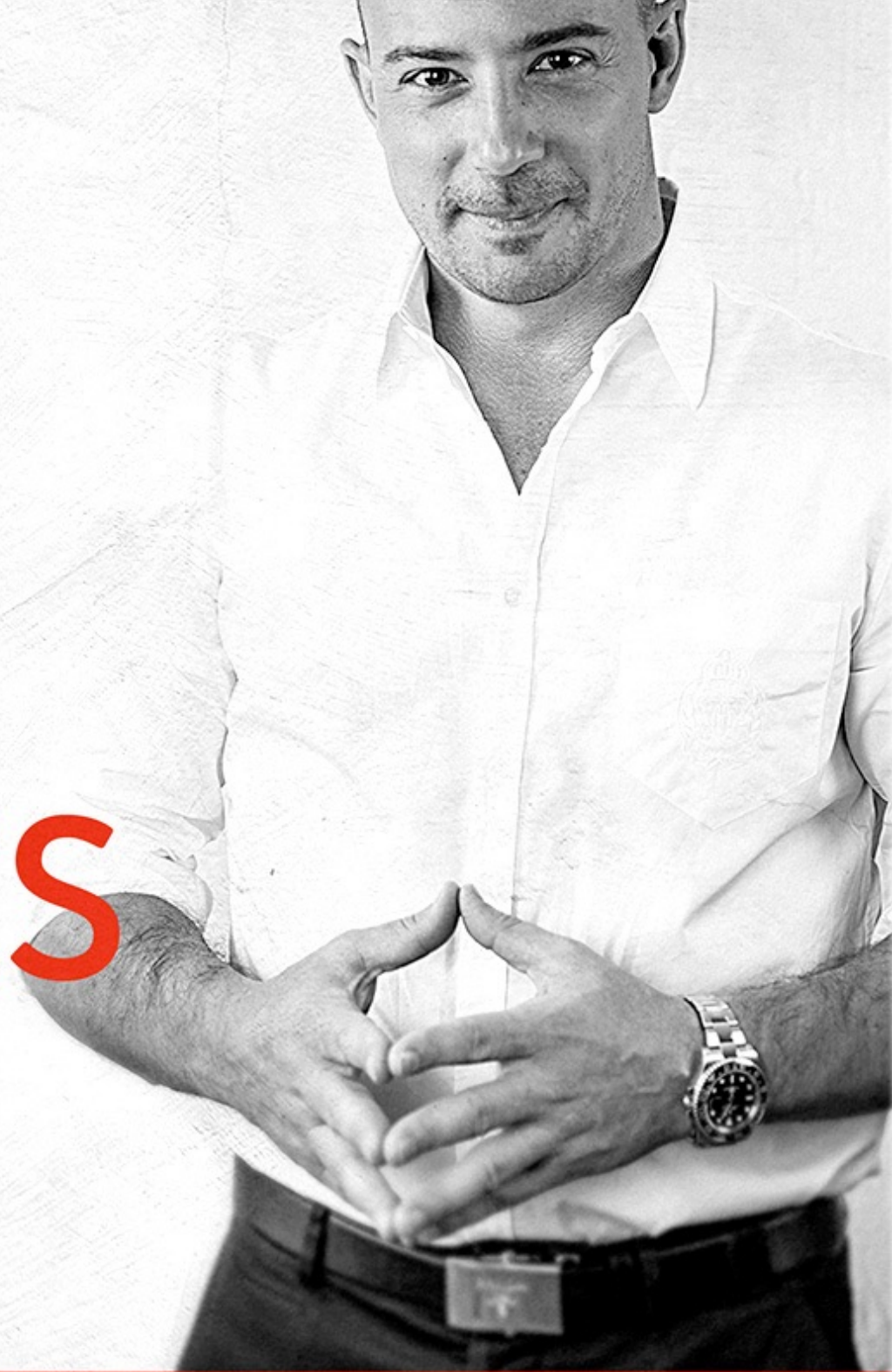


**WHY
88%
OF LIFE
COACHES
FAIL?!**



**AND HOW TO
SUCCEED INSTEAD**



**ROBERT SIMIC
COACHING INSTITUTE**



Why 88% of Life Coaches Fail?

