

***3 Smart Moves to Make Now – The Successful Breadwinner’s Guide to Leaving Her Job*** *(What I wish I would have known to do before I quit my high-paying position to coach full time…)*

Congratulations on getting the information and tools that will empower your success as a coach. So often, we forget that unless you opt to work for someone else as a coach, going into coaching is deciding to become a businesswoman.

**Being in business for yourself can be a beautiful path to having the life that you love, especially in freedom-based businesses like coaching.** I know it is the path for me and I absolutely LOVE it! The lifestyle, the travel, the freedom, the time and space with my husband, the fulfilling work serving powerful women like you that coaching provides is beyond my wildest dreams of only a few years ago. I do sometimes have to pinch myself that this is really my life!

However, it is not for everyone and not everyone that you see going into it is going to make it in this business and some will find that they do not want to. I have seen many excited would-be coaches have their dreams fizzle before their eyes because they weren’t prepared and bought too much into the glitz and glamour of it all. It isn’t a get rich quick while lounging by the pool scheme.

I do not mean to sound harsh or defeatist by any stretch. **Coaching is a noble, highly serving and highly rewarding career with lots of benefits, including unlimited financial rewards and an amazing lifestyle of your choosing!** It is not for the faint of heart. Nor is it for those who live in fantasy. Many will give up and decide that it is not for them. That is totally fine, of course, they have a different path that will be better for them.

Those of us who stick with it, those who are intelligent and passionate about it, those who **continue learn and get support along the way - we are the ones who succeed.**  And we can succeed beyond our wildest dreams! I suspect *this is you* if you are reading this.

My clients and I practice what I like to call data-informed and faith-driven optimism. This involves taking an unbiased look at the data at hand and seeking additional feedback when appropriate, including listening to my intuition. This is done while deeply trusting in my God-given talents and with full faith in God’s plan.

As smart business owners, we know that ***hope is not a strategy***. We do not get caught with “happy ears”, ignoring actual feedback that would inform and guide us to success and away from failure, while only choosing to hear what we’d like to hear. We put together a sound strategy for success, execute it and course correct accordingly.

I see that this resonates with you, since you here are seeking the knowledge and wisdom that will place you way ahead of the pack. Whether you are planning to turn in your notice tomorrow, or you have a longer timeline, what I am going to share with you will be of service, either way.

If any of this seems too scary for you, I would encourage you to really sit with your desire to become a coach. If you can build your desire then eventually it will outweigh anything that sounds too scary at this moment.

If this sounds like it is all doable and reasonable, congratulations, you are on your way! Now, for the actual doing, for that is where the power is!



Let me share a little of my background so that you will better understand how I learned what I am sharing and how I know what I am talking about.

I am Susie Franscini Davis, Transformational Career Coach and Strategist. Yes, strategist, because my clients and I have discovered that I am quite good at aiding

them in creating doable, sound strategies for transition. Because I have done it myself, I know what the road ahead looks like. I know where the pitfalls lie and where the nuggets of gold are hiding for those in the know.

I worked for decades in increasingly higher-level sales positions, most recently as Regional Vice President of Sales, the position I left in 2015 to coach full time. I made a very nice and comfortable solid six figures in that job. I was used to making that and more for the previous 15 years in sales. **So if you are thinking you have a lot to lose, a lot you have worked hard to achieve, a lot that is riding on you, I totally get it.** I have also always been the breadwinner in my home so I also felt that pressure.

The pressure of working in corporate, in a job that was frustrating to say the least, and soul sucking to be frank, was very high. So high, that I ended up quitting before I was “ready.”

Now, while I trust that you will do what is best for you and your family and only you can know what that is, I wish I would have known to do a few things before I took that leap of faith. I wish I would have used the WDF formula instead of WTF formula that I fell into.

You can imagine what the WTF formula is. I leapt. I waited for the net to appear. Then I said WTF was I thinking?!!! All is well, of course, because I got myself a LOT of mentorship and coaching. I spent literally tens of thousands to figure this out. I

also spent a whole lot of time. Time that I now see could have been better spent in a smarter and more efficient way.

