

WWW.EMPLOYMENTKING.CO.UK

Employment King – Online Coaching Course

Course E-Book

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- **Make Better Decisions**
- **Achieve Your Goals and Set New Goals**
- **Reduce Negative Self Talk**
- **Increase Personal Confidence**
- **Understand What Motivates You**
- **Model Excellence and Excellent People**
- **Understand Your Personality Type**
- **Change Limiting Beliefs**
- **Find Personal Happiness**

Introduction

Dear Reader,

Welcome to the ‘Online Coaching Course’ by Employment King, you like millions of other people have made the decision to make a real change in your life, if you could only make one big change to your life what would it be?

So what are you doing about it? Well, for a start you have bought this online coaching course, giving you the skills you need to take your life forward, while most other people would prefer to sit around and do nothing! They are waiting for a miracle to happen, for someone to come along with a magic wand or to find a magic lamp to rub to help solve their problems and manage their life – don’t they know that this only happens in Disney Films?

This course is about you getting what you want out of life, it’s about realising your potential and learning how to receive feedback from everything you do. It is about using what you might have termed failure into a learning curve; as we say in NLP (Neuro Linguistic Programming) ***there is no failure - only feedback.***

The truth is that to make a real difference you are going to have to take a real good luck at your life and to want to make a change which means you need to do some work and it won’t always be easy, as some changes involve looking at the cause of the problem which can be for some people upsetting.

Many people will have a belief about the world **“success comes easy to other people” “no-one will give me a chance” or “everyone is out to get me”** these type of beliefs are limiting and once you change your limiting beliefs you will see yourself moving forward quicker than you believed possible and I would add once you start to make one change, other positive changes will quickly follow, gaining momentum and speed.

- **What one thing, can you change today that will make a positive difference to your life tomorrow?**
- **What is stopping you from making this change?**
- **What plan can you put in place to overcome this barrier that is stopping you?**

This course is full of interactive activities, solution focused questions and coaching techniques that I use every day with my coaching clients, proven to gain positive results. Some of the language we have used is purposely vague and will not always be grammatically correct this is because we have written sections of the course to embed thought provoking ideas. This will influence your unconscious mind to look at solutions and the positives in your life while completing the exercises and between the weekly course sections.

You will be sent a mixture of videos, audios, e-books and presentations all designed to be used again and again on all your current and future goals.

By the end of the course you will have a fuller understanding of your personality and beliefs and what is really stopping you from moving forward. This course is for people with both significant and minor barriers and has been designed as a continuous course that you will use throughout your life.

You will become more motivated to achieve your goals as your confidence grows and you will learn to look at every criticism not as a knockback but as a perfect opportunity to improve. Throughout this e-book you will learn a mixture of Psychology, NLP and Life Coaching techniques which will continue to motivate you so that you can get the results you desire.

You will:

- **Discover your own belief system, strengths and areas you want to develop**
- **Look closely at your values and how these can affect your life choices**
- **Understand your personality; what motivates and causes you stress**
- **Learn how to reduce negative self talk and increase personal confidence**
- **Feel ready to set yourself new goals and feel empowered to achieve ambitions**

Why do some people hate their life while others love life living it to the full? The clear identifiable difference is simple; those who enjoy their life have been given the tools to know how to embrace what life throws at them. (Not all people are consciously aware that they possess or use these tools) The tools and techniques you will learn have been modelled on successful people which mean they can really make a difference to you and I would add you will also learn how to model anyone you really admire, but more on that later.

This online coaching course is split into sections; you will be sent different sections throughout a 3 month period, the course has been designed to challenge your beliefs and to help you achieve your goals and I would add this is not a read, digest then quickly forget e-book, this is an interactive course, for the techniques to be really effective you need to complete the exercises. The course guide is designed as a working document that you will use again and again to help you achieve your goals.

I would recommend reading each exercise at least once before trying them out, as many people especially those who are new to coaching and NLP may find the techniques strange at first, which is good as you need to try new things, as you will always get the same results if you do the same thing! **To gain a different result you need to do something different.**

And finally I would like to wish you good luck with **Your Life, Your Career, Your Future.**

Employment King

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- [Career and Life Coaching](#)
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Big Decisions, Big Changes

Making positive decisions is the first step to moving forward, we all make decisions every day, everything you do starts with a decision, these examples may seem small that they are all decisions you had to make, and the psychology behind this can help you achieve all your goals

- **You made the decision to get out of bed when the alarm went off or to press the snooze button**
- **You made the decision about which outfit to wear today**
- **You made the decision to go out the house or to stay in**

The decisions you make shape the person you are (consciously and unconsciously) and the person you will become in the future.

