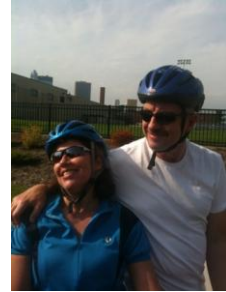


A Personal Note from Joy:

August is usually the month I take it easy and get ready to gear up for fall. Not this year! (Well, ok, Gary and I did take time out for a great bike ride.)

I've been out in the marketplace finding out more about what you're looking for as advancement opportunities in your life and in your business. I'm also finalizing our certified coaching training to present at the ICF Conference in Vegas. I am looking forward to meeting many coaches and business owners. If you're attending the event be sure to stop by Booth #213!



September is the season of gearing up for new change—almost feels like January, when we're beginning a new year. Keep me in mind when you're ready to add coaching as an additional support to finish 2011 strong.

This month's **Featured News** is **3 Tips to Gearing Up For the Arrival of Fall**. Yes you know I love to **talk to you about your goals**, and the upcoming fall season is the perfect opportunity.

This month's **Q&A** is from Mark, a new business owner who has a question about **getting his programs market-ready**. Some business owners tend to take a lot on...is that you?

Feedback from a business owner client this month: *“Working with Joy was a great experience! In the few short months we worked together, she helped me overcome many of the issues that were holding me back in my business. The tools she gave me were amazing & I have come a long way. Thanks to her tools, accountability & insight, my business is really starting to take off! If you're considering hiring a coach, I highly recommend Joy Pecchia!”*

As you continue to **step up YOUR life** in 2011 be sure to **consider coaching now more than ever**, as a way to **eliminate 2-3 steps** on your ladder to success!

Have an outstanding month,

P.S. You're now able to download pdf's, videos and audios from the ezine for easy listening/reading pleasure on any of your electronic devices.

Featured News:

3 Tips to Gearing Up For the Arrival of Fall

With the end of summer closing in and the arrival of fall on your front doorsteps, you may be feeling a rush of motivation. Typically, this time of year, leaders and business owners find themselves gearing up for change. With the cooler temperatures comes a desire to make those goals for the year happen.

So how do you prepare yourself for that beginning of fall rush?

1. Find Your Goals for the Year

During the summer, you may have found yourself taking much needed time to rejuvenate and replenish your reserves. Summer is a great time to make this happen. Now that you took some time for self care, bring out your goals. Some of you may need to dust them off a bit. Don't worry about it, just bring them out.

2. Re-Evaluate Your Goals

Fall is a great time of year to re-evaluate the goals you made. Take a look at the goals and your action steps you created for yourself. Notice where you are on your accomplishments. Some of them may need a little tweaking and some you may have already checked off your list.

Do what you need to do to get your goals and action steps clear and attainable for the rest of the year. Don't forget to write your steps using the Gap System. <http://joypecchia.com/blog/goal-setting>

3. Keep Up the Motivation

After you have your goals in tip top shape, keep your motivation going. You have already laid the foundation to make your year a success. Now is the time to execute your plan. Re-visit why you created the goals for this year and why they are important to you. If you took them off of your mirror or took down your vision board, maybe it's time to put them back up. Find the routine that you know keeps you motivated and make it a priority!

Remember to keep those action steps at 90 days, so you don't feel overwhelmed or unmotivated. Because it is September, those 90 days will get you through to the end of November. So, prepare yourself to end your year with a bang!



Q&A

Q: Hi Joy, I'm optimistic about moving forward with a new business and programs. I have six different services I want to provide and I'm wondering if that's too much since I'm just getting started. What are your thoughts?

—Thanks, Mark from Colorado.



A: Hi Mark! Optimism is a good thing when starting a new business! ☺ And it might not be a problem to be offering six different services – yet if you're creating them all at the same time that could be a problem. Why? Because it's keeping you away from conversations in your marketplace.

These days it's easy to hide behind a computer or virtual office. When you're gearing up in business, **now is the perfect time to be out networking and asking for feedback**, rather than be creating from what I call a 'closed system' – you, your ideas and your computer.

Mark, this is what I would **recommend over the next 90 days**:

1. **Decide on the top two programs** that you could **begin marketing immediately to your 'low hanging fruit'**. Let your prospects' feedback help you finalize those two programs, the programs don't need to be 100% complete before you start marketing them. By paying attention to what your prospects say they want, you'll be able to finalize your first two programs — and they'll probably give you helpful ideas when you're ready to consider the next program. **Spending time on what current prospects and/or clients want next** is a big win for your business, and makes good marketing sense.
2. **Clarity and focus are extremely important** to you right now as you're getting started. It's easy to get caught up in the 'next bright shiny object syndrome' or another 'thought leader recommendation' that's not necessarily right for you at the time. You know your business and what your target market wants (or you should!). **In this world of complexity, look for the simplicity** as that will keep you in action.
3. **Create your action plan for those two programs** Mark – what do you specifically need to schedule in your calendar so that your days and weeks are super focused. Believe me, if I didn't have the crystal clarity that my schedule provides, my outcomes would be very different.

Let me know if you need additional support on deciding your top two programs and I'll send you my **Decisive Action System™**, because not making a decision – is still making a decision – make sense?

To Your Success!

A handwritten signature in black ink that reads "Joy!". The signature is stylized and includes an exclamation point.

P.S. Submit YOUR question to Joy@JoyPecchia.com for future ezine issues.

Monthly Reminders:



Our Speed To Advancement™ Certified Business Coaching Program has officially launched! You can join our program and first get certified – then receive ongoing support with our Coach Co-Op Program™!

For More Information: <http://SpeedToAdvancement.com>.

Register to secure your spot for the fall LeaderSHIP™ Journey [click here for the details](#). A LeaderSHIP™ Coaching and Sailing Adventure!



LeaderSHIP™
Journeys

Visit our booth #213 at the International Coaches Federation Annual Conference in Las Vegas, September 24 – 26th. <http://www.coachfederation.org/conference/>

Submit your question to Joy@JoyPecchia.com for the Q&A section of the ezine and look for my response in a future issue.

Let me know if you're aware of any upcoming events where there's a need for speakers or break-out facilitators – I appreciate referrals!

Sign up for my blog **RSS Feeds** at <http://BehindBoardroomDoors.com> and <http://SpeedToAdvancement.com>

I simply can't reach as many people by just promoting products and services myself. So I have a winning business proposition for you. Register as an [affiliate](#) and earn a commission too!

Remember to sign up for your exclusive [coaching package](#) today!