

THE SMART, BUSY WOMAN'S GUIDE TO BEING A TIME NINJA

WHAT EVERY BUSY WOMAN NEEDS TO KNOW TO HAVE
MORE TIME, GET MORE DONE AND HAVE MORE FUN!

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INTRODUCTION



Louise Thompson

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Hi, I'm Louise Thompson, I'm a life coach, author and yoga teacher. I love helping women beat fatigue, create an awesome work-life balance and help them rock their lives! This e-book "The Smart, Busy Woman's Guide to Being a Time Ninja" is for you if you want more clarity, less stress and want to get more of what you want done.

"I don't have enough time" is the mantra of modern living. How many times a day do you find yourself saying just that...I'd love to but I don't have time. I really want to do that thing/go to that place/ see that person but I don't have time. Once a day, twice? If you are anything like me a dozen or more. I've developed a formula which has really helped to notch down not only how many times a day I say I don't have time, but to increase the amount of time I do have. I'd like to share this secret with you and reduce a whole heap of stress. This is my formula to be a Time Ninja. It's a 12 step formula to time freedom.

Enjoy,

STEP 1: TIME NINJAS GET REAL.

*"OH WHEN I LOOK
BACK NOW THAT
SUMMER SEEMED TO
LAST FOREVER, AND
IF I HAD THE CHOICE
YEAH, I'D ALWAYS
WANT TO BE THERE.
THOSE WERE THE BEST
DAYS OF MY LIFE"*

*BRYAN ADAMS.
SUMMER OF '69.*

Continually wrestling with time is a pointless and never ending struggle. It's like trying to argue with the ocean. Time just is. Can you remember back to when you were a child and the summers (to paraphrase Bryan Adams) used to last forever? The days were long and hazy and the summer itself seemed to stretch into infinity. See if you can remember back to a time in your life when time did not feel limited.

A memory of when I felt like I had loads of time is when: _____

When I think about the above the top 3 emotions I feel are: _____

We will call this Time Scenario A. Limitless Time.

Okay, good. Lets think about a time when you felt like you were racing around and there were not enough hours of the day. Let's call this Time Scenario B.

A memory of when I felt like I had hardly any time at all is when: _____

When I think about the above the top 3 emotions I feel are: _____

We will call this Time Scenario B. Limited Time.

Right. Next questions.

1. Which time was happier/felt better to you? A or B.
2. In which scenario did you actually have more time? Were there more or less than 24hours in the day in either scenario?

Exactly. There are always 24 hours in a day. It's. Not. A. Time. Problem! So what is it?

STEP 2: TIME NINJAS DON'T FIGHT TIME.

So, here's the thing: I do have enough time. You do have time. We all have all the time we need. It's not lack of time that's the problem here. Accepting that is the first step. We are not lacking in time. And that's a fact. **What we are lacking in is clear priorities.** It's much more accurate and empowering to say I don't have clear priorities, rather than I don't have time. Clear priorities are something you can do something about, manufacturing more time is not (unless you are God) (which if You are You know that and will not be reading this). Wrestling with time is a fight we are never going to win. We can't Beg/Steal/Lose/Make time. It's a ridiculous and never ending struggle with reality. It's far better to **ACCEPT TIME**, and work on your priorities.

*"LOST TIME IS NEVER
FOUND AGAIN"*

BENJAMIN FRANKLIN.



STEP 3: TIME NINJAS KNOW WHAT THEY WANT THE TIME FOR.

*"THE REAL MAGIC
WAND IS THE CHILD'S
OWN MIND"*

JOSE ORTEGA Y GASSET

Firstly imagine that I am your Fairly Godmother. Dadah! Imagine I can grant you your wish and give you **MORE TIME**! I am going to grant you two hours extra in every day. Bam! What are you going to **DO** with it?

The first thing I would do with 2 more hours a day is _____

This is important to me because _____
and I will feel _____ when I am doing this.

Something I would introduce into my week if I had two more hours in every day is _____

This is important to be because _____
and I will feel _____ when I am doing this.

A habit/hobby I would take up if I have two more hours in every day is _____

This is important to me because _____
and I will feel _____ when I am doing this.

With two more hours in the day I would _____
with my work/career profession. This is important to me because _____
and I will feel _____ when I am doing this.

Interesting. Did you find that easy or hard to do? We can spend so much time railing against not having enough time that it becomes such a generalised anxiety that we don't even know what we want this time we don't have for! To watch More TV on the couch? To clean the kids rooms up? Paint the house? Take up squash? Learn Italian? Cook from scratch? Sleep? Run a bath? Run our own business? Run a marathon? Run for president?

