

# Why my online coaching is **BETTER** than live coaching

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## **The emotional effect**

When you're in front of a live human, your senses and emotions are more aroused—especially if you feel inferior or out of place. Imagine yourself going to a gym or weight loss center and sitting down with a very fit person and how you would probably feel anxious, inferior, nervous, etc. With these emotions flowing through you, there's no way you'll be able to see your thinking and make progress toward reprogramming yourself for success.

I found this sabotaging effect occurring all the time. Realistically we needed 3-4 sessions just to talk and let my clients become comfortable with me before we could learn ANY lessons. But not many clients wanted to pay the session fee just to talk and get to know me. Everyone wanted to get started on the training. But because their brain was still uncomfortable, they were not able to be fully honest and open and the lessons usually were unproductive and from that place it was often very hard to recover!

With coaching you online, you can be comfortable in your own home or wherever you find the most comfort. This is VERY important, you must feel comfortable and safe to be able to look in the mirror and work on making the changes you desire in your thinking. In fact this is THE essential reason this program IS successful! So you'll want to find a time and place where you are free from interruption and others. With distractions you won't be able to focus and learn.

## **The dependency effect**

Often I found that people who go see a trainer or coach live 1-to-1 eventually come to think they don't have to do anything other than show up for their sessions. There seems to be this natural tendency to become dependent on the person we're seeing for our success. I think people come to believe their trainer is supposed to "fix them" rather than understanding the coach's job is to give information and insight to help the clients make their own changes.

With my on-line coaching you'll learn to be an independent self-doer from the start. One of my first goals with you is to help you to step up, take responsibility and take charge of your own life! Every single self-help book is totally clear on one thing—until a person takes personal responsibility for themselves, they'll never change! My coaching focuses heavily on this key element for success!

## The cost effect

Obviously paying \$30-\$80 per session to see a coach, as well as the time and expense of travel is MUCH more expensive than working with me online. Often people can only afford a month of live coaching which is not enough to create the change they need for success and the result is another failure that further cements their inner belief that they just can't be successful! This YOU MUST AVOID!! I tell people that it is better not to try again than to fail again and provide your brain more "proof" that weight loss is impossible for you. Success is the only option!

With my coaching you can afford to stick with me in your life for more than a month or two which is a must if you want *permanent* results. What you will also find is that keeping people who have a positive effect on you in your life is something you'll need to keep for the rest of your life. I can continue to come into your life and be the positive power to you long-term in an affordable way.

**All this goes out the window** if you don't open my e-mails and decide you don't have time to do the assignments. This will be your first challenge—to get into the routine of forgoing **your subconscious brain's pull** to do other things and stick with your old routine. Realize that it's not YOU that wants to skip my e-mails, but your BRAIN'S old fear-of-failure programming!

Understanding where this force that wants to sabotage you comes from and then using your conscious override power to stop it and do what you want to do is your first and most important assignment!

**If you keep this awareness at the top of your mind, you WILL be successful!**

Dave