

Clarity and Focus Brings Greater Success

The Client

Founded in 1999, The Better Life Teaching & Counseling Center in Berkeley, California offers a place of healing; with services in individual counseling and therapy, massage therapy, and hypnotherapy. Their work is with clients interested in improving their relationships, general health and well-being.

With a diverse set of clients who come to the center with many different issues, Founder Christine Bartlett realized that her business was losing focus and splintering in too many directions. “I felt like I was going day to day to day without any direction or goals,” she said. “I needed a more specific plan.”

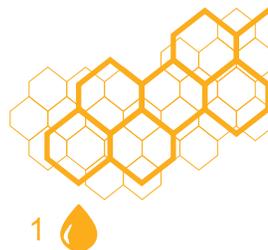


“Michele has helped me to align my true values with my work more closely, which gave me greater clarity on who my ideal target clients are. This in turn has led to increased confidence in how I run my business as well as the bottom-line results!”

The Situation

Christine contacted Michele to help her set some new business goals and narrow the focus of her business. Assisting her to identify better ways to tailor her business and build on her strengths. Together, they worked on developing a model for who her ideal clients would be, giving her the clarity she needed to turn away clients who weren't a good fit.

“Michele's been able to help me get clear about what I really want in my business,” she said. “I've been able to narrow the scope of my services, instead of doing ten different specialties I now have a much more refined focus—Wellness Coaching which includes hypnotherapy for weight loss and better relationships.”



The Process

Christine described her sessions with Michele as focusing first on where she was feeling overwhelmed about her business, not just diving right into the mechanics. “In our initial meeting, Michele tuned in to the emotional pieces that had me blocked, the overwhelmed feelings, the confusion, and helped me shift these blocks. I immediately felt good as a result.

She wasn’t attached to a specific agenda of ‘let’s write a business plan,’ she was looking at the energetic and emotional piece of where I was coming from that had me stuck from moving forward effectively. This really appealed to me about Michele’s coaching style and sold me right away. The next week I felt much more clear, more motivated and excited again about my business.”

The Results

Christine found that the biggest benefit of working with Michele was the focused action it brought. By stripping away the less-profitable aspects of her business, it allowed her to spend more time helping her clients and less time on other less effective activities. Christine made more money while working smarter not harder.

“My passive residual income has increased. I have more confidence in myself and more alignment with my true values of what I really want my life and business to be. I’m definitely more action and goal-oriented than I ever was. Our work together helped me get clearer and more targeted in my focus, and I’ve achieved my goal of significantly increasing my business! Thank you Michele!”

Nectar Consulting works with small to midsize organizations to help leaders awaken their spirits and realize their full potential from the inside out. Our services allow them to enhance their capacity to lead and develop others to actively grow into powerful, collaborative decision makers for superior business results.

To learn more, contact Michele Molitor at **510-582-9982** or visit **NectarConsulting.com**.

