

# BRAND-AID

## STARTER KIT

COACHING/CONSULTING  
STUFF & MORE

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# WELCOME LETTER

**HEY NICOLLE,**

First off, I commend you for being brave enough to take a chance on yourself. It's not always easy to even think of trusting a total stranger with the thoughts and concerns that are important to you. If you're like most people, you have trust issues. So I don't take you even reading through this Starter Kit lightly.

*So let's get all the hippy-treehugging-newagekinda-stuff out of the way.*

- Coaching is a journey & partnership
- Coaching is a safe space for your feelings and fears
- You are capable, strong, and whole
- You have everything you need inside of you
- You are the best investment you will ever make

Does that even feel like you right now? If not, it's ok. But here's the crazy thing...All of that is true. You may not feel any of that yet, but eventually, you will.

Wherever you are in your entrepreneurial journey, you've made a great decision in choosing life consulting as a tool to help you succeed. We aren't just building up your profits, we are also building you up as a person. Your business is a reflection of who you are. Especially when you're first starting out. If you aren't healthy, then your business won't be healthy either. If you feel unstable, most likely your business does as well.

I don't know what your beliefs are, but here's what I believe. Isn't it cool that the same God that created the mountains, oceans, and galaxies looked at you and thought the world needed one of you too!

The big question for you is... ***Nicolle, do you believe in yourself?***

*Believe in you, because God does.*

Do you even like yourself? Do you love yourself? Do you believe that what I'm telling you isn't just great self-help content for a book, but could actually be true for you?

If your answer isn't a sincere; unequivocal YES, then we've got some real work to do.

*(even if it is, let's build on that foundation so that you can go even farther.)*

We're here because we believe that we are a good fit as coach & client.

I thank you for trusting me at this important time in your life.

Sincerely,

Chad Harrigan

# COACHING WIIFM? WHAT'S IN IT FOR ME?

## LET'S TALK ABOUT COACHING FOR A BIT...

Most people know what consulting is. You hire me for my experience and expertise, in order to help you develop your business. Coaching, however, is a different animal altogether. Coaching is about you.

**Coaching is the Un-Therapy.  
So I guess that makes me an Un-Therapist.**

Coaching is not therapy. Coaching is the flip side of the therapy coin. Same training. Same methodologies. Same purpose. (To help you be a better you) The difference is in the focus. Where therapy is all about your past and digging into what happened to your inner child, Coaching is present & future focused. You can't change the past. Yes, it happened. Yes, it hurts. Yes, you may even regret it, but it is what it is.

WHAT ARE YOU GOING TO DO NOW?  
WHAT DO YOU ACTUALLY WANT?  
WHERE DO YOU WANT TO GO?

***Give yourself permission to become who you really want to be.  
Give yourself permission to grow into something better.  
Give yourself permission to let go of the past.***

Are you ready to forgive yourself for past mistakes? Are you stuck in place because you're afraid that your best days are behind you? Are you afraid of new challenges because, "What if I fail"? **WHAT IF YOU SUCCEED?**

Let's get one thing clear. I AM NOT IN THE BUSINESS OF FIXING BROKEN TOYS. It sounds crazy when a coach tells you that you are "whole and capable". Especially if that isn't how you experience life every day. But that is closer to the truth than you might realize. The coaching process helps you see it. You are not a mistake. You are not defective. **YOU ARE NOT A PROBLEM TO BE FIXED.**

My philosophy is that knowledge isn't actual power. Knowledge in action is power. Not only will you learn who you are, but you'll also learn the science of how your brain and body work in response to the life that we live. You want to be your best in your career, your business, or home? Then we are going to deal with the whole person. You are going to discover that there is more to you than you realize. And that you are worth the effort and investment.

# CONSULTING WIIFMB?

WHAT'S IN IT FOR  
MY BUSINESS?

## COACHING VS CONSULTING (COACHING ISN'T CONSULTING)

- *Coaching* is the process of facilitating self-determined & self-directed problem solving or change within the context of a helping conversation
- *Consulting* is the process of situation analysis & applying professional expertise to solution generation & implementation.

## HOW DOES THIS HELP MY BUSINESS?

This is where my 12 years of consulting and entrepreneurial experience really kicks in. Now that you're focused on developing YOU into the person who can actually pull off your dreams (and handle any stress that comes with that mission), let's focus on your brand/business and what it's gonna take to make it a success.

This part of the process can be very challenging for most. Not only will we explore the best way to approach your idea, but we'll figure out if your idea is the right one for you. Just because you love your idea (your baby) doesn't make it the right move for you. You need to be sure so that your focus and effort isn't wasted. Not every good idea is a great idea. Not every great idea is a God idea.