Enough about my path. **Let’s talk about what I learned and what I now am passionate to share with you, so that your path can be much smoother**, less painful and less costly following the WDF formula.

**Wisdom. Discernment. Faith.**

I am all about faith, my gorgeous friend! I love a good miracle and experience them most days. Faith is absolutely required in this. And so is wisdom and discernment. If it sounds too good to be true, as they say, it probably is.

What I wish I would have known to do, is to get my ducks in a row *before* I had to. I wish I would have known to do all I could, *from right where I was*, to ensure success.

**This includes getting your financial house in the best possible order, getting yourself into the best possible business frame of mind and getting the support structures in place including and especially at home.**

Let’s explore each of these a little further.

**Step one**

**Getting your financial house in order** is only going to serve you in the long run. While starting a coaching business can be one of the least capital-intensive businesses to start, remember it is still a business. It will require capital. And the more capital you have to invest, the more quickly you will be able to scale.

Keep that in mind as you continue to draw your steady paycheck. What can you do to make sure that you have access to capital?

* + Make sure your credit is great. Impeccable is better. Good will work but will not set you up as well as if it was better than just good. Check your credit score. How can you improve it?
  + Start to really look at all of those credit card offers you get on a regular basis. Consider if getting a few of those great offers now makes sense to increase your available capital in the easiest way. When you get the card, use it and pay it off in full a couple of times to keep it active. If you decide not to go this route, I still recommend getting a business credit card now.
  + Consider other sources of capital. Does a home equity loan or cash out refinance make sense for you? Is there anything you don’t love and don’t use that you can sell? What about that company stock or those options? How about earning more at your current job by

earning and asking for a raise, taking on extra projects or selling more?

* + Think through your monthly expenses. What can you pay off now? What expenses can you reduce while still maintaining or increasing your lifestyle? Can you get a lower rate on electricity, mobile phone, TV (or can you drop it)? Does refinancing your car or mortgage make sense in order to lower the payment or can you pay it off? Do you really need all that stuff you tend to buy at Costco or Willams-Sonoma? I am not saying you don’t, I am suggesting you ask yourself honestly how much that stuff is adding to your life.

What I have learned is to look at the Happiness Exchange Rate for anything I buy now. I stole and modified this from a great book I read called The Last Safe Investment, which is spot on with much of what I now know.

The HER for an item is **what amount of joy does this bring me per dollar**? It will be individual to each person. For me, the money I was spending on impulse buys at Costco, can you say set of bowls or folding chairs or other “stuff” that seemed too cheap and cool to resist, really wasn’t bringing me joy. In fact, it ended up bringing clutter to my home and taking away joy. Until, of course, I joyfully donated it and saw it blessing others.

However, the extra few hundred dollars I pay for First Class seats or an amazing meal or travel experience? Priceless amounts of joy that can be relived in my memories over and over. **Decide now and moving forward what is important to you.**  Stick with it despite what anyone else thinks. This is your life and you are now creating it on your own terms.

**Step 2**

**Getting yourself in the business frame of mind** is one of the most powerful things you can do now while you are still working your day job. What this means for me might be a little different than what others propose or what you might think. Yes it is about the normal stuff that you may already know but it also includes some things

that you likely haven’t thought about. These things can literally make or break your timely success.

* + Get clear on why you want to be a coach. What is it that you desire to do, become or enjoy by creating a coaching business? Who do you see

yourself helping? Get as specific as possible. If it is merely an interest, it will not happen. How does it feel to think about achieving this?