You made the decision to buy this course instead of spending your money on something else – what made you buy this course? Was it to get away from pain; **I don't want to feel depressed anymore; I don't want to live my life this way.** Or to find pleasure; **I want to be confident; I want to be proud of my life.**

Now you have your next decision;

1. **To start the course and give up half way through**
2. **To complete the course but not really try any of the techniques and exercises**
3. **To use the course to make a real change**

What is your decision?

I will

Making the decision to change is making a commitment to change; someone who makes the decision to stop eating fatty foods will never be heard saying “just one last bag of chips”

You have to be 100% committed, you need to really believe in your decision to change and the outcome this change will bring.

What decisions have you made to complete a task, to take the chance, to try something new, or have you decided NOT TO do something, over the last 5-10 years that changed your life or gave your life a new direction? This change could be positive or negative.

Record 5 past decisions and their outcomes

Decisions	Outcomes
1.	
2.	
3.	
4.	
5.	

Each decision you make has an outcome; as an example, when you wake up in the morning you have a decision

- **Do you take the time to make an effort with your appearance or just put any old thing on and let the hair sort its self out?**

Small decisions can have big outcomes, from making the initial effort with your appearance you will start to feel good, other people you meet might comment on your appearance increasing your level of your confidence, this new confidence leads you to make an effort with your appearance every day, and quickly you gain a reputation as a confident stylish or smart looking person. As with many people you will live up to your new identity, living a confident and stylish lifestyle - this also happens when you make the decision not to make an effort and you start to live up to your reputation as an unattractive person with low self esteem.

Two people born on the same day, one is born into a wealthy family while the other grows up in poverty – who do you think will become the most successful in life?

Your surroundings and environment you grow up in, don't make a difference to how your life will turn out, your life is determined by the decisions you make. As an example, someone growing up in poverty may use this experience to make a decision to be successful so his children never have to experience the life of poverty. While a person growing up in a wealthy family may have a belief that they have all the money they need, they may make a decision not to study hard at school, as they don't need to earn a living, long term this decision to not study and learn, can lead to them making disempowered business decisions which leads to them losing their fortune.

We have all heard of hundreds of successful people who *come from nothing* only to achieve their goals, later in the course you will learn what makes successful people successful and I would add they all started with the decision to achieve their goal no matter what obstacles they come across.

Everything we do comes down to the decisions we make, the first lesson you need to learn is ***you have a choice***, you can feel anyway you want to feel, you can choose to change your beliefs and it is up to you if you want to be successful.

- **What do you want to achieve from this course?**
- **What would be the best outcome for you?**
- **What are your life goals?**

Your future Goals and Outcomes

-
-
-
-
-
-
-
-
-

It all sounds so easy; all you have to do is make the decision to have a better life, so why do so many people choose not to?.....

My Pain, My Pleasure

The power behind all our decisions is the power of PAIN and PLEASURE (being motivated by the Carrot or The Stick), everything we do, we do to either get Away From Pain or to Gain Pleasure.

Can you think of a time when you have needed to take action but you can't get yourself motivated? You start to feel frustrated and annoyed with yourself. This is because on an unconscious level you think taking the action now is more Painful than leaving the task to a later time (I want to clean my house, but it's such hard work and I feel tired). After you have put something off for so long, you sometimes get a quick desire to do it right now; this is because unconsciously you have moved the association of Pain from doing the task now, to associating pain to putting the task off (if I don't clean the house now, it will start to stink and attract rats, people will think I'm dirty).

As an example, say you meet someone you are really attracted to, someone you know would be perfect for you, yet you don't ask them out on a date –why? Because in that moment of decision you associate more pain to asking this individual out then you do to pleasure, you visualise yourself in your mind's eye being turn down, looking silly and feeling embarrassed.