- And How To Succeed Instead -

Surprised? That is a staggering number, isn't it? According to Harvard Business Review magazine, life coaching is second fastest growing industries in the world! The self-help industry has literally grown by billions of dollars and as we know, that is only a part of life coaching. There are many predictions that seem to indicate that life coaching is bound to be one of the most prominent career choices in the next 10 years. So many people with all sorts of backgrounds are shifting careers and changing direction, wanting to become a life coach.

Why in the world, 88% of them fail in that pursuit and never make it to having a sustainable, striving business?! I asked myself, why do so many of them make the needed investments, go through the process of learning and certification, and yet fail to fulfill their own dreams and do the thing they love doing? I have answered that question here and here are the main reasons.

According to Dr. Milton Erickson, over 95% of all our behavior is unconscious! If you were to consider and reflect what the impact of this is on your life, you will soon realize that when you are conscious for only 5% of your life, then your impact is going to be very limited and you will spend the majority of your time operating habitually. I'm sure that this is a sobering thought to many, because very often we feel that we are making conscious decisions and determining our own actions during the day, but the reality is that we have many thought patterns or unconscious behaviors that we have learnt, and they are stored and an unconscious level.

Once you don't need to think about something while you are doing it, your unconscious mind considers it learned and stores it in your neurology like a computer program that operates at an unconscious level. All your habits reside there. We just need to trigger them and your behaviors become operational with zero conscious effort.

If you think about it, you're not driving your car consciously anymore, are you? Whilst you are learning to drive there was a lot of conscious effort that went into driving wasn't there? Nowadays, you just get into the car and your body drives it effortlessly. You no longer need to think about it. Instead, your mind is often elsewhere, focused on whatever you focus on, or whatever you are doing while you drive the car unconsciously-habitually. The same goes for just about anything else in your day. You wake up in a certain mood (state), you get yourself ready for the day and all the actual little behaviors that you perform throughout the day are unconscious. Do you tie your (or your children's) shoelaces consciously, or do your finger simply run through the operational pattern that you learnt long ago and installed as a program that you can effortlessly use when needed?

Well, I could go on and on with examples like this, but I hope the examples that I've provided here will serve the purpose of bringing you to the awareness that we do operate habitually, for most of our day. Another scientist, Dr. Bruce Lipton also states that over 95% of all our behavior is unconscious. This leaves us with about 5% to be consciously involved in our lives - to evaluate our circumstances, dream our future goals and decide on ways forward in life. Doesn't sound like much, does it? But there is a great gift in the way that our bodies are operating and you will soon start to realize that this is in fact a gift in disguise.

What does any of this have to do with the reason for life coaches failing? Well, the majority of failed life coaches ignored, or didn't know the most basic rule of life and forgot that we are the ones that create the results in our lives. They wanted to change their own circumstances and bring about the massive changes in their lives, but they themselves never changed and truly aligned their neurol-

ogy (conditioning). By conditioning, I am referring to their beliefs about themselves and what they are capable of doing or achieving; their values; attitudes; their perceived potential et cetera. In other words, they haven't done enough work on themselves to begin with and then never aligned their conditioning for a new kind of life.

This translates in real life, that regardless of how amazing and inspiring your new desires are, you need to produce different behavior in order to produce different results in life. Einstein was very clear on this fact and said that repeating the same behavior consistently with an expectation of a different outcome is the definition of insanity.

Behavior > Results

Every Life Coach in the world, or any Coach in any field, knows this basic principle: cause causes a certain effect. When it comes to results in our lives, it's the things that we do and the things that we don't do that produce them all. All our results in life are caused by our behavior or the lack of it. Life Coaches across the globe are taught this and it's partly their job to help their clients become aware of this fact. Once that realization is present, clients can move into a different state, one of empowerment, as they realize that if they were to change how they go about life, their results in life would definitely change. This is where I need your full attention please, as in my mind... this is the most crucial point and I cannot emphasize this enough.

