
Your Biggest Credit Problem and How to Fix It

A Special Report

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\$ 13,258,000,000.00

That's the outstanding US public debt as of July 28, 2010 ([Wikipedia](#)).

It totals more than thirteen-and-a-quarter trillion dollars, so we owe ourselves a lot of money that we will never see.

And yet, an even bigger credit problem is looming over you right now, and you may not even realize it.

I'm talking about the credit you don't give yourself.

You have special abilities, skills and years of accomplishment in your professional and personal life. But if you're typical, you'll shrug and say, "Oh that isn't very special because it's just ordinary day-to-day stuff." And you dismiss it as unimportant.

Doubt what I'm saying? Okay, answer honestly:

- Want to write a 200-page book teaching how to do your job at the expert level?
- Could you write a series of articles explaining why a young person just entering the job market should seriously consider your field?
- If a TV producer asked you to be technical consultant on a series of instructional videos, how confident would you feel tackling the task?

Do these thoughts excite you? More likely they fill you with dread. Most people when confronted with outside-the-box opportunities like these find themselves scrambling backward. What they do every day seems so ordinary to them that it's dismissed without a second thought.

Why? One reason may be that we often don't think of ourselves in big enough terms. We ignore the enormous progress we've already made, and then also ignore our potential to grow, expand and thrive at an even higher level.

In brief, we give ourselves almost no recognition for all the know-how and the skills we've built up over the years. To paraphrase Rodney Dangerfield, "We don't get no respect... from ourselves."

Joyce was a typical example. She provided several forms of massage therapy, reiki, and other energy balancing for her clients. She had a high client retention rate, meaning they were happy with her services. She did a lot of good for her people and was constantly studying to update and improve her skills. But she had a mental block about learning to promote herself.

She called it "sleazy" and "nothing but selling and promoting" just for the money. As a result, even though clients stayed with her for a long time, when one did stop coming, she had no system for attracting a new client.

After nearly four years of limping along in business, Joyce still wasn't paying her bills regularly, so she felt forced to close her doors and take a "regular" job clerking in a bookstore.

Ironically, she now found herself selling. And all because she didn't realize she could become very good at promotion and selling if she had only adjusted her mental limits and given herself permission to be more.

Or she could have simply delegated the job; hired someone to do what she didn't enjoy. What stopped her from delegating? "That costs too much, and I don't have the money to start."

Phil, on the other hand, was a good at selling. He had his own one-man sales operation, but never hired new salesmen to expand his business. He insisted, "I'm not a manager, I'm a salesman."

Becky sold information products through her website. She was making a fair part-time income, but she couldn't get past \$1,000 a month. At the discussion forum where she spent time, she received several suggestions for expanding her business. One person offered to teach her how to do interviews and record them

as new info products. Another suggested she do some joint venture mailings with other small website owners.

In every case, Becky admitted, “My mind switched itself off to the possibility before I even got to think about it.” She simply shied away from new the new ideas because they were “not like her.”

A common thread runs through these three examples.

These potentially successful businesses were held back from growth by the owner. And the problem was purely a limitation of thoughts.

Under-performance is virtually always due to emotional issues. Do you fear sales? It’s probably related to lack of self-confidence and fear of rejection. Or an image that selling is somehow tainted. In other words, it’s an idea in your head.

Weak marketing can be the result of a fear that you’ll be beaten up for blowing your own horn.

Refusal to grow to the next level is almost always a knee-jerk reaction that has no basis in logic.

Consultants say that their biggest frustration is the failure of clients to implement recommendations fully. Please understand, the consultant has gotten paid in full, so he has lost nothing. Still, even after paying for his advice, many clients won’t use it. Why? Same reason – an emotional issue – a mental block.

When you hire a coach for example, that coach’s job is to inspire you, push you, badger you, cajole you, motivate you, and get you to move forward through your own (perfectly normal) resistance to change. He will “hold your feet to the fire” and get you to look at your own automatic excuses.

You know what those are – they’re the things you tell yourself when you’re facing something new and unfamiliar, and your mind tries to make you refuse before you can think about it.

One of your biggest resistances will be the reluctance – no, the refusal – to see yourself as big, as capable, and as impressive as you can be. All it would take is

stepping forward and giving yourself the chance to perform at a higher level. But you may not be comfortable at that level. So you back down.

That's a lousy habit to have. It puts you on the same footing as the companies who hire consultants then fail to act on the advice.

And it's only because you don't give yourself credit for all that magnificent ability and talent lying coiled inside you.

So what do you do? You have three choices.

