

MOTIVATION

Super Skills

FOR COACHES

How to Get CLIENTS UNSTUCK – FAST...



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The **4** Keys to
Understanding “Stuck”
and Motivating Clients
to *TAKE ACTION*



GETTING YOUR CLIENTS UNSTUCK: THE ULTIMATE CHALLENGE, THE ULTIMATE COACHING SKILL

As coaches, we're sometimes baffled by our clients' behavior, wondering why they're not getting things done, even when we're giving them our very best advice and strategies.

What's going on?

They're "STUCK," that's what!

For one or more reasons, they're procrastinating, holding back, playing small, over-thinking, freezing instead of acting, even self-sabotaging.

These are what I call **"the Mysterious Behaviors"** because it's often a mystery even to the person themselves why they're acting the way they are.

When clients are stuck, they often say things to themselves like, "I don't know why I do that!" or "What's wrong with me? Why don't I just get it done?!"

And regardless of whether you help people with health, weight loss, career success, sports, or empowerment (or anything else), if you can learn how to get your clients unstuck, you will have a "superpower" that many coaches lack—meaning that you will quickly rise to the top of your coaching niche.



“STUCKNESS”—THE SILENT DREAM KILLER

Being stuck is a common problem, but even the best coaches usually have to do some digging to even find out that their clients are stuck.

This is because most clients don't volunteer that they're stuck and that they're wasting time between sessions. It's almost like it's taboo to talk about it!

Why do they act this way? After all, you'd think they'd want to get out of their stuck state and get back to making progress on achieving their dreams.

Well, it's actually pretty simple...

Being stuck is *embarrassing!*

It's the last thing people want to admit to because when they're stuck, they already feel ashamed and frustrated with themselves, and having to confess to their coach that they're not getting anything done would just make it feel that much worse.

So the situation can drag on and on with private clients or within large coaching groups, wreaking silent havoc.

What kind of havoc? Well, when your clients are stuck...

- They don't get the results they desire,
- They don't feel accomplished,
- They can't celebrate,
- And they don't become raving fans of your coaching business.

Instead, they often pull back, go silent, and sometimes disappear altogether!



UNDERSTANDING “STUCKNESS”

So, how do you battle this “silent killer”?

Well, before you can learn how to get anyone unstuck, you first need to have a good handle on the basics...

Here are the four keys to understanding stuckness:

Key #1: Know *Why* People Get Stuck

Here are some of the most common reasons people get stuck:

- People get stuck in patterns of behavior such as fear or self-doubt.
- People get stuck because of past experiences that are haunting them. For example, “I tried that before and failed.”
- Sometimes people get stuck because they actually want to achieve their dreams so *badly* that it’s too scary and they freeze up.
- Sometimes people get stuck because they feel enormous pressure and the stakes are just too high—they feel like this is their last chance and time is running out, which leads to anxiety and overwhelm.

Key #2: Know the *Costs* of Being Stuck

Being stuck is both extremely *painful* and extremely expensive.

- It causes pain because it’s frustrating, disappointing, and causes your clients to feel badly about themselves.
- It can also be extremely costly—costing clients hundreds of thousands of dollars in lost income when they don’t take action.
- It can also waste your clients’ money because they don’t take full advantage of things they’ve invested in, such as training or coaching.



Often, when I hold space for people to sit with how they feel when they're stuck, they report feelings like, "I'm heart-broken," "I feel devastated," "I feel like a failure," and "I feel worthless." Clearly, such deeply felt negative feelings, if not addressed, can cause your clients to go into a downward spiral that leads them to give up on their dreams—which is the *ultimate* cost!

Of course, seeing someone who's stuck is hard on coaches, too. We feel bad when we see a client or loved one who's stuck and we may start to doubt ourselves and our abilities to help them. So, when one of our clients is stuck, it really costs *everyone*.

Key #3: Know What Being Stuck Looks Like

It can often be hard for a coach to "see" stuckness because it mostly manifests as what I called the "Mysterious Behaviors" above. And these behaviors are mostly things the person is NOT doing.

For example...

- **Procrastinating** is about not doing something at the optimal time it should be done;
- **Over-thinking** issues is doing something (lots and lots of thinking), but primarily it's about what they're not doing—not taking action to move forward.
- Likewise, when your client is **playing small**, they're doing *something*, but the small actions they're taking come at the expense of the bigger, more impactful actions they're *not* taking.

And it's all of the things they're NOT doing that usually causes the surface problems they complain about. These are the **"too much/not enough" complaints** you'll often hear—having *too much* (debt, fear, stress, sickness, loneliness, self doubt) or having *not enough* (success, money, love, health, joy, confidence).



It can be harder for a coach to see or figure out what a client is NOT doing when they come to sessions *seemingly* ready to work, but then nothing ever seems to get done between sessions. They're putting on a show for you, telling you what you want to hear, while in reality they're stuck.

"Avoidant" is a great word to keep in mind when you're trying to judge whether a client is stuck because what they're really doing is *actively avoiding taking action*. If you notice these avoidant behaviors, that's a key indicator that your client needs help.

Key #4: Understand that the True Roots of Stuckness Lie *Below the Surface* of Those "Mysterious Behaviors"

So, how do you go about helping your clients get out of this rut? The first step, of course, is to realize that your client is stuck.

Once you come to this realization, the next thing you need to understand is that the thing you need to fix is NOT the mysterious behavior itself.

For example...

