

The perfect life

You can have it all (if you're willing to work for it)



When I met Edward Ross, he was overweight, out of shape, and working *in* his business; not *on* it. He struggled with fitness and family balance. He had no time for anything and everything, or so he thought. Edward needed help. Sound familiar?

The first time Edward ran the stairs, he almost fell over. Now he can do six flights of stairs five times in a row holding 20-pound dumbbells. He's faster, stronger, and his endurance is way up. He's on track to lose the unwanted pounds that have been weighing him down for years.

Through working with a life coach, working out and eating properly, Edward has lost 20 pounds of fat, changed his look, and started to work on improving his life. He's now well on his way to becoming a

millionaire; business is up 300 per cent. Edward has set himself above the crowd as one of Calgary's premier wedding photographers. Simply put, working with a life coach is changing his life.

What is Life Coaching?

Life coaching is one of the fastest-growing businesses in North America, and potentially very lucrative: Forbes magazine reported that about 20 per cent of the 10,000 registered coaches earn six-figure incomes. Great fitness trainers and life coaches can harvest the immensity within you, like a giant tractor on the farm field of your life. We all have the potential to be truly great, but unfortunately 90 per cent of us live reactively, day-to-

day, with no plan. If we could wave a magic wand over your head, with money and time no object, what would you create?

Life coaching helps you learn how to be more successful and profitable while working less. Life coaching creates a feeling a greater sense of fulfillment, and literally to attract more of what you want by learning a process to tap into the Laws of Attraction. Who wouldn't want a killer body, to make more money, have happier kids and spouses, and have more happiness? Many successful and prominent people like Tiger Woods and Donald Trump have coaches.

So how did Edward do it? By making the necessary changes in his life and moving forward incrementally. He got organized, stopped making excuses and started to

work out three times a week. He created new wedding photography packages, and now offers a \$15,000 platinum package.

"The biggest thing I needed to know was how to tie everything in my life together," Edward told me.

"(To have) a successful career I knew I needed a better work/life balance. I now have more confidence to reach for my full potential, not shackled by the past. There are no limits other than what we put on ourselves; life coaching makes you believe in you and all your possibilities," says Edward.

Try this exercise: if you were to create your perfect life, what would it look like? Take a piece of paper and write it down. As the oracle said in the Matrix, "that will cook your noodle." This one thing could totally change your life, and if you hire a life coach you can implement it. But what do you do when you want it all? I'm here to tell you: go out and get it. Whether fitness or a better family life, more money or more happiness, whatever you're looking for is out there for you.

All life coaches I know have their own coaches. It's a great investment in yourself. The return can be huge. Just ask Edward, he increased his business by 300 per cent in one year. It's funny, I still run into people who really have no idea what life coaching is or what it can do for them. Remember, three-to-four years ago, not all fitness facilities had fitness trainers as a staple. I believe in another three-to-four years we'll see life coaches or lifestyle fitness coaches in all our gyms.

—ALLAN FINE

Allan H. Fine holds over 25 titles and certifications, and has trained and educated thousands of people in exercise, nutrition and a positive outlook on life for more than 18 years.