

About your Coach – Abbie

This was me

Welcoming you here today is a very special moment for me. I began my own journey of change back in 2002. I had just got married was expecting my second child and I was miserable. My life was a constant battle of negativity and anxiety. Hating myself and blaming others for the misery I felt.

This was my lowest moment and all I could think was what's the point of changing it all now. My life is nearly over. I was 31 years old. Change feels hard. Like something other people do. I grew used to my misery and used it as justification for the things in my life that were ok.

Then just when I thought things could never get better. The universe sent me Lisa. She was training as a counsellor and quickly I became her very willing guinea pig. I lapped it up. Through a combination of counselling and coaching techniques I began to understand my feelings, where they had come from and what was causing me to make the choices I had made.



Me enjoying life today. It hasn't always been like that...

Coaching can be an uncomfortable process

It was at times an uncomfortable process. There is a reason why we call it our comfort zone. Because it is comfortable. It is not however, where change happens. Comfort zones are not negative in themselves they just need to contain the right mix of stuff. My comfort zone

used to be a place full of self-deprecation, self-hatred, people pleasing, self-limiting belief and avoidance. Thinking that I did not deserve what other people had. Thinking I didn't deserve to be happy. Thinking that to effect a change in others meant making myself smaller and living

my life reacting to whatever was thrown at me and thinking this made me resourceful and strong. Look at me I can cope with anything.



It was so worth it

Nowadays my comfort zone looks and feels very different. I am at peace with who I am. I surround myself with people who like who I am and encouraged me to be that person. I am calm. I am resilient, confident, curious and I believe that we all pos-

sess the power to achieve.

Happiness is something that we allow ourselves to feel it is on the inside and not found outside of us.

After my own personal coaching I decided to pursue this knowledge

further. I was fascinated by the concept of personal growth. That what I had grown up believing about who I was did not have to be the plot line of my story. Every day was a new page and I was writing my story and not my negative self-belief.

Paying it forward, I decided to become a coach



I trained in counselling in 2009 and then went on to complete a level 5 diploma in Life and Performance Coaching with NLP. Achieving this accreditation signified a true new beginning for both me and my family.

Suddenly the world appeared to be a place of opportunities. Ones that I felt I could actually participate in and before long I had quit my job, bought some business cards, got a business bank account, set myself up as a Life Coach and opened my doors for business.

What could possibly go wrong?

Owning a business and making money are not the same thing !

Yeah so it turns out earning a living as a Life Coach is actually pretty bloody hard. Coaching is still a relatively new concept, certainly here in Portsmouth and most people don't really understand it, or how it can help them.

I was lost. I had no job. No money

coming in. All these ideas and no clue how to market myself. I just thought that people would come and if I put the work in and do whatever it takes then surely, I will be successful?

Yeah so it turns out that's not how that works either. After a very depressing and rather sparse Christ-

mas, followed by 2 months of Flu and a rather disturbing dip in my mental health, I was lucky enough to stumble across Start Up Disruptors on my Facebook feed.

Mental melt down

I found myself in my PJ's eating hula hoops and crying my eyes out, watching a video of Becky talking about how isolating it is to be a start-up. How incredibly hard it is to focus your time and your energy on the right things and how with the best will in the world, we cannot navigate that journey alone.

Hallelujah. Thank the universe. So its not just me!!!!!!

I had to wait another 2 months before I could get to a meeting but even knowing that I was not alone had spurred me on. I attended my first meeting and my journey into start up truly began.

It was still another 2 years before I saw real results in my business and my income!! However, those 2 years were spent learning, planning,

growing, exploring, experimenting and creating what you see here today.

I have coached many people over the years and my biggest joy now comes from sharing my coaching skills to help others through their journey from passion projects, side hustles or creative collaborations and turning that real love for what they do into a business they can be proud of.

I am not an expert in marketing. I don't have the skills or qualifications to mentor or consult on how to scale up to an SME or offer expertise on business plans or sales funnel (although I know plenty of people that do know all that stuff now!!!)

I do however know exactly what it feels like to want to provide for your



Me with Becky (StartUp Disruptors)

family. To feel desperate to share your skills, your service, your passion with others. To feel trapped by your own limiting beliefs because being an entrepreneur... having your hobby earn you income. Well, that's just other people surely?

Let me share some wisdom with you

My skills + expertise lie in coaching Facilitating your process to help you to find what will work for you.

To guide you and support you through the emotional journey.

To offer a framework of learning designed to challenge your old ways of thinking and create space for a new, enlightened entrepreneurial mindset.

To overcome fear of failure and to build confidence and self-belief.

Honestly setting up a business is not that hard. There are realistically a few steps and processes you need to follow and bobs your uncle you're there.

What the books and websites don't tell you is that the moment you dis-connect from your old behaviours your mind will begin to panic and pushing through that barrier is almost impossible to do alone.

"That moment you realise you are the problem!"

Your brain will want to keep you safe and will fight you every step of the way. Causing you to doubt every step, procrastinate, follow every

opportunity and still go round in circles. Spend more and more money trying to buy the solution, when the problem is all in your mind.

Until you get out of your own way. Adjust your mindset and train your brain to stop panicking every time you think your going to fail, you will never move forward.

So now you have a least an idea of what lies ahead. Maybe you have already experienced some of the feelings I have shared. Or maybe you are too afraid to even begin.

You are not alone



So I love people and connection and the energy you get from making someone else's day just that tiny bit better.

A cup of tea on their desk at work. Unjamming the photocopier. Listening while they offload the crap from the week-end. Supporting them when times are tough. Covering for your mate while she ducks out early

to grab some food shopping before the kids get home from school.

So its no wonder that sitting at home alone, a top my coaching empire, was a very lonely place. Lack of connection will destroy us faster than a well used overdraft. So here's the thing, You are not alone. I can help you to find the best way forward because your success is

my success. I offer support you can trust and connection you can depend on.

I won't ask you to cover for me, I will however have your back. My journey is far from over. I am not yet where I want to be in my business. But at least now I believe 100% that what I want is not only possible, it's inevitable.

So, do you fancy taking a few steps with me?

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