The association of pain changes people's outcome to their decisions

Decision	Associated Pain that Stops You
To start a new business	It could go wrong and I would lose all my savings
To lose weight	I would be so hungry while I diet
To get out of bed	It's really cold out of bed

Pain can also help, if you associate enough pain to your decision, the feeling of pain can kick you into action. With the dating example above, you may realise that this is the only time you will get to meet this person and if you don't ask her out now you will never get the chance again, you visualise yourself living your life without her, as an older lonelier version of yourself telling you that you should have asked her out.

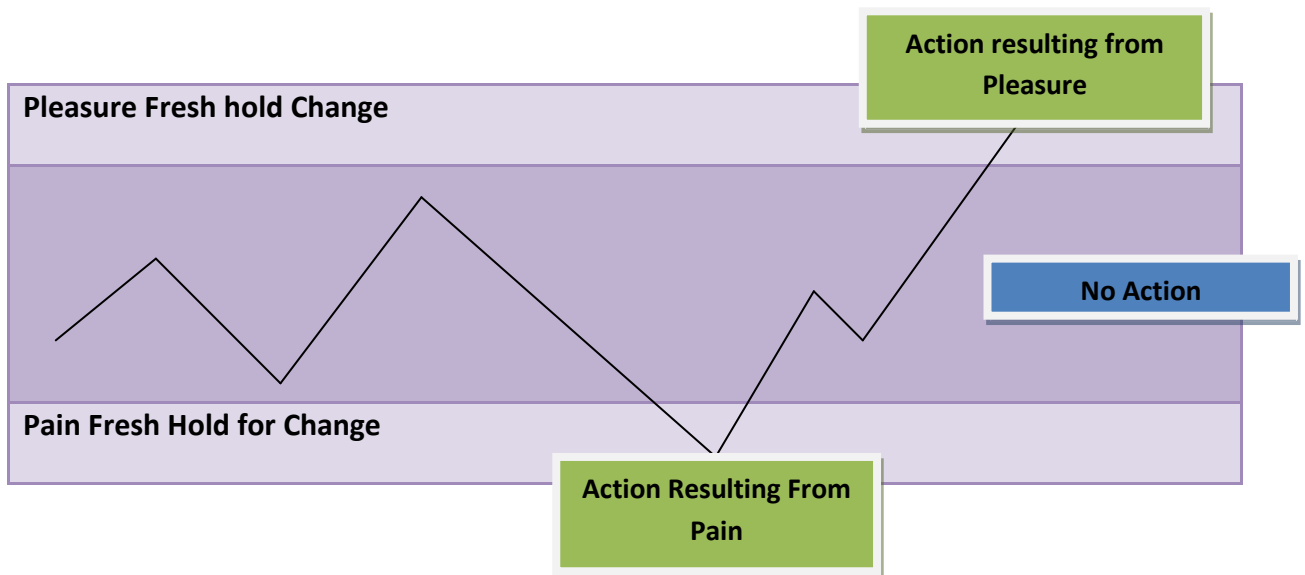
Decision	Associated Pain that Kick Starts You
To start a new business	If I don't start now I will miss out on making a lot of money, becoming financially secure
To lose weight	If I don't start now I will get so fat that I won't be allowed on a plane
To get out of bed	If I don't get out of bed I will be late for work

and I will get the sack

This happens all the time, I was working with one client who said she wanted a new career, she had worked for a really poor manager for over 5 years who used to bully her, in the end she decided to quit. When I asked why she hadn't quit before, she said "I knew I should have left but thought getting a new job would be hard" so, I asked what made you quit after 5 years and she replied "it just got to the point where enough was enough I didn't want to work 40 hours a week in a place I hated and that made me stressed"

As you can see, at first she associated pain to getting a new job – no wonder she wouldn't leave. Then later she moved the pain from getting a new job to the current job making her stressed and this new associated pain kicked her into action.

We all have a motivational pain and pleasures threshold that will kick start us into action, the trick is knowing where yours pain/pleasure threshold is. Generally we sit in the middle, where we find it hard to become motivated, resulting in a lack of decisiveness and resulting decision making.



Associating Pleasure also brings motivation, what do you really enjoy doing, who do you love – why do you enjoy these activities or love certain people? Because you associate pleasure to them, you think of the good things that the activity and love one brings.

Associating pleasure to not taking action; "I will feel comfortable if I don't ask the girl out on a date" can lead to you making the decision NOT to change – this is often seen as the easy way out!

