (\$125)

This comes to a total of value of \$312.

Many coaches and workshop leaders would charge a minimum of five hundred for a package like this, and frankly I have seen many charging far more.

Why Am I Offering This on a Pay What You Can Basis?

But I'm interested in you being able to make it, and not to have to strain your pocket book to do so, while assuring me of being able to meet my financial commitments.

So that's why I'm giving you the pay what you can option. That way neither of us will lose. I get to serve some people who couldn't come to a higher priced workshop. And I know that if you like the experience you may want to come back for other workshops, or hire me as your life coach.

Any way you crack it, I can guarantee you are not going to forget this day, and that if you are ready to get going, it will give you the real kick in the butt kind of help which let's face it, all of us need from time to time.

About Your Workshop Facilitator:

I am an artist and life coach, who has a creative, no bullshit approach to fostering individual and global change. All my life, I've juggling a multitude of projects and passions, wandering often from job to job, and sometimes from country to country. I've been an activist, an artist, a journalist, a railway worker, and a community organizer to name a few of my occupations.

I am willing to take risks, and have often jumped off a cliff, both to follow my beliefs, and in the interest of living a bigger and more fulfilling life.

* I left home at eighteen, with hardly a dollar in my bank account, when given the alternative to either give up my social activism or leave

* I left a secure "job for life" with the railways, and took the money from my pension plan to backpack through Asia and Australia

* I put aside artistic blocks and fears decided to go to art school and pursue my creative dreams

I continue to shake things up in my life, as there's nothing like that feeling which both scares and excites me with new adventures around the corner.

Now, there are lots of times that I've sat on my butt, gone around in circles, complained like hell about my life and the world, and played small. And there are lots of times I have been in despair and not known what to do, or have settled for something that feels secure, and not gone for what I've really dreamed of.

But for the last years, I've been combining my passion of working with people by doing life coaching, with event organizing, creating theatre productions and writing, with taking part in events and rallies against the war in Iraq and around environmental issues, and participating in local community events as well as doing hospice volunteer work.

And yes, I always am looking to do more, and having to balance that with my own needs for self-care and family time.

Let me be clear: I am not a Barbie doll coach who has got it all together, and all that American Dream bullshit. But people who know me agree that I am:

- Warm, authentic and real
- Creative, intuitive and oh so committed to the people I work with
- Great at brainstorming ideas for creating offbeat and innovative lifestyles

What clients are saying about me:

"Take altitude pills if you are coaching with Katie. She really gets her clients flying"
**Cathleen Fillmore, President of Speakers Gold Bureau,
Author, Toronto**

"...inspired me to move forward in the way that I need"

"As a professional who helps others heal themselves, I have found it crucial to continue investing in my own healing. Katie is an amazing human being who possesses many valuable gifts and experiences. Working with Katie has helped me overcome negative residual feelings I held onto over the death of someone I deeply loved, as well as validated my inner and

professional work. Her compassion, generosity and genuine interest in me have inspired me to move forward in the way that I need. I highly recommend Katie to anyone seeking coaching, especially those dealing with loss." - **athena, Personal Catalyst, Ph.D. Toronto**

"Her passion and support has been fundamental in my ability to move forward"

"After returning home from Europe about 2 years ago, I had the post-traveling blues, feeling as if I had 'nothing' in my life. In my initial session with Catharine, she helped unlock that part of myself that was able to remember and embrace my gifts and reconnect with an earlier vision I had had for my life... Her passion and support for birthing a new part of my life journey has been fundamental in my ability to move forward, and I am most grateful for all the rich gifts and new friends that have come into my life through my work and play with her. Catharine has an incredible passion for her coaching practice and her deep desire to see other people reach their fullest potential is truly an inspiration. Her heartfelt love and compassion for others is a ray of hope and light in our world." - **Wende Bartley, Composer, Sound Healer, Toronto**

A lifestyle to serve you

In my workshops and coaching practice, I'll go the extra mile to get my clients to shape their lives to their unique talents and needs rather than keep on trying to adapt to lifestyle models that don't fit. Or as coach, Thomas Leonard, used to say, "Lifestyle must serve life. Never the other way around."

I've worked with many clients to clarify their vision and how they can best serve both the planet and themselves, through their unique capabilities and experiences. I've helped them get into action around their most precious dreams, and encouraged them through the rough times and challenges.

