**Ideal Clients**

40 – 75 y.o. men and women, working in a senior, or leading position

Financially successful

Introverted, thoughtful, interested

Interest in/Background of meditation, self-development

In conflict, inconsistent

**Ultimate Outcome**

“I help my clients find calm clarity and consistency in any difficult situation”

**Important!** In my case, Ultimate Outcomes depend on my HEOB program topic:

* *Inner Critic Program:* “I help my clients free themselves from inner criticism and find good ways to set boundaries and achieve what they always wanted.”
* *Corona Crisis GPS Program:* “I help my clients find calm clarity during uncertainty and find possibilities and new ways to grow instead of fight, flight and freeze.”

**Core Client Question**

General: (This needs more specification depending on HEOB program topic)

“How to deal with this? I am confused, and anxious!”

“How can I get out of this stuck, confusing state of mind?”

“How can I have less conflict, indecision and stuck places?”

“How can I find out what is important to me?”

“How can I live without feeling so wrong, stressed, and out of my depth?”

**Success Story**

C, founder of a business for self-development, earns millions with his products and seminars – but is deeply entangled in self-loathing, and often feels burnt out and in pain. After working with me for several weeks he starts noticing a core issue, which as a result leaves him disconnected to his employees, friends, and his wife. After a few months with me he experiences much more connections with himself, feelings of being proud, being loved, and wanting to declutter and reduce. Today, he is even more successful then he was when we first met – plus he enjoys a fuller life, not just forced by an “inner general”.

A, employed (HR), suffers from inner criticism and being the target of colleagues making fun of her and not taking her seriously. She tries to please everyone, and work 120%. Inside she fumes, and she doesn’t know what to do. When she started working with me, she was a mess – and directing her anger at everything and everybody … which makes her miss the point. She learned to listen to herself and found together me what it is that is important to her, what her goals and wishes were, and what her strength and resources. She started to have small successes, like saying “No”, setting boundaries and be clear in her communication and body language. Now, after a few months of work, she compiled a list of successes, which made her think: She said to me, listening to herself in this way rescued her life, and she will do this now on a continuous base.

S, was always angry on his workplace and just received a warning from his employer. He is leading a department, and his behavior towards his supervisor was provocative and he was, unconsciously, escalating all conflicts, including anger outbursts. This made him feel even more angry, frustrated and stuck. Working with me he was able to figure out deep trauma and by working with it to transform his behavior. After more work with me, he is now respected, sought after, and proud of what he achieved.

**Values**

**We are all humans.** We all need to reflect, develop. We need to be empowered to be humans and find acceptable solutions. When I connect to a potential client, I see him or her as human being.

**Coherency/Consistency/Integrity.**People I work with know, how important it is for communication, negotiation, planning, … that you can be coherent/consistent with (1) yourself and (2) the situation you find yourself in. This value is like a main goal for my work. Coherency, Consistency, Congruence, Integrity. I want people to be exactly who they are and stop pretending. I believe that when someone is congruent, he will be alive and successful in a more complete way.

**Unclear.** Being unclear is great 😊 and the basis for my work: Generating new, fresh perspective. Unclear is valued, not de-valued.

**Slow.** I want to be able to be slow as default. Yes, I can be fast. Bust slow is my pre-requisite in my work. If someone wants “only” fast from me, we can’t do business. Slow means being able to feel your body, to think deeply, to take time, to not rush over things or people.

**Unique.** Finding solutions that are unique to you, as well as unique to the challenge presenting itself.

**Hidden love.** Love in the voice. That’s the place I want to cultivate in myself. I find it’s the practical application of the principle of “we are all humans”. Can’t explain it better, but it is very important for my work.

**Hidden offer.** I am not shouting. Instead I am informing and give high quality content.

**Unique interest.** This is key for all my meetings with people. I am really good in this, but I never knew it is helpful 😊

**Helping each other.** I just offer to call people and talk to them about anything. No more hurdles and tire kicker labels. I have my products in mind, but priority is getting to know each other and helping each other.

**Self-confidence.** I write self-confident. If I sense my service would be helpful for someone, I say that.

**Planet Earth/Connected.** Since Corona hit, our connectedness, and planet Earth, needs to be in my values. Not sure what it means.

**Business Vision**

*“I hear you are doing very well and now have the life of your dreams. What is your business and life like right now?”*

I am working with high-end, senior, thoughtful people in key areas that interest me, like science, climate change, health. They come to me, because they look for that special space I provide.

I lead them into deeper thinking/sensing, contemplation, curiosity about what they do and want to do; what is important to them; I challenge them when appropriate, but the main quality they find here is calm and long-lasting inspiration and slow-burning energy.

I work mainly online, and I live in a beautiful rural area, with many local activities and friends I love.

I make 250000 Euro a year, and I still work on my own. I have a few partners though, for sparring. My office is at home, and there is nature all around, especially birds in my nesting boxes attached to the house, and wild bees. I have a big group of friends locally, especially through my interest in others, my active lifestyle and the sports I do. When I go out, I meet many people I know, and we talk and connect.

The most important feeling is love, being connected, humble, open, strong and wanting to talk to the nearby cows 😊

**High-End, Outcome-Based Program**

1. Focusing program, a*lready developed with you*
2. New program ideas, in development right now

Inner Critic Staircase – this will be a 10 hr package for about 2000

GPS for the Unknown / Crisis – this will be a 5 hr package for about 750

Background Models – this will be a high-end seminar for helping professions

**Strengths and Weaknesses**

*Strengths*

Fast, slow, flexible, creative, like to connect, generous, like to help, 1:1, 3 languages, Great with any stuck inner places, acceptance, listening, finding ways forward, challenge, open to change and grow, persistent, loyal, being able to “hold” customers for months and years, techy, cooperative, big network, international, find the “hot” spots quick, experienced

*Weaknesses*

Unstructured, lazy, still stuck in a method, bad with money, Triggered around companies/perceived authority, need an assistant 😊, unforgiving, bad with tracking/organizing my work, easy to again and again stop beneficial activities (self-sabotage), hard to get new customers, shy

**Commitment**

I make millions of individual contacts/invitations/meetings with unique interest in the human being

I stop being shy 😊