The association of pleasure changes people's outcome to their decisions

To start a new business	I like to keep my money in the bank and feel safe my having a paid job
To lose weight	I enjoy eating chips and burgers
To get out of bed	I love having that extra 5 minutes

The association of pleasure can stop you moving forward by thinking of all the good (and often 'safe' options) that can come from NOT taking a certain action or risk. With any decision you have to make, you can easily motivate yourself if you associate pleasure to the future experience and positive outcome, to help kick start you into action.

Decision	Associated Pleasure that Kick Starts You
To start a new business	Being a successful business person that others will respect
To lose weight	Being thin and attractive, starting a passionate relationship
To get out of bed	To feel motivated, having time to stretch, wash and eat before starting your day

Don't underestimate the power of Pain and Pleasure, I agree this motivational tool sounds easy which means it will be really effective and I would add once you start using this tool to motivate your decisions you will see a real difference in your life.

The thought of pain and pleasure affects every decision we make and now you know the secrets you will change the course of your future.

The stronger your association is to pain or pleasure, the more influential it will be, this is why many charity TV adverts looking for donations, show images of children starving or animals being mistreated – they want you think "I need to stop this happening (pain) and help these children/animals to have a better life (pleasure)"

To be really motivated use both Pain and Pleasure – start by thinking if I don't do X I will feel pain, if I do X I will receive pleasure.

Decision	Pain	Pleasure
Example; to apply for a new job	Example; If I don't will be stuck in my current job with no money or prospects, becoming more and more bored and stressed	Example; If I apply for a new job, it will open up some great opportunities and I know I would be good as an X, I would be on more money and have a future career that I would enjoy

You can use pain and pleasure to make any change, imagine you want to stop drinking coffee, wanting to drink more water (for health reasons). All you need to do is associate pain to drinking coffee and pleasure to drinking water. You need to use both pain and pleasure as we all do more to avoid pain than we do to gain pleasure.

When making the decisions, you now know how pain and pleasure works, you also have to remember that our brain initially thinks short term – with the dating example, we thought about the pain from asking the person out (short term) where we need to think about the long term pleasure from our actions – the life the couple will spend together.

This is why many people wanting to lose weight fail, they weigh up the long term pleasures; *being healthier, being perceived as more attractive* against the short term pain; *having to diet, feeling hungry*. And will often think actually I will have some more short term pleasure; *eating chips* and not think about the long term pain; *looking tired and unattractive, people calling me behind my back, not fitting into my wedding dress*.

In 2 years when you're still overweight and unhealthy you will feel really bad about yourself but still can't make the change – you need to first break through the Pain/Pleasure Barrier – give up the current pleasures (**In this example chips or fatty foods**) that are causing you long term pain (**looking horrid, feeling bad about yourself**).

Finally when making a real change you will make mistakes, you may as an example go on a diet and unknowingly eat an unhealthy product, or when asking someone out on a date, you might use the wrong “pick-up line” we all learn from making mistakes, after each mistake you need to ask yourself **“what have I learnt from this experience?”** you need to continually improve and learn from your mistakes, making real change means repetition.

- **Remember there is no failure, only feedback – you will learn later in this course how you can turn around every mistake as an opportunity to learn and improve**

I am often told that the group session I deliver are fun, interactive and informative – why? Because I have spent hours delivering sessions to groups, one of my early jobs was delivering employability sessions to groups of long term unemployed adults, I delivered these sessions day in and day out for 4 years. After each session I asked myself what have I learnt, what can I improve, after 4 years I knew what worked and what didn't and I am still learning now, trying new techniques and always looking to improve. But for me the 4 years of repetition, delivering the same session's day in day out gave me grounding to master my skills. Investing this time and effort and my ability to reflect and adapt was valuable during this learning curve.

Repetition works for all changes, with the dieting example after choosing healthy foods over fatty foods for some time, one day this decision will become natural, picking the healthy foods without even thinking about the fatty alternatives.

Let's make some really changes

Write down a list of actions that you have been putting off for ages.

WHAT'S STOPPING YOU?

Take each action one by one and ask yourself:

“Why haven't I taken this action previously? – what pain is associated to taking this action, what pleasures will I be giving up if I make the decision to change?”