Interested? Sign up now to ensure your place is reserved. There's only space for fifteen participants and I already have 5 signed up.

To register please e-mail me at katiecurtin@mac.com or call 416-656-6455.

Warmest regards,

Katie Curtin

feedback

A note Katie sent after her workshop:

Feb 12, 2008

Hi Tad,

Thanks for your note!

Considering I didn't have a huge list, and there was very little lead time, the workshop was an outstanding success and shows the power of the sales letter, and irresistible offer you helped me write. I am going to cut and paste some of the remarks I got from clients and others about this which show how they felt understood.

I felt like I finally had a handle on my niche, and who they were and began to understand in practice all those things I have been learning in the last two years about clarifying one's niche, and really speaking to their problems in their language. At the same time it felt like I came out of hiding, and that I was coming from an expanded authenticity of not having to hide the totality of who I am.

One of the participants, took photos and I am hoping to get them in the next day or two, and that one of them will suit your purposes. I will send this and the remarks people made about the sales letter separately.

Thanks once again Tad for choosing me for this offer makeover. I am convinced it is providing the basis for turning the corner with my business, so that it is sustainable as well as suiting my lifestyle needs.

Big hug and hope you are enjoying the process of putting all the material from the makeovers together.

Katie

Responses Katie got when she sent this 'after' letter to her list:

- "Your workshop sounds awesome but I have to work this Sunday. But let me know about future events! all the best," - L.B.
- "My friend C... sent me a notice of the workshop you'll be holding this Sunday. **It sounds pretty great; really like you're writing in the posting, it's full of personality, very engaging and direct-- I imagine you are as well!**" - R.V.
- hi katie: **i love your workshop description!! i'm very pulled to go, ... (but other commitments)soooooo... . will you be offering this workshop again???? or is this a ONE IN A LIFETIME OPPORTUNITY?????" i can see how you've incorporated Tad's ideas and approaches, and it really works well. I love your writing style ... it's compelling reading. i think you've got something really great here, and fantastic to see how you've evolved this from what came up last month at our artist gathering.**" - W.B.
- "**Wow! And ka-pow!! The way you present this opportunity knocks my socks off! It is a vibrant example of what "stepping outside the system" looks like.** Can't wait till next Sunday." - M.T.
- **Congratulations for putting it all together and so creatively!!** Do you have it in flyer format? If so, please forward it to me.... my next door neighbour owns a gallery and works with a lot of 'hip' artists, including graffiti artists (I imagine that they'd love a rant experience!)." - M.D.
- "I sent out the workshop flyer and got positive response-- **2 girls wanted to but can't this sunday--so here are their emails for future see you sunday.**" - A.L.
- Wow, Katie – **this is fabulous and it was today!** In fact it's already delivered – marvelous...congratulations. It must've been a real high for you and all those participating. Good job! **You sure put a whole lot of you in this material...**looks like a huge amount of material you hoped to deliver...what a process - jam packed. Can't wait to hear how things evolved." - J.V.
- "**This sounds like a great workshop/event, and leading on from your rant at our last artists' group.** I have another commitment that day -- but I hope this goes well." E.J.
- "**What a big, brave vision you have!** I'm pretty sure that the coming weekend I'll be out of town - good luck on your newest endeavour." B.C.
- "**I have just read your email and wanted to say how much I love it! It is fantastic and I hope that you are going to get an avalanche of takers for your program** next week! Please keep me posted on how it's filling up! AND I look forward to hearing all about your successes during our next session." - J.B.

feedback:

Here's what Katie had to say about working with me in this process:

1) How valuable was the process from 1-10? 10

2) What would it have taken to make it a 10? To make it even better or 10+++ Maybe a more comprehensive critique at the beginning, so that there would have been less drafts to write. Or take more time with the foundation questions to begin the process so that it's more clear what is needed for any marketing material.

The other thing which will make a difference is that this was all very impromptu, and had to be fitted in at a time I was extremely busy with my coaching certification written exam etc.

So with the regular offer, there will be time for people to organize their schedules to free up the necessary time. I also suggest that you make it clear that they really will have to put in a lot of time to get it just right- but it's well worth the time- and that you structure the way you do it and break the process down in chunks more.

