



Digital Marketing Superhero



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WHY I HAVE A BUSINESS COACH, AND WHY YOU NEED ONE TOO.

Julia Taine (Vent2Me) // JOURNAL, MY THOUGHTS // business coaching, Corina Lorenzi, vent2me // 2

Earlier this year I made the conscious decision to no longer think of my business as a hobby. I realised I had the potential to turn Vent2Me into a digital marketing success story, if I wanted too.

However, I knew growing my business into the empire I desired would be hard, I knew that I'd have days when I wouldn't be able to cope. So I made the wise decision to hire a business coach and I haven't looked back.

Spending money on oneself is scary, especially when your business is relatively new. I struggled with the idea of having to outlay a considerable amount of funds when I still didn't know if my business would be successful.

But I'm telling you now, hiring a business coach is the best thing you can ever do. Here is my story.

I met Corina Lorenzi from **Elite Success Strategies** late 2014 at a BNI meeting in Greensborough, Victoria. From the first moment I met her, I knew there was something special about her. Calm, friendly yet direct, it was obvious Corina knew her stuff. I was delighted that she actively came out to speak to me. We seemed to have similar values and a love for the word 'awesome'.

In early 2015, Corina contacted me, it was awesome (I told you I loved the word awesome) that she remembered me.

We got to talking about my ambitions, goals and struggles and I felt that Corina would be able to help me through this. I loved her tenacity, her no BS attitude and for the first time in ages I felt in control of my destiny.

Below are five key learnings that I've discovered during my journey with Corina:

1. There is a broad range of people calling themselves business coaches:

The industry isn't regulated. The definition of a business coach is often confused. Do your research first and make sure you choose someone who is the right fit for your business.

Don't fall for flashy sales pitches or the cheapest option. If you want to be taken seriously then you do need to realise you may need to spend some money on yourself.

2. Business coaching is a tax deduction for your business:

What? You say. If your business is paying, as was the case for me, then the situation is clear – it is a legitimate business expense. So use it.

3. It's awesome to be accountable to someone who isn't a loved one or friend on your side:

Running a business is hard. Having family and friends is great, but sometimes it can be difficult discussing certain aspects of your business with them. Having someone who is independent to your situation provides a sense of reassurance that is priceless.

I've achieved so much in the time I've had Corina as my business coach. I can't believe how much my business has grown.

4. Be prepared for change:

You may think you know how you want your business to grow, but your business coach will open your mind to new possibilities and ideas you have never even thought of! Trust me, it's true. Below are four ways my business has changed thanks to Corina:

1. Corina's analysis of my DISC profile revealed that an office space would be of high value to the success of my business. I never thought at this stage of my business I'd be able to have an office, however destiny had other plans and I officially moved into my office on the 1st of July 2015. I share an amazing space with **Cady Design Group** and **Templeton Murphy**.
2. Before I worked with Corina I was hopeless in pricing my services effectively. Corina helped me work through this. I now charge a rate that ensures I can afford more than just beans and toast for dinner. I never thought I was worthy enough to charge more and Corina really helped to overcome these low self-esteem issues.
3. Corina showed me that I'm in control of my destiny that it's up to me to succeed. It is the most liberating thing that I've discovered. She's really changed my world view.
4. I was struggling to find ways to generate passive income and to marry my love of teaching with **Vent2Me**, through discussion, Corina helped show me a way to make this possible.

5. Neuro-linguistic programming (NLP) is not hocus pocus:

NLP is behavioural modelling which means that any task completed extremely well can be decoded and replicated so that you can change your behaviour for the better. It can help you overcome bad habits by forming new positive habits. NLP is practised by top entrepreneurs around the world and it can be the difference between why you succeed in business or don't.

NLP is amazing, I couldn't believe the transformation it has made to my life particularly in improving my work habits, making me more efficient and ensuring I get up early in the morning.

Finally, a MASSIVE thank you to the fabulous Corina from **Elite Success Strategies**. You have been an amazing

confidant, business coach and friend. I owe much of my success to you.

Jules x

☐ OUTSOURCING CHANGED MY LIFE AND GAVE ME THE FREEDOM I DESPERATELY CRAVED.

IT IS THE LITTLE THINGS THAT MATTER. THREE TIPS FOR BUSINESS SUCCESS. ☐

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AN INTROVERTED MIND. AN EXTROVERTED PERSONALITY.

2 COMMENTS



Corina Lorenzi // November 23, 2015 @ 9:57 am

Julia, I fell so honoured and humbled by the kind words. It's a privilege being your coach, to see you reaching for the stars and to help you achieving the success you truly deserve. Corina

REPLY



Julia Taine (Vent2Me) // December 1, 2015 @ 12:39 pm

Hi Corina,

Thank you for your kind words! You have been such a life line for me. I really can't thank you enough. You continue to go above and beyond and I will be forever grateful to you x

Jules

REPLY

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JULIA TAINE

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