Pain; dieting – I will be hungry

Pleasure: dieting – I enjoy eating chocolate cake

GET MOTIVATED

If you don't make this change today, what will happen, what is the worst possible outcome, short and long term? Look at how this unwillingness to change will affect all areas of your life; relationships, health, career, friends, personal self belief, etc. What pain is associated to not making this change?

Pain; dieting – my husband won't find me attractive, I might die early, I would hate the way I look

What benefits and pleasure will you gain and receive by making these changes today, what can happen that will make you feel really good, what will make you truly happy, what pleasure is there from making these changes right now? How will you feel from making these changes? What is the best possible outcome?

Pleasure: Dieting – I would look and feel good, my husband will fancy me and I would feel confident

How do you feel now about the tasks you have been putting off? Do you want to start them today? RIGHT NOW? If you still unsure reread the last two pain and pleasures descriptions and really visualise yourself being in **Pain and Pleasure** imagine that you are this future you and in your mind eyes play out your future life as if you were there now feeling , seeing and hearing this associated pain and pleasure.

Finally.....

You are already aware of the power of pain and pleasure and how pain and pleasure controls your decisions. All you have to do is use the tools and techniques throughout the course to make a real difference in your life and I would add you will be given the techniques for change but it is up to you to commit to making a change – do you really want to change your life now?

One final thought aim high while being realistic; many people will set the standards lower than they actually want to achieve which leads to them feeling demoted. Set your standards high – what do you want to achieve? Are your standards too low? If you knew you would achieve any goal you set yourself, what would you really want? What standards would you really set for yourself?

The Power of an Image

Initial chapters in books are always designed to ease you in and get you to feel excited about what is coming next; the difference with our initial chapter is that with the first technique you have already learnt about how decision making will make a real difference in your life. When you next have a choice, think about the long term pain of not making the decision you know you should make and the pleasure you will receive from making it

Some people tell me that the short term pain and pleasure of their choice is too powerful, as an example someone may enjoy the warmth of their bed (short term pleasure) rather than getting up and being cold (short term pain) even though they know they will be late for work AGAIN (long term pain)

This is because the image the person produced in their mind when thinking about their choices were powerful, giving them intense emotions; *it feels good to stay here, in a nice snug in bed.*

You can access strong emotions now- **try this**; Think back to a time when you were really happy, maybe on Christmas morning as a child opening the door and seeing all your presents for the first time, or maybe later in your life on your wedding day, when you felt so much in love. We remember emotional events more vividly due to the positive or negative emotions we have anchored with the initial event; **we start to relive the same emotions as we remember this past event.**

The more powerful the image you create or remember the more powerful your positive or negative emotions are, this is why when someone with a spider phobia will feel scared when someone only mentions the word “spider” - **they imagine a giant spider in their mind, this spider image is normally a Huge hairy spider, crawling really close by to them.**

If I say don't think of a pink elephant, what do you do? – in order to not think about the pink elephant you have to first imagine the pink elephant. The same happens with your choices – you tell yourself I have these choices; A and B, your brain quickly represents these choices with an image and the image with the **most powerful pain or pleasure emotional** connections generally wins (You choose that option) and remember pain normally wins over pleasure (we do more to get away from pain than we do to find pleasure)

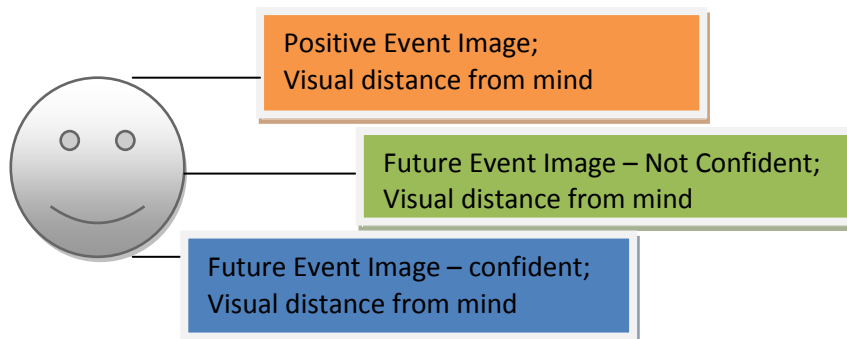
This next **powerful tool** can change your life and reinforce your positive decision making process and the best thing is, it is really easy to learn.