This is where we discover THE MOST IMPORTANT THING. Your MOST IMPORTANT THING. Success requires that you make/keep THE MOST IMPORTANT THING, the most important thing. Tell me, what matters more? That your dream becomes realized? Or that it looks like how you saw it in your head?

**THERE IS NO TRY. THERE IS ONLY DO. -YODA**

## ARE YOU BUILT FOR THIS?

You will have to sacrifice so much more than you're ready for. It's going to cost you the thing your heart really prizes above all else, *THE OLD YOU*.

You've got big dreams. Your success requires that you become (evolve) this person, *THE NEW YOU*, that is capable of making your dreams tangible. It's gonna take courage, character, drive, and grit to turn your dreams into reality. **NOW WHAT?**

HOW BAD DO YOU WANT IT?  
DO YOU HAVE THE HEART TO BECOME THE BEST?  
WHO DO YOU HAVE TO BECOME IN ORDER TO MAKE THIS HAPPEN?

**MASTER YOUR CRAFT.**

**MARKETING CAN'T MASK MEDIOCRITY.**

# COACHING

## YOU DO / I DO

This entire process of coaching/consulting is a partnership. That means we each have a role to play in your success. As my client, you are my priority. But if you aren't your own priority, then none of what we do matters.

## MY JOB

- To be a Process Director. Not as director of content or action.
- To co-create a confidential space of safety & encouragement
- To have integrity and tell you the truth 100% of the time
- To clarify and encourage you to set the goals that you really want
- To set the stage for you to show up, do, & be your best.
- To facilitate growth and authentic self-expression
- To listen openly without judgment
- To challenge you to do/be better, dig deep, and take action
- To provide tools for action and experimentation
- To be a sounding board and provide perspective
- To ask powerful questions to help you stretch further, and think bigger
- To ask more of you than anyone ever has

## YOUR JOB

- Buy-In to the process. This only works, if you do.
- Be prepared to grow. Get comfortable with being uncomfortable.
- Get the most out of this process. You're worth it.
- Be willing to have fun and experiment.
- Take charge of your life and take care of yourself.
- Focus on what you really want and who you really want to be.
- Be easy. This is a process. It won't happen overnight, but you'll get there.
- Come prepared to each session and complete your homework.

I know this sounds like a lot, but don't worry.  
Growth is usually simple, but it's rarely easy.  
You're not in this alone. We're in this together.

# COACHING

## HOW I AM AS A COACH

If you're still reading this, then hopefully you've gained some idea what coaching is or at least you're interested to find out. Either way, you're trying to determine if I'm the coach that you should work with. So here's a little about me.

I'm a people person. I love two things, above all others, food & people. (and my wife LOL.) I get energized by connecting with people on a deeply personal level. It's the part of my business that I love the most. Especially because real coaching isn't focused on me, or my expertise, rather it's about me being totally focused on helping you discover what's best for you.

Oh, and I've been coaching & consulting for over 5 years. I'm ICF Certified. And my practice specializes in helping my people face the hard stuff head-on. *(If you're my client, then you're my people)* I know what it's like to be on the receiving end when life's handing out @\$\$-whoopings. I also know what it's like to make it through because of the support of good people, who were trained to help and wanted me to succeed. *Just like I want you to succeed.*

**So let's talk about what it's like to coach with me.**

**I have 4 non-negotiable's with all my clients.**

- Unconditional HONESTY
- Intense ACCOUNTABILITY
- Intentional AWARENESS
- Emotional COURAGE

Everybody's always talking about being great.  
Greatness is upon you. They won't let me be  
great. Greatness this, and greatness that.  
I just want to be good.

Can I just be good though?

Can we start there?

(can you relate to this?)

# COACHING

## HOW I AM AS A COACH...

Greatness is a journey; not a destination. If you can just focus on BETTER, you'll end up at greatness. If you actually want BETTER, I'm the coach for you. Which means some of this process is going to be intense and uncomfortable for you.

I can promise that you are going to grow, beyond what you thought was possible. Because I'm going to push you past your limits, and at times you're not going to like me. Also, I will not be more committed to your success than you are. But I will not quit if you won't.

I can promise that, if you come willing & ready to work, you can have, be, or do whatever you want in life. You can create the mindset, relationships, body, business or career, and life that you really want. You can finally find some peace and be good with who you are. Comfortable in your own skin. Whether you realize it or not, you actually have the answers inside of you. I can do all things through Christ...Phil 4:13

My job is to live in that gray area with you. That's where all the real answers are. Because that's where all the really important questions are. And I'm knee-deep in it with you, helping you figure it all out.