Getting specific helps. Not enough time for **WHAT**? What is this perceived lack of time making you miss? This is important because it makes it much clearer what choices you are unconsciously making with your time. We are going to talk a lot more about that in the next few steps.

Side note: here's the other important thing here...what matters to **YOU** is **IMPORTANT**. Your wish list won't look like anyone else's, that's totally okay. Your wishes are important. Your needs are important. You are not just here to be the perfect mother/employee/wife/friend/daughter where your needs come at the end of that list. Your job is to be the best **YOU** you can be. Understand that you have a value in your own right, and that **what you want is important too**.

STEP 4: TIME NINJAS TAKE A TIME AUDIT.

"FOR DISAPPEARING ACTS, IT'S HARD TO BEAT WHAT HAPPENS TO THE EIGHT HOURS SUPPOSEDLY LEFT AFTER EIGHT OF SLEEP AND EIGHT OF WORK".

DOUG LARSON

Have a look at how you are spending your time currently. Take yesterday as an example. What did you do? Get a blank sheet of paper and start writing it down. Hour by hour.

What were you doing? Break it down into specific tasks, don't just put 'work'. What exactly? Writing a report? Presenting to the board? Leading the singalong at playgroup?

Get your list and start to rank your answers:

What did you spend the most time doing?

How important is this to you?

How much of your time is spent doing something that is 7/8/9 out of 10 enjoyable for you?

How much of your time is spent doing something that is 1/2/3 out of 10 enjoyable for you?

STEP 5. TIME NINJAS THINK BIG, SO THEY CAN MAKE GOOD SMALL CHOICES IN THE MOMENT.

"WASTE YOUR MONEY AND YOU'RE ONLY OUT OF MONEY, BUT WASTE YOUR TIME AND YOU'VE LOST A PART OF YOUR LIFE".

MICHAEL LEBOEUF

The reason we think we have so little time is that life gets filled with lots of small unimportant (in the grand scheme of things) bits and bobs. We think "oh, that's only half an hour I'll just do it" and in the moment this choice seems okay. But when we consider the overall pattern of life we think we don't have enough time. That's because too many of these small decisions are swallowing our time.

I had this car once, a little runaround, and I loved this car. It was a little green Holden Barina, and I could park it, and I thought it looked cute. I was emotionally attached to this car, I am embarrassed to say it had a name (Hetty, if you are wondering).

My husband thought it was a ridiculous car and hated to drive it, but I cared not: I loved it. Thing is this damn car was gobsmackingly unreliable. In and out of the mechanics every few months. \$220 here, \$150 there, ...and so on. One day I was drooling over some fantastic, and I mean fantastic ladies, winter boots. They were \$600. "I can't afford those booooooots" I said folornly to my husband. Sad face. "Well baby" he said "that's because your stupid car **ATE YOUR BOOTS**". Oh my god, he was right. Annoying as it was the logic just fell about my ears. My stupid unreliable car had eaten up all my gorgeous boot money. Two or three times over. But because it did it in bits and bobs I hadn't realised it. I never looked at the big picture and added

up what all those smallish mechanics bills had cost in total. I just made a “oh it’s just new spark plugs” decision in the instant rather than seeing what I actually really wanted: a car that worked and enough money to get boots when I saw a pair that I just **HAD TO HAVE** (you know how it is). I had completely lost sight of the big picture and by piecemeal had given away what I really wanted. Well, once I realised this and looked at the big I picture traded that car in the next week for a much more reliable one and I got the boots.

So: it’s important to get a **BIGGER PICTURE** for what you want out of your time. Once you have done that you can make better decisions in the moment. That’s what we are going to do right here.

So: let’s wipe the slate clean and set some new overall priorities for you for the year ahead. It’s important to take things up to this bird’s eye view of where you want your life to go so that when you are lost in the doing of day to day of life that you can remind yourself of this big picture.

Firstly set some very clear priorities for yourself for the next 12 months. What do you want to achieve and how do you want your life to be this year? Personally I have 3 personal goals for year and 3 professional goals. I think this is the maximum, 3 of each. Firstly it means you get some balance between your work and personal life, and secondly it will force you to be ruthless. To be a Time Ninja you **HAVE TO BE RUTHLESS**. The reason you currently feel you “don’t have enough time” is because you are trying to achieve too many things. All that juggling is exhausting and it also means that you can’t possibly get all those things done which is a sure road to feeling bad about yourself.