* + Stay tuned into and connected to that feeling. This will serve you extremely well in the days to come.
  + Take a look at your money story and learn to expand what you believe is possible. Know that what you desire is available to you and for you. It is not just for other people. There are lots of women out there with much less life experience and wisdom than you have earned who are crushing it as coaches. Feel into knowing that this is for you, too.
  + Begin building your foundation of wealth re-education. Some call this wealth consciousness or prosperity consciousness. Get a download of Think and Grow Rich and start listening to it. There are even free versions. You cannot start this too soon or do it for too long. Consider also reading the book and marking it up as you go with the ideas that come to you or insights you gain. Having a strong mindset around creating wealth and your personal ability to do so is the absolute FOUNDATION of building a coaching or consulting business. It is required. Do NOT leave home (or the safety net of your job) without it!
  + Take a look at any tendency to put others’ needs above your own. Coaching is a healing profession of sorts and oftentimes those of us who are called to do this work can tend to do this either chronically or occasionally, to everyone’s detriment. The more you can explore and heal this, the more, ironically, you will be able to serve your clients and create a beautiful, healthy, successful business. When we are not taking care of ourselves, putting our own mask on first so to speak, we are not able to give fully. You cannot give what you do not have.

**Step 3**

**Setting up your support structures** sets you up for a smoother, more joyous and more productive ride. Having support in place, especially at home, is so commonly overlooked and a real barrier to quick and joyful progress. If you are overcommitted already, adding coaching to the mix, much less the business of coaching, can take a major toll. I have seen it take otherwise focused and dedicated women out of the game or take all of the fun out of it for others.

* + Take a reality based look at your schedule. How are you allocating your time? What things are you doing that you don’t love (other than your job, we know that is a given)? What things are you doing that

don’t even need to be done? Who else can help you? How else can you achieve the desired outcome with fewer tasks for you?

* + Have an empowered, respectful, empowering conversation with your husband or partner about your goals, desires and vision. Ask for his support. If you have children who are old enough to understand, do

the same with the kids. Show them the benefits they will receive. Create a vision board with them.

**If you are battling things on the home front there is no way you are going to be able to give your best to your coaching or your business.** It will be impacted, without a doubt.

Equally important, having the support and full buy-in from your husband or partner, before you leave your job, will ensure that you have a strong head start. It will also assist you in your actual coaching. Stepping up your relationship skills will allow you to coach others to do the same.

I have seen way too many women go into this without even talking about it with their spouses, much less sharing the vision. I get it. We are strong, powerful, successful women and it is our money. On the other hand, I know some women who are so afraid of what their husband *might* say or think or do or *not do*, that they don’t even tell them about their desire to leave their career to become a coach. Consequently, progress stalls.

**There is a better way to approach your new endeavor that will preserve and even enhance your relationship rather than damaging it.** There is a way of gaining your husband’s full cooperation and collaboration. He can become your strongest cheerleader, your wisest sounding board and your most committed team member. If you approach him and the topic properly, you will be amazed.

**After all, isn’t a richer, fuller, freer lifestyle with your husband what you are looking to create here?**  Why build a business without him and risk getting the business and losing the relationship? Again, I see too many women coaches selecting this path, unaware of the consequences.

My passion lies in this topic, if you can’t already tell. So much so, that I have created a ***special bonus video*** for you to help you navigate this conversation with your man. You can access it here.



So you are exploring the world of coaching or consulting. It is sounding better all the time. **You are feeling more empowered and more informed about what steps to be taking now.**

Yet there is still a nagging little voice that says, yeah, but how am I ever going to replace my high salary? I heard that little voice, too.

It was pretty loud, sometimes, and **I had to really get my head around what it would take - what the numbers would look like.** To help you to do the same and see if it makes sense for you, I have created a calculator to help you determine what it could look like for you. In this calculator, am going to walk you through some scenarios and let you plug in your own numbers. You can access that here.

Thank you for taking an active interest in setting yourself up for success in your coaching career NOW. I applaud you and respect you so much for approaching this endeavor in a smart and strategic way. I am so proud of you and I know that your diligence here will benefit you for months and years to come, saving you heartache, money and time!

You are one of the smart ones. **You are the one who will rock it out because you have decided to follow your heart AND are taking the time to think it through**. *You are not some little girl just starting out with nothing to lose.* You have created a

wonderful life for yourself and **you are smart enough to ensure that it just gets better from here.**  Stay tuned for more guidance on how to do just that, in the most efficient and effective way possible.

Much love and respect,





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We welcome your feedback and would love to have you join those of us who are creating a life that is our own best version.