3) Roughly how many hours did you invest? Not sure, as we went back and forth for days and I didn't note down the times (maybe ask people to do this in the future beforehand to get accurate responses to this). Minimum twenty to twenty five hours, when includes work researching further examples and case studies of renaissance people. It also took time to mull over questions.

4) If money was no option - what would you like to have paid for this? I would love to give you the market rate, for people at your level of expertise. I am not sure what that is, but probably well in the thousands, given the amount of time you spent with me. That however would mean my business was at a much higher level than it is at present.

5) Willing to put phone number and email on this testimonial? Yes. katiecurtin@mac.com , phone: 416-656-6455

6) What was hardest? *Getting away from jargon and vague wording*, and really addressing in detail the problems of "modern nomads" and "renaissance souls". Also in a sense honing it down to a subniche among this group, of people who were both creative, spiritual and social activist types who really want to make change both personally and globally.

In a sense I encountered all the problems of my niche in doing this- which is how to bring my diverse interests and talents to my business in a way that allows for

focus, and at the same time allows the freedom to bring my whole self to whatever activities I am engaging in. So I was able to bring to this workshop, and to it's marketing-- my talents as an artist, a coach, my myriad of work and life experiences, my "spiritual" and intuitive side, and my activist and "ranter".

This is something I've been working to integrate for years, and this whole experience gave me a possibility to take it to a higher level in my work and life.

In a sense this \ experience was not just about "marketing" a word I don't particularly like, but about really identifying in what ways I can serve others and the planet, going to the edge of what is safe, and expressing in my own voice how I see things and what my personal vision is, and through this attracting my ideal clients, those creative, versatile souls who want to make a difference.

7) What was most valuable? Getting crystal clear on my niche and what their needs and problems were. Articulating what I had to offer which could help them with these challenges. It makes everything I do for my business, so much clearer now, not just the promotion of my services and products, but how I design twhat I have to offer, and what my clients needs are.

8) What did you think it would be like before and how does that compare to how it actually was? i thought the process would be faster and involve less work on both of our parts. i had no idea i would be able to unite so successfully my diverse ideas for my niche.

9) When you look at what you first sent me vs. what we created in the end - how do you feel? It's so much clearer who I am orienting to, and what exactly I have to offer. See comments on "what was hardest"

I just love the end result. It feels very me. I was actually nervous about sending it to some of my clients, as I wasn't sure how they would react to my whole spectrum of opinions on the politics, spirituality, activism and the world etc. But the response was so heartfelt and enthusiastic from some of my most treasured clients and friends, that if I feel reassured that I can be my most edgy self and have a fulfilling and thriving practice-- in fact being daring and "out there" is the key to this!

10) What was it like getting feedback from the 10 others your sent the offer to? I actually sent it to my broader list, because of time considerations. i didn't actually ask them for feedback. They just sent it. It made a big difference to me getting their feedback. it was through this and the sign-ups for the workshop, that I understood that this approach was really working.

Yeah Tad, I am so grateful! Can't wait to see in the coming months what a difference this will make for both my coaching practice and my life. It was just so full of aha moments!

Testimonial:

"Tad's a wonder-- every time I work with him, I'm delighted with the results, as I find he's on the same page as me, warmly guiding me to find my authentic voice in promoting my services as a coach.

He speaks to same audience as I do, the artists, the social entrepreneurs, the holistic practitioners, the people who are longing for a more creative, sane way of being in this world, and to use their talents for helping us out of this planetary crisis.

In writing copy for a new website that I am developing, I was guided by the principles I learned in his weekend workshop. His feedback, insightful editing and suggestions of ways I can sharpen the content were invaluable.

I feel doubly confident when I consult Tad, because of his deep knowledge of marketing principles and strategies, and because of his ethics and commitment to planetary change.

Last but not least in my books, he's a fun caring guy to work with, has a great sense of humour and a very creative approach.

I highly recommend his workshops and consulting services to my clients, and to any socially conscious practitioner, or business owner whose looking to market their services and products. If you have any questions about Tad's work - I'd be happy to take a few minutes to answer them - you can call me at 416-656-6455 or email me at katiecurtin@mac.com."

Katie Curtin, Life and Small Business Coach, Toronto, Ontario