You can’t have 25 priorities, choose 6 tops. Have a look at the list you made in **Step 3** for inspiration.



If you choose 6 then you actually have a good chance of achieving them and it will release an oasis of time into your life.

Then lets get really specific with these priorities. Why are they a priority exactly? How will you feel when you achieve that goal? What's it all for? It's important to dig below the surface of your goal so you can keep yourself motivated with the juicy stuff when the going gets tough.

One of mine is to get fit, one is to write a coaching book. The others include having fun with my gorgeous husband, creating an expanded set of tools for my Adrenal Fatigue Recovery Programme, and to travel across Turkey. List yours now. Think big picture and be ruthless and honest with yourself. 3 personal goals and 3 professional.

List yours now on the chart on the next page. There is also a full Time Ninja Priority Grid at the back of this e-book. Get super clear, print it out and stick it where you can see it so you can continually be aware of your big picture goals. Beware of giving your time away piecemeal like I did on my stupid car!



No.	Goal Type	Define your goal here	Benefit of achieving goal	How I will feel when I reach goal	Consequences of not reaching goal
eg.	Personal	Travel through Turkey	Awesome holiday with husband and experience new culture.	Suntanned and happy, creating loads of great memories and having a ton of fun!	Missed opportunity, will never get that time back. Disappointed with self. Regret.
1.	Personal				
2.	Personal				
3.	Personal				
4.	Professional				
5.	Professional				
6.	Professional				

STEP 6. TIME NINJAS EXERCISE THEIR SUPERPOWER: THE POWER OF CONSISTENT CHOICE.

"WHEN YOU HAVE TO MAKE A CHOICE AND DON'T MAKE IT, THAT IS IN ITSELF A CHOICE".

WILLIAM JAMES.

Done? Okay, so, next time the 'I don't have enough time' mantra rears its ugly head take stock. Don't have enough time for what? Here's the thing. It's a choice. It's ALWAYS a choice. Even when you feel you are not making a choice or you have no choice, **it's still a choice.**

You can choose to have a potentially difficult conversation with your boss/spouse/friend/child and say "you know I'm not going to come to watch that game at the weekend, I am going to sit down and have some time writing my novel. It's what I really really want to do". Or you can choose not to have that conversation and go to the game and leave your novel a dream that never gets realised. It's up to you and you have a choice. Making more time in your life involves choice. And being okay with not everyone agreeing with you all the time, because, guess what, their top 6 priorities are **DIFFERENT TO YOURS!** If you spend your life working towards their priorities yours will remain a dream. You want to get fit and that's one of your 6 priorities, you need to arrange some childcare, or find a plan that includes them or get up earlier or whatever you need to do.

I am a big fan of Tim Ferris, his book *The 4 Hour work Week* is genius and a whole heap of Time Ninja Wizardry in itself. He says "success in life is defined by how many difficult conversations you are prepared to have" and he is right.

So, it then becomes a very simple choice. I now always choose the task or thing that is **in alignment with** and will **move me towards my 6 life goals** for the year. Choice between getting through all my email and going for a swim...I choose to make time for the swim, the email will have to wait. Choice between working late on the website or going on a date with my husband? The date every time, the website can wait.

By setting very clear priorities for myself and consistently choosing in favour of them I find that I do have more time. And I have less panic about the things that are not getting done because clearly **they cannot be that important if they did not make it to my Top 6 priorities for the year**. So I worry about them less because they are automatically the 7th or lower priority for me, so I can park them or flag them much more easily.

Break it down, make it small steps and reward yourself as you go on milestones.

No.	Goal	Three things that will move me towards this this month	One thing I can do this week that will move me forward towards my goal	Reward I will give myself on reaching monthly milestone #1	Consequences of not reaching goal
1.					
2.					
3.					
4.					

STEP 7. ADVANCED TIME NINJAS CHOOSE FOR HIGH IMPACT.

"IDEAS ROSE IN CLOUDS; I FELT THEM COLLIDE UNTIL PAIRS INTERLOCKED, SO TO SPEAK, MAKING A STABLE COMBINATION"

HENRI POINCARÉ.

IF SOMETHING COMES UP THAT does not move you towards one of your 6 goals you need to seriously, really seriously, question whether it's something you should be spending a minute of your time on. Getting better at saying no is important. Every time you say yes to something that is not one of your 6 goals you are actually moving further away from them and feeling like you don't have enough time. So choose the 6 wisely and then start to consistently choose in favour of them and choose to decline other things. All those iddy biddy things that took time and would make your day disappear...you will get very good very quickly at identifying them and saying no.