YOU COULD CHANGE NOTHING

You can keep on doing what you've been doing. And we know what that'll get you: no change.

If you've been reading self-help books and getting sparse results; been attending seminars and seeing no changes; been doing your spiritual exercises and spinning your wheels, you gotta do something else.

If what you're doing isn't working, you're either doing the wrong things, or doing the right things the wrong way.

Results don't lie. See the next two options.

YOU CAN HIRE A COACH

If you're serious about moving forward and making changes, this can be a very good option.

A coach's job is to help you reach your goals. They may even help you select or fine-tune your goals, but they won't tell you which ones to choose.

If you don't have the slightest notion what direction you want to take and haven't the foggiest idea what you want to do with the rest of your life, a coach probably won't be your magic pill. They're motivators, not mind readers.

And if you SAY you want to achieve certain goals, but you end up always making excuses every time you talk with your coach, you're wasting your time and money. You're not ready.

A coach is for you if you have a reasonably clear idea what your goals are. (A little fogginess is okay – a coach can help you clarify your own thinking.)

A coach can be the one person in your life who refuses to accept your lame excuses and asks you why you didn't do what you said you would.

But do bear in mind that a coach-client relationship, like any other, only works if there is good personal chemistry. The first coach you talk with may not be a match. For that reason you should plan on checking out a few. You'll know when you find somebody who "clicks" with you.

Also remember, that the coach is also evaluating you. If they're good, they won't accept just everybody who dials them up. Like the consultant, they want to work with people who'll work with them.

YOU CAN BUILD NEW HABITS

You can decide to go it alone. This is usually the hardest way, but it is done. Every once in a while, somebody breaks out of the crowd and begins seriously influencing their own mental patterns. We usually call such people "rich."

It's not that hard to do, except for one tiny detail. You'll have to learn to recognize and reject your own BS. When you don't want to get up 30 minutes earlier and do the exercises you swore yesterday you'd begin, your mind will give you all sorts of excuses why exercising is a bad idea. Especially this particular morning.

And when you set an intention to eat less, or study a new skill, or call three new prospects, or anything else that's outside your old pattern, your mind will throw up a smoke screen of "reasons" why you'd be better off not making the change quite yet.

Learning to recognize these excuses and pushing them aside is a learnable skill. But it does take some persistence, just like any new skill.

Persistence, determination, discipline... oh my! Is this beginning to sound like work? Well, it is.

But there is one shortcut that can change everything.

THE SHORTCUT

If you've got a strong enough reason, you can do anything.

Your reason why – that's the start of this shortcut. But it's only the start. What really gives it power is when you compound your reasons why. Combine the power of several strong reasons that are truly important and meaningful to you, and you'll find yourself being pulled forward so powerfully that you won't want to stop.

Do this, and you'll find the discipline, the effort, the persistence satisfying and even fun. You'll begin loving the effort, even before you gain complete mastery.

Of course, you've read piles of books on how to set goals and intentions. But I'll bet you got the wrong end of the stick. While it's important – even crucial – to be very precise about your goals, it's even more important to find reasons why those goals are important enough to do.

Try this: instead of spending all your time visualizing those goals, spend about 60 percent of your time thinking about WHY you want them.

Want a new house? Why? The typical response is "Er, uh, well because I'd like to have it." That won't do it. Sorry.

You'll need to dig deeper and find things like

- I want to live near my children's school
- My aged mother is moving in, and we need more space
- I need stability for my family after years of moving around
- I want to build up some real equity

Look for reasons that tickle something deep down in your psyche. Shallow won't motivate. It won't keep you moving for the long haul.

Once you've got some reasons why that are deeply meaningful to you, then spend time getting familiar with them. Saturate your mind with them. Do it many times during the day.

What you're doing here is installing your own BS sniffer. Suddenly, your mind has a yardstick against which it can measure every other "reason why" and excuse that pops up. The trivial gets tossed out. You'll stop being able to believe those easy, sneaky excuses that used to derail your efforts to grow and change.

And you'll find it now feels natural to think of yourself in bigger, brighter more capable terms.

You'll have a way to give yourself proper credit at last.

Cheers from warm and smiling Thailand,

Charles Burke

Your Gentle Kick-in-the-Butt Coach

Workshops:

Rocket-Write™ Your First Book

(or Next One) in Record Time

If you've read my *Makin' Book*, you already know the quick, smart way to get your ebook written, posted online and selling – and do it all FAST! (You'll find it at www.MakinBook.com)

In this ebook I've given you the complete plan, without holding anything back. And I didn't load you down under too many details. You got exactly the how-to information you need, plus a healthy dose of inspiration and motivation.