Nowadays, you can become a Life Coach in a variety of different ways. Courses can range from a 2-day online course to a few years worth of studying in order to get certified as a Life Coach. Given that Life Coaching is not regulated by any governing body in the world, for most students, their research reveals quite a minefield of totally different methodologies used and it is increasingly difficult or impossible to compare the courses offered. Yet, most of them are offering the same - you study with us and you become a Life Coach. You will transform your own life and create the life of your dreams (in the process of helping others achieve the same).

In reality, most Life Coaching courses offered have no actual ways to help you do that. The majority of life coaching institutions are offering the following approach:

- Get clients to realize that the results in their lives are caused by their own behavior (or the lack of it). This to some extent empowers the client and creates new options in life. They realize that if they were to change, their results would also change and this is a beginning of something amazing in their life. Depending on the level and depth with which this knowledge is presented, they will perhaps be empowered enough to leave the victim mentality (when we think/feel that life and things in it happen to us), exploring the infinite possibility of creativity they could tap into, from within. If the client is to just even pretend to be on the causative side of life, a place where our actions actually matter, where our voice actually counts... then the quality of our thinking changes and so much more is possible in life.

- Ask an amazing amount of really good quality questions that will effect the following for the client (in a nutshell) - they will get clarity about who they are today and what they want in life. Although there are many differences in coaching frameworks, it comes down to the same principle: clients have all the answers inside of them and by using clever questions, we can help them reach inside and get clarity from within. A very, very useful and valuable process I'd say.

- Once our clients have clarity and a somewhat healthier outlook on life (hope of a compelling future does a lot here), a Life Coach would help the client determine some goals for the future and then hold them accountable for it. The client is expected to love themselves enough and care enough about creating the life of their dreams, believe in themselves and the possibility of that desired outcome, that they will simply change the way they think and behave, which will effect different, hopefully desired results in their lives.

Sadly, this is where most Life Coaching methodologies falls short. It is very useful, it's empowering, there is hope and therefore motivation involved, but what about the fact that most of our behavior is unconscious?! How easy is it to

change our old thinking patterns, our old habits, our dominant beliefs about ourselves, etc.? Quite frankly, this is not where life coaching falls short at all! This is simply what life coaching, in a nutshell, is all about. Most life coaching methodologies are not interested in our past, our beliefs, or our conditioning... as if none of that really matters. The idea is to determine what we really want, set a goal and focus all our attention and drive to achieve it. Who cares about the past? Let's do some positive thinking and visualize a desired future and somehow our behavior will follow and life turns into what we always wanted.

But how easy is to change our habits, from behavior to thinking patterns? It often requires really hard work, massive conscious effort and time, in order to achieve lasting change and effectively affect our conditioning. Not many people display such quality of character and determination to succeed...

As much as I wish that our past didn't matter (it only shaped us into the people that we are today) and as much as I support that people should sometimes just start fresh regardless of what has happened to them in the past... I also believe that ignoring problems is a bad idea in general. They grow and come back with a vengeance. I believe in resolving things at their root cause, as the most meaningful, most gratifying way to go about changing our results. This is a subject that most Life Coaching methodologies don't even touch upon. There is nothing wrong with that, it's just what life coaching tends to be about, as an approach and methodology.

Here I am, often sitting in front of people who come to us, wanting to be Life Coaches. When I ask them what that means, what they really want, what they want to be able to actually do for their clients, the answers are inspiring. I seem to be surrounded by the heroes of this world, people who wish to set new standards and defy the odds. People who want to become Life Coaches who can do so much more for their clients than any Life Coach in the world even dreams about. They want to be able to help people CHANGE. And Life Coaching is simply not about causing changes, it's about getting clarity and focus, a new direction in life.

Here is a catch 22. It's totally okay to be a Life Coach who can only do this much for their clients. But in the process of becoming such a coach, your own life will be affected only on that superficial level. So many Life Coaches worldwide, set themselves on this journey with clarity and new direction, wanting to help people CHANGE the quality of their lives and achieve the same for themselves, but it seems that they didn't dig deep enough; to empower themselves with the right knowledge and skill set. If you keep doing what you've always done, you'll keep getting what you've always got. Although very logical, in real life that statement is not entirely true. In nature, things cannot stay the same. Everything is constantly either growing or dying. You cannot stay the same, regardless of your perception. So if the perception is that you are staying the same, you are most probably not growing, but dying. Nature is not kind to any stagnation of life, it only supports the life promoting behavior - growth.

