

INTRODUCTORY NEWSLETTER

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*"Our goal is simple...
to help you reach your
personal and business
goals the way you
were meant to."*

Welcome to Results Coaching

Our goal is simple... to help you reach your personal and business goals the way you were meant to. We are committed to helping clients increase their individual performance in the areas of career, business, fitness, personal relationships or health.

Coaching is not counseling, consulting or training.

Counseling looks at what is not working and tries to fix it, whereas coaching is forward looking and focuses on where we go from here.

Coaching is not consulting which tends to be about giving answers to specific problems. Coaching deals more with the person and less with external factors. It is not about giving advice but about providing feedback, clarity and support.

Coaching is not training as training is imposed on the client. Coaching goes where the client needs to go. Coaching can however support training as makes the client personally accountable for the strategies, actions and outcome.

Coaching creates leaders. Whether you need to improve your lifestyle, are an entrepreneur, executive with a multi-national firm, coaching can

dramatically improve your performance. It can help you achieve results you want which would otherwise be impossible to achieve on your own.

The attached coupon automatically qualifies you for an obligation-free Trial Coaching Session. During this FREE confidential one hour session, **you receive tangible benefits by setting three exciting, measurable and achievable goals.**

THE NEXT STEP

If working with you is appropriate and you are serious about creating positive, vibrant and long-lasting changes in your business, career or life, I look forward to sharing your excitement as you clarify your goals, define your strategies and make your dreams real.

To ask any questions or book for a confidential and obligation-free 60-minute trial session, simply phone: 5984 2179, Mob: 0408 102 512 or contact me via e-mail at alan@expectresults.com.au.

Warm regards,



Alan Perkins
Principal

What is Life Coaching?

The very word 'coaching' is appealing to many people, especially men. It allows individuals to access basic life skills in a way which is socially acceptable. Work is one place where most men usually feel competent, or at least comfortable. Obtaining a work-life balance acts as a bridge into their personal life and allows them to focus on solutions - to see where they are now, where they want to be in life and what they need to do to get there.

Professional Life Coaching is a completely different approach to human learning and is not about what's wrong and trying to fix it. Focussing firmly on solutions gives you a very different result compared to taking apart "the problem". Enlisting the services of a mentor, business manager, personal trainer and coach in one affordable package will help inspire and challenge you into action and discover potential you might never achieve on your own. No successful individual or team in the areas of professional sport or the arts would be without a coach encouraging them reach new levels of 'personal best'. Michael Jordan once remarked, "A coach is someone who makes you do what you don't want to do in order to be what you want to be".

Working in partnership with you by meeting in person or linking by phone once a week for 12 weeks, unhelpful habits in areas of relationships, creativity, personal development, business, career, fitness, friendships, sports and health are challenged. Using enthusiasm, humour and insight, new strategies are developed and action plans are implemented within given time frames.



FREE: LIFE COACHING SESSION - See Page 3

“Coaching draws out our personal dreams and desires in the areas of business, creativity, health relationships, finance, career and community.”

“Results Life Coaches work with clients within a proprietary 3 month coaching structure, for one hour per week in person or on the telephone.”

Life Coaching: Taking You From Where You Are... to Where You Want To Be...

A hybrid of personal trainer, sports coach, mentor, manager and best friend, life coaching has been hailed as one of this millennium's hottest new careers. Speak to executives, personnel and human resources experts and you cannot fail to hear the word “coaching” as it lies at the opposite end of the spectrum to “command” and “control”.

Coaching is usually taken by very successful people simply because they are ready for more. They take on coaching in the same way that top performers in sport take on coaches, because they want to get to another level. It takes them from where they are now to where they want to be, and

has also become the secret weapon of executives desperate to maintain an edge over their competitors. They sometimes feel something is missing and they don't have the drive and passion they once had. They want more balance in their lives or become inspired again. The coach is like an amplifier and is there to ask the right questions - clients get the right answer themselves and sets clear, inspiring goals.

Life Coaching draws out our personal dreams and desires in the areas of business, creativity, health, relationships, finance, career and community. It provides a unique opportunity to look at where we are now in life, where we want to be in 3 months time by developing a whole new awareness of what's happening in our lives. Powerfully re-focussing our insights provides a clear vision of how to achieve significant, inspirational, challenging and measurable goals.

“A Goal is something of real value, something we dream of living, something that would change our life if we achieved it... something uplifting, exciting and visionary”

(From “Personal Best” by David Rock)

How Coaching Works

Life coaching is like a synthesis of a mentor to believe in you and help you set bigger goals for yourself... A manager to break down the goals into 'do-able bits'... A personal trainer who will keep you moving along your path and a sports coach to give you feedback to help improve your game.

A Life Coach works one-to-one over an extended period of time. This way the work is targeted and focused to the client's need, plus the coach is able to make sure you really develop new skills and habits.



Results Life Coaches work with clients within a proprietary 3 month coaching structure, for one hour per week in person or on the telephone.

Over this time the coach helps the client set goals, provides feedback, perspective, encouragement and new ways of tackling situations. It's like having someone "running alongside you" in life, giving you the extra

input and insights that can really make a difference to your success.