First I want you to think of a few past events or events coming up in the future, when thinking about these events I want you to become aware of the images you create in your mind and submodalities that make up these images

Spend around 60 seconds thinking about each image

- Think of a happy memory
- Remember a negative event
- Imagine a future activity/event that you are not confident about completing (imagine yourself completing the event in an unconfident way)
- Imagine a future activity/event that you are confident about completing (imagine yourself completing this event confidently)

Let's look at how your images are made up, first let's look at the distance of each event from your minds eye, where the images were placed by your unconsciousness in your mind



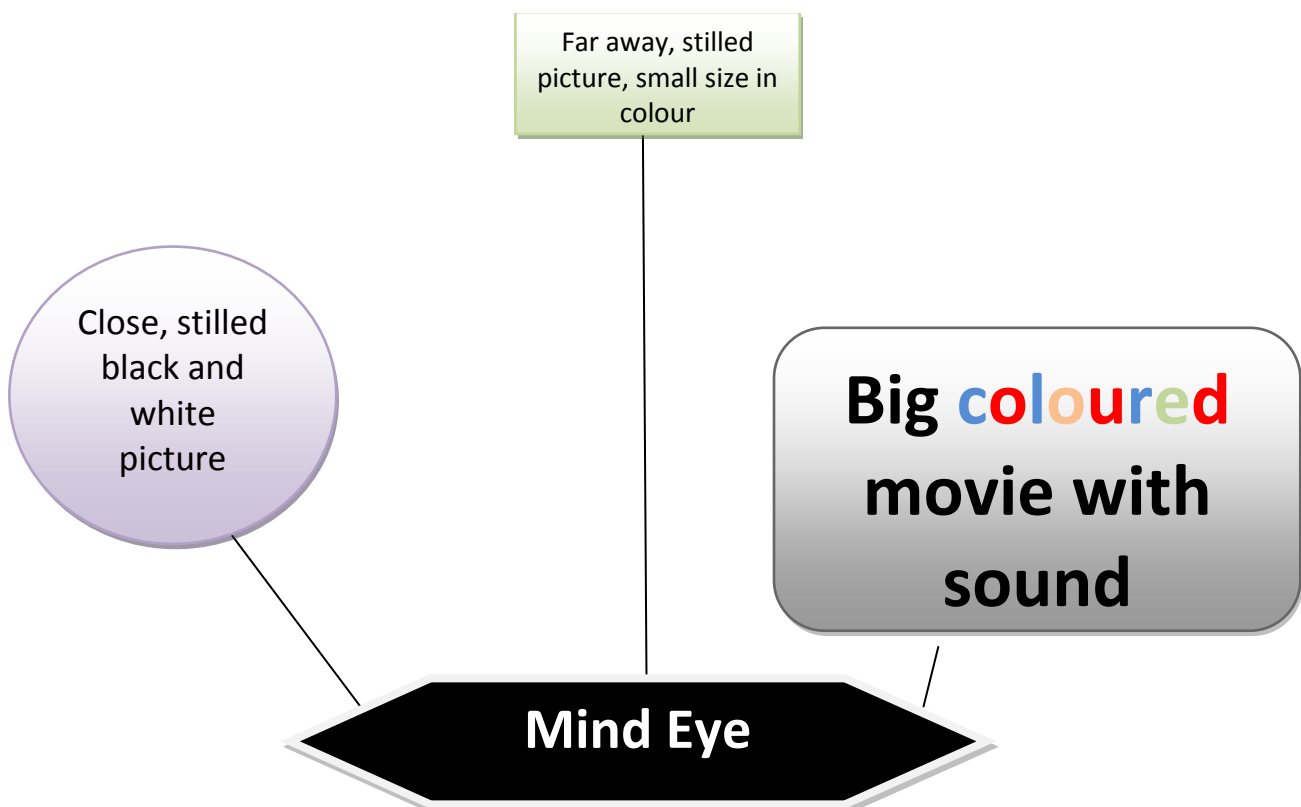
When you imagine pictures in your mind they will feel that they are all at/or start from a different distance/point away from your minds eye, some images you may feel start within your mind, or maybe even come from behind you.

Think about the 4 events you just visualised:

- Which event was closest to you, which event was further away?
- Were any images placed to the left or right of your mind?

- Did any image start from inside your mind or did they seem that they were placed on the outside of your mind?
- How big or small were your images? Did any image seem bigger or smaller the others?
- Were any images colour or black and white?
- Did the image look like a photograph or a moving film?
- Did any of your images have an audio?