If you are interested in being much more effective in gaining control of your own results in life and truly helping people create sustainable/lasting change, then read on, as we look deeper into this equation... If our results are caused by our behavior (and they are), then what is causing our behavior? It seems like it would be a really important question to answer, especially since over 95% of all our behavior is on autopilot - unconscious?

State > Behavior > Results

The answer is State - our state of mind - emotions. Please consider that your state is not only contributing towards your behavior - it determines it! When you are in congruent states, entertaining a coherent emotion, do you have a choice of your behavior? We'd like to think that we always have a choice, but how real is this? When you are really angry, what are the possible choices of your behavior? It probably ranges from kicking a wall to breaking something, to saying hurtful things... to who knows what. But it's seemingly impossible to produce any other behavior that doesn't belong under that state. It seems as if at the time of being in such a state, our options are limited to the range of behavior dictated by that particular state. All our behavior is state dependent.

This is where the great wave of motivational speaking came to town. We realized that if we can alter people's states, they will behave differently! They will find it easier to produce different (often required) behavior and this had massive impact on people's results. As everyone knows by now, motivational speeches have a very short term effect on the majority of people. It often wears off rather quickly and no sustainable change happens, but rather a short lived one. The reason for this is: the motivation was provided by outside stimuli, it wasn't self initiated and it is not self maintained. The moment the juices wear off, everything goes back to where it always was, back to the known, habitual states and behavior.

But how is our state generated? What is causing it? Are we in charge of it or is it something that is happening to us habitually too? Most people live according to the idea that states are happening to us and often feel victimized by life in one way or another. Your State is where you find your quality of life reflected and not in your Results. We say we woke up on the wrong side of the bed, or blame it on the moon, the tides, other people and the list goes on. All these causes are outside of us. Our state depends on those things and is out of our control. This mindset is disempowering and crippling, isn't it?

We realize that taking charge of your state, empowers you immensely and allows you to choose the most serving states and therefore most serving behaviors for the occasion, in order to produce desired results. As you can imagine, this is much easier said than done. Positive thinking and optimistic attitudes affect your state, for as long as you consciously insist on them. But this is, once again, very hard work that is not sustainable for most people today. It's too much effort and the old, habitual states always find ways to resurface, 95% of our time. What is the answer then... how do we get back into the driving seat, how do we take charge of our states again? Well, we need to dig just a bit deeper still... What is causing our State, automatically?

Conditioning > State > Behavior > Results

We use the word conditioning, to summarize many things that are affecting your state. It's quite a list of things and here are just a few of them:

- **Values:** these are the things that are important to you. Your top 5, most important values in any given context of life, will determine over 80% of all your self initiated motivation, drive and focus. This has a major influence on your state, constantly. You don't focus on and think about things that are not important to you, do you? You do spend most of your time focusing on the things that matter to you.

- **Beliefs:** they act as the very pillars of our reality. Beliefs are what we believe to be true or not, possible or not and how things are for us. They are all learned and not a true reflection of who you are or what is possible for you. Often we recognize certain limiting beliefs about ourselves or the world we live in, and feel we have no power of changing them. Beliefs, by default, will always actualize themselves. Henry Ford said long ago: *"Whether you believe that you can or that you can't... you are right."* Your state and possibilities in life will largely be determined by your beliefs. It's as simple as that. If you don't believe that something is possible, you will not even attempt doing it.

- **Memories:** the sum total of all your experiences in life, everything that ever happened to you, is perfectly stored in your neurology and your mind uses it as a reference of how things are in life, their meanings and your expectations of life in the now. Metaphorically speaking, I find people walking through their life looking at the rear-view mirror. We are incapable of experiencing the present moment in life, without filtering it through our past experiences. This determines how we feel today and our experience of the quality of our life. This is huge, as we walk around carrying all our unresolved negative emotions (the baggage, burdens of life) which have a major influence on our perceptions and natural states. Health wise, this is where most of our dis-eases stem from. This is where we find most of the root causes of all our problems. Overcoming these, changes our past and sets us free from the burdens of life, allowing us to naturally be in resourceful states, allowing us to heal and be our true selves.