Once I started working this programme a few very cool things happened. The frantic "I don't have enough time!!!!" mantra that used to be on repeat in my head started to diminish. I was much calmer, because I knew I do have enough time for the things I want because I am making smart choices, and I am not worrying about the other stuff because that's at least 7th or less important to me so why waste head space worrying about it?

The other thing is I have got real smart at making high impact choices. By high impact I mean tasks or activities that fulfill or move me closer to **TWO OR MORE** of my 6 goals all **at the same time**. For example, I work out with a friend who is going to be contributing to my Adrenal Fatigue Recovery Project. Bam: that's two goals (getting fit and the program) both moving simultaneously. Sometimes you can choose an activity or task that moves you on 3 of your goals (maybe cooking an Italian meal for the family where the kids make their own pizzas and clear up afterwards). This moves towards 3 goals simultaneously. 1. Quality time with family. 2. Take up Italian cooking/language classes 3. Free time by empowering the children to help around the house.).

Always be on the look out for these **high impact choices** that keep you moving towards your 6 goals, because it really is where you get to create time in your life.

STEP 8. HOW TIME NINJAS GET FIT

INTERVIEWER: "WHAT ONE THING CAN PEOPLE DO TO BE MORE PRODUCTIVE AND IMPROVE THEIR BUSINESSES?"

*SIR RICHARD BRANSON,
"WORKOUT"*

Get fit, or strong or flexible or healthier in some way seem to be on pretty much everyone's 6 goal list as one of their personal goals. It's also the thing that most frequently doesn't happen. So here is a special word on exercise. I call it "The Obama Principle".

Here's the thing. President Obama works out every day. **EVERY DAY**. Now, he is a busy man, yes. But, he knows how important it is for his overall wellbeing and how it helps him to function through the day so he **CHOOSES TO MAKE IT A PRIORITY** and does it.

When Sir Richard Branson, billionaire, business guru, who has created so many incredible businesses, asked what was the one most powerful thing people could do to improve their business, did he name the new social media tool of the moment? Did he talk about profit and loss? No. His answer was simple "workout".

So, here's the thing people. Are you busier than Sir Richard Branson running all his empire and adventuring off on his balloon flights round the globe? Are you busier than Barack Obama, leader of the free world? I thought not.

If they can choose to make it a priority in their busy lives so can you. Make it one of your 6 goals, then start choosing in favour of it consistently. Forget "Just Do It" I want you to "Just **CHOOSE** it".

STEP 9. TIME NINJAS DON'T HIDE BEHIND BUSY.

Busy is not a badge of honour. Busy is a cover up. "I'm sooo busy" is a bullshit way of saying "I can't prioritise and choose effectively and consciously what is important to me". Don't be that person. Be a Time Ninja. When people ask how you are say "Awesome! Soooo excited about my novel/trip to Antarctica/family party I am organizing". Own it. It's **YOUR TIME**. Only you choose how you spend it, and you will never get any more of it. Spend it once, and spend it wisely.

*"IF ANTS ARE SUCH
BUSY WORKERS, HOW
COME THEY FIND TIME
TO GO TO ALL THE
PICNICS"?*

MARIE DRESSLER



STEP 10: TIME NINJAS KNOW THERE IS NEVER "A GOOD TIME"

*"THE DAYS ARE LONG
BUT THE YEARS ARE
SHORT".*

GRETCHEN RUBIN

Here's the thing. Gretchen Rubin of The Happiness Project says this beautifully. "The days are long but the years are short". U-huh. So true. I worked in newspapers for just under 20 years, running big commercial sales and marketing departments both here and in the UK. At one point I had 44 hard deadlines a week. A print deadline is a "hard deadline". It can't move. Those presses will roll whether you have filled that space or no. You can't defer. You need to make a plan, and action it. It's the sort of business that never slows down. Ever. It's exactly the sort of business where many people don't take a holiday because "it's not a good time". There is always a special issue coming up that requires extra work, or a big supplement, or a new launch or whatever. Before you know it you have worked for 5 years with no holiday as that "the right time" never came.

