1. Describe your ideal client and their problem or pain

Ideal client -

I coach people - pleasers, carers, nurturers, givers. Anyone who always puts others before themselves, whether by choice or circumstance.

Their pain -

Why are they looking for a coach (what’s keeping them up at night)

Have you forgotten what it feels like to do something just for yourself? Does spending time alone make you feel uncomfortable because it is such a foreign idea? You might feel burnt out and stretched thin, which usually leads to you taking it out on the people you love most. Your shopping list never includes an indulgent item for yourself. You may have become resentful of your role, especially if it’s not by choice. You feel like you have no time to dedicate to your own wellbeing. Chances are that you've reached your limit, and know something needs to change.

1. My solution to their problem and how I can help them

Imagine a life where you still show up for the ones you love, but with boundaries in place to protect your own health and happiness. Where your shopping list contains a treat for yourself more often than not, and you look forward to a self-care date, whatever that might look like. Where you wake up feeling energized ready to go. But it’s not all about making you feel better. It’s also about being better equipped to do your job. It’s about filling up your cup.

You can’t take care of others if you don’t take care of yourself.

The oxygen mask rule exists for a reason.

You can have this (ideal scenario) but you dont because xyz

Until now, you have not prioritized yourself. You’ve put your own goals, dreams and needs aside and only nurtured others. You’ve said fake yes too many times. You’ve neglected your physical health and meaningful connection with others because you have felt compelled by your duties as a carer, parent, spouse or friend or employer.

Because pleasing others is what is familiar to you. How you get your validation as a human. Something you have to keep up, otherwise what might everyone think?

Living up to the words ‘nice’ and ‘kind’ gets pretty tedious if those are the only qualities people associate with you.

How can I help-

‘This is where my coaching comes in’. What are we going to do to fix this

My role is to help you prioritize yourself. We will explore your essence and rediscover it if need be. We will challenge beliefs that you have about yourself, others and how you show up in the world. Through careful enquiry you will get to know which of those beliefs no longer serve you. Our partnership exists for your benefit. For once, it can be just about you. My job as your coach is to be your personal cheerleader. To celebrate the wins one small change at a time.

How will they feel afterward-

Being a carer, people-pleaser and most often a highly sensitive person, coaching might initially leave you feeling guilty for indulging in something so self-centered. That said, the benefits of coaching will soon become more apparent. You will become less snappy and overwhelmed. You might wake up feeling refreshed. You might be brave enough to say no once in a while. These small wins will leave you feeling empowered. Hopeful. Excited even. Because we all only have one life, and it’s up to us (and only us) to honour our essence.

1. My background and why I am uniquely qualified to help them

In the midst of the pandemic I started rethinking my life path. Stuck at home apart from work, I attended a life-changing ICF accredited coaching course. My training was invaluable, and my tool box is filled to the brim, but my life experience is what has made me the coach I am today.

I am a carer, giver, nurturer and recovering people-pleaser myself. Growing up I was faced with several very challenging and traumatic situations.

It was a no-brainer when I left school to delve into a career of care. In my early twenties I was an aupair for six years for a family that has since become as good as my own. I then pursued nursing and a degree in psychology, followed by working many years in the healthcare industry.

I am also a birth doula who supports and cares for expectant and new mothers.

It has been only a year since I completed my coach training, but I’ve been informally coaching people throughout my life. My lived experience together with my education and qualifications are the perfect backdrop for my coaching practice. I coach intuitively and in the moment. That means I do not follow a set format or style for each session and client. Coaching is a dance. Being present in the moment while being ready and agile at all times to change the rhythm and tempo when needed. Shall we?