There are obviously a few more items that form our conditioning and have a great influence over our results in life. The ones above paint a clear picture of how these things are shaping our perceptions, focus, and actions and ultimately the results in our lives. These things are not to be ignored, as you will find the root cause of many of your problems stemming from one or all of them. Instead, we choose to empower ourselves and invest in learning about our mind and bodies and how they all work together; how we can now utilize the potential that we have and truly create the lives of our dreams. It's certainly possible.

Instead of fighting the system and going against our own nature, we can make changes deep in our psychology and neurology, at the place where it actually counts. When we find the root cause of our problem, we learn what we needed and overcome the cause so that the desired change becomes real. When you make changes in your conditioning, the chain of effects keeps repeating itself, this time effecting naturally positive states, resourceful behaviors and thus the desired results.

Things are very simple from here onwards for you. You have at least the following 3 choices:

1. If all you want is a Life Coach certificate, then do yourself a favor and find the shortest and cheapest online course that will mail you their certificate in a matter of days. If this is your sole intention, then do yourself an even bigger favor and print yourself a certificate that you can put on the wall. Why waste resources on a meaningless piece of paper?

2. If you want to help people get some clarity, help them realize that they are the ones responsible for their results and that they now need to somehow change on their own (because you cannot help them), then almost any Life Coach course will do.

3. Finally, if you are interested in becoming a super star Life Coach, with great Coaching and advanced NLP skills and expertise, someone who can actually affect the world around you, help people heal and grow, help them let go of the burdens of their pasts, help them change their limiting beliefs, help them break their old habits and adopt new ones, help them change their perceptions, help them become whole again and so much more... then keep reading as I strongly believe that you are in for a beautiful surprise.

At Robert Simic Coaching Institute we teach the most exciting, empowering and effective knowledge and skill set known to us. It is a collected body of knowledge and skills that have been around for a very, very long time. Then, we combine this with the latest knowledge from Neuroscience, that reveals how magnificent we actually are in our potential and ability to change quickly and effortlessly. We create a place where science and spirituality meet together in unity. We utilize techniques and teachings from the beginning of human psychology till now, from west to east, north to south, regardless of their origins - whatever is ecological for us and our planet, effective, instantly applicable and focused on lasting change and increased choices... these are all part of our teaching.

If these words resonate with you and something inside of you is touched by the sheer potential of what we are capable of doing and creating here in this world, then that means that you are a good fit for us too. We are happy to meet/chat with you and discuss your personal intentions and welcome you in our world - a world of infinite potential, where you can do and become anything that you want in life. Operating as such, your clients will be able to become whoever they want to be as well. Once you understand the science of change and speak the language of their mind, you will be able to help them change easily and quickly.

For me personally, when our medical science stops and informs the patient that his or her days are numbered, as they cannot help them any further... these are the defining moments for us as human beings. Why do some people walk out of that hospital days or weeks later, having all their symptoms vanish and their health restored? If our science cannot explain it, they call it a miracle. For me, it

truly is a miracle, the miracle of you and your nervous system, the most magnificent creation known to us yet. How about you, have you settled for less and have you bought into beliefs that limit your own ability to heal yourself or create the life of your dreams? Or are you choosing a life full of possibilities and daring to explore the boundaries and beyond?

So people are rather surprised that 88% of Life Coaches fail... the question is rather: How could they not? Not having the opportunity to truly resolve their own burdens, learn what was needed and change from within is making it nearly impossible to create and then to maintain that new desired life. Our conditioning sabotages us and it wins more often than not. Well, at least 88% of the time, in this case. Don't be a statistic, do what is required to ensure that you get the most valid knowledge and skills. When you do, you will **become a coach** and not someone who knows about coaching. You will not have a job, you will not find it difficult. Instead, you will find yourself living an inspired life, a coach that lives, walks, and breathes the talk. Life becomes an effortless stream of synchronicity and the whole world conspires to help you manifest the new you, from within.

If what you've just read looks, sounds or feels just like what you've been waiting for, then get in touch and enquire about this journey. Robert Simic Coaching Institute exists because of people like you. I look forward to meeting you in person and serving your purpose further.

From my heart to yours - Robert Simic

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