Images seen from your mind's eye point of view



As you can see from looking at the 4 different events, your mind represents each of them differently due to our own personal experience and how our own mind **deletes**, **generalises** and **distorts** information (you will learn about your personal filters late in the course)

You have probably never asked yourself how big or small your image was or if it was coloured or black and white, but the different sub modalities that make up your visualisation change the way you view or feel about your minds image.

As we said earlier with the spider example, people with acrophobia when hearing the word spider will react by creating a big image of a spider, this is normally like a movie, only the person in the movie is them – they see the spider from the eyes of the person in the movie. They can see the big hairy legs and all the other details, which ultimately results with the person feeling anxious and scared.

But what would happen if they paused the movie? – would they feel different, what if they changed the image from colour to black and white? Would their emotions change if they moved the image further and further away until the picture become a dot in their minds eye?

Of course it would. If you're following a recipe and you change some of the ingredients the dish would taste different. You can try this too, pick one of the four images you remember from the above exercise and become aware of where this picture is in your mind's eye:

- **Move the picture closer and closer until its right up in front of your face like a giant cinema screen – how do you feel?**
- **Now move the image further and future away until it becomes hard to make out the details of the image – how do you feel now? Different?**
- **What would happen if you made the colours brighter? Or dimmer?**
- **How do you feel if you turn up the sound or turn the sound down? Or if you add a funny or sad tune?**

To change your emotions, change the submodalities of the image you are imagining, try to do the opposite first (if the image is near push it far away) play around with the submodalities, until you can control your own emotions; reduce the power of negative emotions and increase the intensity of positive emotions – whenever you want to.

So next time you have a choice and your thinking about the **pleasure and pain** of the task that you know is not supporting you to be your best (staying in bed when you know you

have to get up) think about the image and the submodalities that make up the image and change them which will change your emotions and your response.

Submodalities – change your mind’s image to change your emotions

Visual Submodalities

Colour or black and white

Image; near or far away

Bright or dim picture

Small or large image

Stilled picture or moving film

Where do you see the image (behind you – in front of you/ to left/to the right) – can you move it?

Are you in the picture/film or just looking at it from an outsider’s point of view?

Does the image have a frame or is it frameless?

Is the picture real or represented as a cartoon/drawing/figure etc

Audio

Does the image have a sound?

Turn the sound on or off

Turn the sound up or down

Speed the sound up or s-l-o-w it down

Where does the sound come from – can you change it?

Is it your voice or someone else’s

Do you hear (as an example) music playing or real life sounds (breathing)?

Kinesthetic

Do things feel lifelike or created (as an example some people have said they felt like they were made out of marshmallows)? Remember your imagination can be as creative as it wants to be

Do objects feel hard or soft?

Are your feelings inside (emotions) or outside your body (feel heat if you imagine yourself next to a fire)?

Temperature – in your body or in the real world?

Fast or slow emotions (speed of the emotion running through your body)?

Cold or hot emotions?

There are many other submodalities your visualisation can take on, the question really is **“what makes up your images when you feel positive or negative?”** if you’re not happy with the way your visualisation makes you feel, change the submodalities.

This simple technique is such a powerful motivational tool, that you will learn more about it throughout the course, many of the auditory sessions that you will receive as part of this course, will teach you how to change your emotions by changing the submodalities of your visualisations – see how many submodality techniques you can spot throughout the course, remember once you can control your minds visualisations you can control how you want to feel; **Confident, self belief, happy, excited?**

This course is going to give you the tools to change your life, to set yourself new goals and feel the way you want to feel. You will learn a wide range of coaching and NLP techniques to empower yourself to make a real change with your life.

- **How will the online coaching course help you?**
- **What will be the best possible outcome for you?**
- **How do you want to feel about your life now?**

Let’s get started, let’s make some real changes, and use the online coaching course to change the direction of your life – starting today

- **Gain new confidence**
- **Change your beliefs**
- **Achieve all your goals**

If you have already brought the Online Coaching Course, you will receive the next set of exercise including your first audio session within 24 hours.

If you have download this extract for free and now you Want to buy the whole course to improve your confidence and self belief follow this link before the special offer runs out

[Online Coaching Course Discounted Offer](#)