Coaching is a natural part of life

Parents coach their children into happy, healthy adults. Friends coach each other to have more confidence in themselves. Married couples coach each other through the various hurdles of life.

Coaching is all about having someone believe in you and encourage you, about getting valuable feedback, about seeing things from new perspectives and setting your sights on new horizons.

Every successful athlete and performer today has a coach of some sort. A life coach makes coaching available to anyone wanting to achieve their best, in any field.

Life coaching is not another 'how to' course. It is a powerful alliance between two people that produces exceptional results.



“A Coach is someone who is able to intervene in the way people act so they may take full advantage of their competence and talent in their chosen field”

(Anonymous)

PROFILE - Alan Perkins



With strong 'hands-on' entrepreneurial and corporate experience in building successful businesses both locally and internationally, he understands the pressures faced by Business Owners, Executives and Entrepreneurs and understands the value of a different perspective and the importance of an unbiased sounding board. With an extensive background in Sales, Marketing and Management, he is well qualified to help individuals and companies achieve their personal best. "I believe it is an enormous privilege to work alongside someone willing to move outside his or her comfort zone, embrace change and uncover things most important to him or her".

number of international training seminars and trade shows. He was category winner with the Victorian Enterprise Workshop program for entrepreneurial development and received several government-sponsored export and enterprise networking grants. His business was also recent finalist in the Ron Carr Enterprise Award for innovation.

"Being both supportive and determined, I am 100% committed to your success. Together we develop new strategies and regular 'doable' action plans, which subtly and rapidly change old, unsupportive habits into new habits which ensure your personal or professional success."

After running a successful business for more than 28 years in partnership with his wife, he made a career change, which not only created a positive change in his own life but also dramatically improved the life style of others. Having trained with Results Life Coaching (a member of the International Coaching Federation), he started his own coaching practice, bringing with him tremendous depth, knowledge and integrity to the business of Coaching.

Alan was a Board Member of various Industry Organisations and been a coach, trainer, speaker and workshop facilitator for a

His hobbies include web design, travel and improving his golf handicap.

"I believe it is an enormous privilege to work alongside someone willing to move outside his or her comfort zone..."

Please accept this bonus Gift Certificate with our compliments.

This certificate entitles the bearer to a one-hour obligation-free and confidential Trial Coaching Session. You can expect set some powerful and inspirational goals that will be of real value to you now. It will be entirely your decision if you wish to continue with the full 12 week program.

For appointment please see contact details below:

Please cut here

GIFT CERTIFICATE

Redemption and completion of trial session counts towards total course requirements.

CONDITIONS OF USE:

*Coupon valid for 14 Days from receipt.
Trial session is without cost or obligation.*

**FREE
1 HOUR
TRIAL
SESSION**

Presented to: THE BEARER

Presented by:

**expect
RESULTS™**

LIFE, BUSINESS AND EXECUTIVE COACHING

Tel: (03) 5984 2179 Mob: 0408 102 512 Fax: (03) 5984 2179 E-mail: alan@expectresults.com.au

“Life Coaching is like a synthesis of a mentor ... a manager ... a personal trainer, and a coach to give you feedback to help improve your game.”

There are 6 Powerful Reasons Why Life Coaching Works

1. Individual Challenge ...

Life and Business Coaching is a relatively new field whereby the individual is encouraged to reach his or her full potential by changing old habits which no longer serve that individual. Like and Olympic medallist, people perform at their best when appropriately challenged, and most people don't challenge themselves enough.

2. Empowering ...

In coaching, the focus is on empowering the individual to develop his or her answers. Maintaining a firm focus on solutions and developing systematic and challenging approach allows you to claim a deep sense of self, purpose and personal awareness.

3. Managing ...

Life Coaching is like a synthesis of a mentor who believes in you and helps you to set bigger goals for yourself... a manager who breaks down the goals into specific, measurable, 'do-able' bits... a personal trainer who will keep you moving along your path, and a coach to give you feedback to help improve your game.

4. One-on-One ...

Life Coaches work one-on-one over an extended period of time. This way the work is targeted and

focussed to your needs, plus the coach is able to make sure you really develop new skills and habits. Life Coaches work within a proprietary 3-month coaching structure, for one hour per week in person or on the telephone. Over this time the coach helps the client set real goals worth going for, strategies and action plans, provides feedback, perspective, encouragement and new ways of tackling situations. It's like having someone running alongside you in life, giving you the extra input and insights, which can really make a difference to your success.

5. Feedback ...

Coaching is a natural part of life. Parents coach their children. Friends coach each other to have more confidence in themselves. Couples coach each other through the various hurdles of life. Coaching is all about having someone to encourage and believe in you 100%, about getting valuable feedback, about seeing things from new perspectives and setting your sights on new horizons. Every successful athlete and performer today has a coach of some sort.

6. Synergy ...

A Life Coach makes coaching available to anyone wanting to achieve his or her best, in any field. Life coaching is not another 'how to' course. It is a powerful alliance between two people that produces exceptional results.

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NEWSLETTER

FREE: LIFE COACHING SESSION - details enclosed