# THE PROCESS

## HOW DOES THIS WORK ANYWAY?

Imagine going on vacation overseas. No one knows you. No one judges you. No one pressures you to be or do anything you don't want to. This is a place where you can try or be anything you ever thought possible. You're "vacation you". You feel amazing and confident. You feel peaceful and happy. You wake up every day, excited about what the day may bring. The best thing is that you can create a new life, or become a new you.

Also, you've got a guide to help you work through ideas and solve any puzzles that may come up. (think of Luke Skywalker & Yoda) You can even test out your new life/new self to see if it's what you really want. Then you can take what you've learned back to your regular life and make changes so that your old life matches the new life you've created. You actually wake up excited about the life you have when you come back home. You have confidence, peace, and purpose in your real life. You are the person you always wanted to be. You feel good about you.

Now imagine if you could do all that in real life? What if it was possible for you? That's what Coaching is. That's what Coaching does. And it doesn't matter what you're dealing with...Coaching can help.

The process works if you let it. It's not just possible for that other guy, or that lady over there. It's possible for YOU.

Coaching is not me talking at you. Screaming at you, hoping to shame you into changing. Coaching is me connecting with you, partnering with you, and helping you figure all this out in your life; where you are now. So that you can get to where you want to be.

## SESSION BREAKDOWN

Simplified, at their essence, sessions usually center around four main questions, or what I call The 4-WHATs.

- **WHAT?** (kinda obvious, but its the BIG What? What's your focus for today?)
- **SO WHAT?** Who cares? What makes this (BIG WHAT) important/significant *to you?*
- **NOW, WHAT?** Now that we know why it's important...What are you gonna do about it?
- **WHAT'S NEXT?** How are you going to do it? Are you going to follow through? How will you hold yourself accountable?

# THE PROCESS

## SESSION CHECKLIST

Remember that none of this works, unless you do. You've made a real investment in yourself and in your future. Here are a few things that you can do to get the most out of every session.

- It helps if you have a topic in mind, but if not it's okay. (You can cheat and use the Prep Form)
- Find a place conducive for consulting/coaching...quiet and confidential.
- As long as you can focus, and feel comfortable.
- Remove all distractions (FB. IG. Phone, TV)
- Bring pen & paper to write down any questions, notes, or insights
- Bring your full Self to the session. Be you. Even if you're afraid, embarrassed, unsure, or uninterested. I guarantee that you might just surprise yourself.
- Clear your mind and take a breath.
- BE PRESENT & FOCUSED in your session.
- Be OK With Silence. Please feel free to take a moment to think before you respond, if needed. It's ok.
- Be Ok with being uncomfortable
- Be OK with not knowing the answer
- Be OK with You.

## IT'S OK TO TRUST YOURSELF. - YOUR CONSCIENCE

It gets easier. Be patient with yourself.  
This is a process. And it will work *if* you want it to.

## BETWEEN SESSIONS

- Schedule your next session
- DO YOUR HOMEWORK!!! (I tried calling it Home-fun, but that was weird)
- Make/Schedule time to follow through on your goals
- Be OK to share your goals with someone you trust

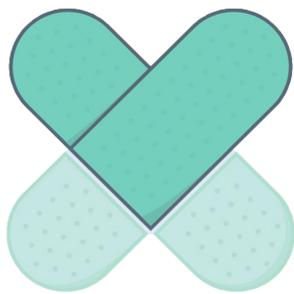
# TOOLS & RESOURCES

## IMPORTANT INFO

- All sessions are 1-On-1, and confidential.
- Our communication options are by phone or video chat
- (FaceTime/Zoom/Hangouts) Whatever makes you feel most comfortable.
- All sessions will be recorded and available to you. it's actually a great way
- to track your growth and goals. (Recording Consent & Confidentiality Form)
- Scheduling | Documents | Payment are all taken care of on the website.
- (Please do not hesitate to call if special arrangements need to be made.)

## NOW FOR THE FUN STUFF

Well, that's it. You're finished with your packet. It wasn't so hard, now, was it? To help you get started on your journey, there are a few assessments and forms for you to fill out. The assessments are to help us get a baseline of where you are, in what some of your needs may be. They'll also help give you some ideas of things you might want to focus on. The other documents are your contract and other agreements.



## BRAND-AID

**YOU ARE YOU BUSINESS.  
YOU ARE YOUR BRAND.  
LET'S BUILD IT ALL TOGETHER!**



### DISCOVER

First we start with a Discovery Session to pinpoint your strengths, challenges, and goals.



### COMMUNICATE

60-min sessions to explore challenges and create an action plan.



### REVIEW

Sessions are recorded for your review during the week. This helps you stay accountable and on task with your action plan.



### CHECK-IN

In between sessions, I am available for any needed questions, motivation, or reinforcement.