Of course, a large part of inspiration is realizing that, not only is something possible, but that it is possible for *you*.

Inspiration, however, is a highly individual thing. And some people, no matter how inspired they are, may still need a little jump-start to help them get up to speed. Some short-term mentoring or coaching. That's normal.

If you're now thinking of writing your own book, you may feel *almost* ready to move forward, but need just a bit of help during your first few steps. If this is you, here's good news. I've put together an action-based coaching class to help you move forward more confidently.

Coaching Class One:

6 Week "Rocket-Write™ Your eBook" Coaching Class

This class will take you deeper into the writing process than this book could. I'll take you by the hand and lead you through the entire book-planning and writing process. This 6-week program will give you direct, hands-on experience in producing a complete outline, then writing your entire book using my Rocket-Write™ System.

I'll be there throughout the entire 6 weeks to answer your questions as soon as they arise. This can reduce the uncertainty that most people feel when tackling something they've never done before.

When you've completed this class you'll have:

- **A vivid description and understanding of your target reader**
(you'll know your reader as well as you know your best friend)
- **A clear grasp of what your readers are starving for**
(you'll know them and understand exactly what they crave more of)
- **A long list of benefits your reader will gain from your ebook**
(this will form the foundation of your sales page)
- **A powerful book title and subtitle**
(they'll grab your reader's attention and won't let go)
- **A complete outline for your ebook**
(so you'll never get lost, or stall midway through the writing process)
- **Your ebook completely written**
(The point of this entire program – a completed, Rocket-Written™ ebook)

Average time commitment required for a student over the course of the 6 weeks will be about 10 to 12 hours per week. This is about equivalent to working a part time job (but with more potential for advancement). If you are unable to commit to this, then your results will suffer, and it would be better to wait until you have the time and energy available to take this class.

Each week, students will receive a written lesson containing that week's assignment.

Also each week, there will be a group phone call. This will give each student an opportunity to ask questions and share experiences. Although attendance at these calls is not required, most students consider them helpful because they serve as masterminding opportunities, where other students may have the answer to the issue you've been facing.

Each day, a student can email me up to 3 questions – that's as many as 42 personal emails (and over 125 questions) during the course of this class.

I also give you an iron-clad personal guarantee. If you get two weeks into the class and decide it's just not for you, simply drop me an email, and I'll refund your money instantly. And cheerfully. Guaranteed. Already know you want in? [Drop me a note](#) and tell me! Let's get you started on Rocket-Writing™ your book right away!

- **Check class availability** and dates at the CharlesBurke.com website.

Additional Coaching Classes:

Which of these classes is right for you?

Coaching Class Two:

6-Week ‘Build Your Website FAST’ Coaching Class

You’ve written your ebook. Now you need a place to showcase it. This coaching class will enable you to build a good-looking website, including sales page, download page, and other support pages as needed.

Coaching Class Three:

6-Week “Launch & Sell Your eBook”

With a completed ebook and a strong sales page, you still need to drive large numbers of qualified buyers to your website. In this coaching class, you’ll learn simple ways to attract hoards of visitors to your site.

Coaching Class Four:

26-Week “Mindset Makeover for Business Owners”

Mindset is the master key to success. Without a strong success mindset, we can make all the right moves and still come up short.

And the biggest difficulty with changing mindset is that it’s mostly out of sight. We have a hard time recognizing which attitudes and beliefs are the ones holding us back. For that reason it generally takes longer to get mindset adjusted and pointed in the right direction.

In most cases a short class only gets you started, then leaves you hanging halfway to your mindset goals. Unlike shorter classes, this one carries you well past the “easy backsliding” stage, and deep into firmly established new mindset and thinking skills.

- **Check class availability** and dates at the CharlesBurke.com website.

More Suggestions for Success in Your Life and Your Career

- Luck is the word everybody uses when they have no control over their life. Successful people seldom believe in luck, or fate, or destiny. They know there's something far better. [Click here for the secrets to Command More Luck](#)
- Tired of having your mind polluted by the random negative conversations all around you? Now take the initiative. It's easy to stay positive when you saturate your mind with the [Words Winners Use](#)
- Many entrepreneurs have a hard time getting the Law of Attraction to work for their business. If this is you, see [The Business Owner's Quantum Cash Pump](#)
- Some people see opportunities all around them, while others stumble through the same landscape and see only difficulties, roadblocks and lack. It's not your fault if nobody ever taught you how to "See Rich," but now is the time to discover your own [Acres of Opportunities](#)

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