- How do you go about helping someone to stop **procrastinating**? It's not as simple as saying, "Stop putting these important tasks off."
- If someone's **over-thinking** things, you can't just say, "Stop thinking about it and start taking action."
- If someone's **playing small**, it's not helpful to tell them, "The things you're spending your time on aren't the best use of your time. You can achieve so much more if you take more bold action."



After all, when you point out to someone that they're procrastinating and that what they need to do is to start taking action, *you're not telling them anything they don't already know.*

No, the *real* issues lie below those self-sabotaging "Mysterious Behaviors." ***Behaviors such as procrastination, over-thinking, and playing small are symptoms, not the root cause of their problem!***

So, the key to getting someone unstuck is to identify the REAL issue underneath the surface behavior and work on that issue (more on that in a moment).

OK, now that you know (1) why people get stuck, (2) the costs of being stuck, (3) what being stuck looks like, and (4) that the roots of stuckness lie below the surface behaviors your clients are exhibiting, the next question is obviously...



WHAT DO YOU NEED TO DO TO HELP THEM?

At this point, there's one main thing you need to do to get them back in action:

You have to give them a *breakthrough*!

And specifically, they need a Breakthrough in MOTIVATION!

Now, let me be clear. When I say “breakthrough,” I don’t mean a mindset shift, affirmation, or new way of thinking. Those are all powerful tools for coaching people who *aren’t* stuck, but when it comes to a client who’s stuck, they need something more “energizing” than any of those tools.

My definition of a breakthrough is what I call a **“Motivation Recharge.”**

What does this look like?

- The client feels a rising “empowerment energy” of renewed passion, desire, enthusiasm, and confidence flowing up through their body, leading to a powerful renewal of motivation.
- They suddenly feel excited again, and the impulse to act builds from a huge inner shift of *deeply felt clarity and certainty* about what they really want and deserve to be, do, and have.
- When clients have a motivation breakthrough like this, they often say things like, ““Wow, I feel excited!” or “You’re never going to believe what I did after our last session!”
- And they’re absolutely *thrilled* that your coaching has provided the breakthrough and transformation they needed.

So when I talk about a motivation breakthrough, I truly mean *a dramatic shift of consciousness, energy, and sense of empowerment.*



SO, HOW DO YOU GIVE YOUR CLIENTS A MOTIVATION BREAKTHROUGH?

A motivation breakthrough, as I mentioned above, is the KEY to successfully helping anyone (client, family member, or even yourself) get unstuck and motivated, clear on their direction, and on fire to take action.

So, how do you take a client who really wants to achieve something—a goal, a dream, a change, a new start—but who's stuck and not making progress toward their goals and give them the motivation breakthrough they need?

Well, there IS a process that I've developed to do just that!

I've poured my 15+ years of giving real people actual, lasting breakthroughs (and teaching hundreds of coaches and therapists to do the same) into a clear, simple approach for getting underneath those Mysterious Behaviors to solve the true problem at the root of a client's stuck state.

I love sharing my approach because it works! Clients shift, start taking action again, and are WOW'D by the results they get! (And—bonus!—are wow'd by your coaching skills, turning them into raving fans for life.)

So, how does this process work?



DIGGING DEEP TO GIVE YOUR CLIENTS A MOTIVATION RECHARGE

It's easy enough to see someone's behavior on the outside, even those "avoidant" behaviors, if we know how to look for them. But we can't visibly see what's *driving* those behaviors. For that, we would need a map of what's going on INSIDE of someone who's procrastinating.

And that's exactly what I've created...a graphic representation of the entire process that I call **The Motivation Breakthrough Map!**

You see, I've found that there are actually five very defined and specific "layers" going on inside of someone who's stuck, hidden underneath their avoidant behaviors.

These are the layers that need to be "excavated" or "broken through" to take them from totally stuck and procrastinating all the way to being supercharged with passion, motivation, and the enthusiasm to dive back into action.

And the **Motivation Breakthrough Map** describes each of these five layers and lays out for you *exactly* what you need to do to break through each layer of resistance as you guide your stuck client toward a re-energizing Motivation Recharge.

Now, there's not enough room in this short report to show you how to help your clients achieve such a major transformation. : (



But I have good news for you!

I've created a powerful, Live Training on this topic that you won't want to miss. In this Free Live Training, I'll dive deep into the process and show you exactly HOW to use the Motivation Breakthrough Map to understand anyone who's stuck, as well as the step-by-step process for helping them get unstuck.

With this knowledge...

- You'll no longer struggle to get your clients unstuck.
- You'll know exactly what to do and say at each step of the process.
- You'll have the practical know-how and confidence to pull them out of their stuck state with compassion and wisdom and get them moving again toward their goals.

Does that sound like something you could use?

SIGN ME UP!



So, what do you get if you attend the Live Training?

- You'll receive your very own free download of **The Motivation Breakthrough Map.**
- You'll learn the five layers you need to break through to get your clients re-energized and motivated.
- And you'll learn the step-by-step process to break through each layer and get anyone unstuck.

Think about it. What percentage of coaches out there have a proven process for getting clients unstuck? I don't know the exact percentage, but I can guarantee you that it's **pretty low!**

This is your opportunity to be one of the select few coaches who have the skills to quickly get a client unstuck and back on the path to achieving their dreams.

So, don't delay. All it takes to sign up for this one-of-a-kind training is to click the button below.

I'll see you there!

**SIGN ME UP FOR THE
FREE LIVE TRAINING!**