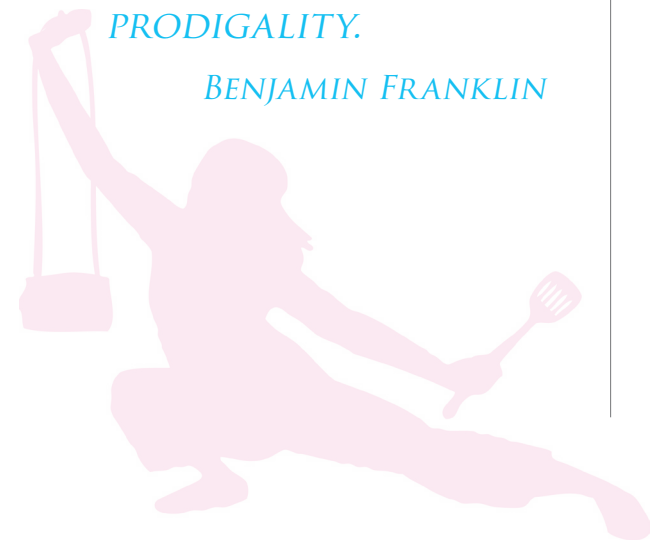
Guess what. If you are one of those "it's not a good time" people, and you are using that to defer choosing in favor of your goals then that is, sorry, a **STUPID** strategy. Stop waiting for "the right time". It will never come. The right time is **NOW**. Plan the holiday or the weekend retreat learning to windsurf or whatever. Book it in the diary and do it. **COMMIT**. You will find that the business will work around it. It will flow around it. Other people will step up. Stuff will happen. It may not be perfect or the way you would do it but it will happen. Don't let the years race by whilst you wait for the right moment.

STEP 11. TIME NINJAS KNOW WHEN TO MULTITASK

I hear about dead time and wasted time a lot. Sure. I get it. The commute isn't thrilling, but you need to get to work. So, be smart about it, look at your 6 goals list. What can you do to incorporate one or more of those into your "dead time"? Can you listen to Italian podcasts in the car? Can you read about parenting techniques on the train? Can you chat with your spouse on the metro? Can write a short story on the bus? Be creative. This IS a time to Multitask.

*IF TIME BE OF
ALL THINGS THE
MOST PRECIOUS,
WASTING TIME MUST
BE THE GREATEST
PRODIGALITY.*

BENJAMIN FRANKLIN



STEP 12. TIME NINJAS KNOW WHEN NOT TO MULTITASK

*"DO NOT DWELL
IN THE PAST, DO
NOT DREAM OF
THE FUTURE,
CONCENTRATE THE
MIND ON THE PRESENT
MOMENT"*

BUDDHA.

Nothing makes us feel more stressed than multitasking at the WRONG TIME. Checking email whilst we are out at dinner with our friends/at a conference/at the hairdressers stops us from connecting in the moment to the thing we are doing...connecting with friends/learning and networking/being pampered/whatever. We are there, but not there. There physically but not fully mentally. If one of your 6 goals is to have closer relationships and more fun with friends/learn that cool new things and network in your industry - you have **CHOSEN TO BE THERE AND DO IT**, that's awesome. So be there 100% and do it. This is the time to mono-task. Give it your full focus and attention. Allow yourself to be completely absorbed in the thing, after all it must be pretty great, you chose it out of a million things to be one of your 6 priorities for the year.

It's called what legendary psychologist Mihály Csíkszentmihályi, called the state of "**FLOW**" baby. Flow is mental state of operation in which a person in an activity is fully immersed in a feeling of energized focus, full involvement, and success in the process of the activity. The positive psychology concept of Flow is where you want to be. When you are in a state of flow you are deeply focused on the thing you are engaged with, you feel energized and joyful. This is what it's all about. Life is happiest in this flow.

RECAP

So, to recap on the 12 Step formula to be a Time Ninja, so you can go kick ass, do more of what you want and rock your life:

Step 1. Time Ninjas get real. It's a **priority** problem not a time problem.

Step 2. Time Ninjas don't fight time they accept it.

Step 3. Time Ninjas know what they want the time **FOR**.

Step 4. Time Ninjas take a time audit.

Step 5. Time Ninjas think **BIG**, so they can make good small choices in the moment.

Step 6. Time Ninjas exercise their Superpower: The **POWER OF CONSISTENT CHOICE**.

Step 7. Advanced Time Ninjas choose for high impact.

Step 8. How Time Ninjas get fit.

Step 9. Time Ninjas don't hide behind busy.

Step 10. Time Ninjas know there is never "a good time".

Step 11. Time Ninjas know when to multitask.

Step 12. Time Ninjas know when **NOT** to multitask.



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For weekly wellbeing blogs on how to be happier, healthier, reduce stress, have more time, more fun, more energy register for my newsletter at www.positivebalance.co.nz. This also contains info on my local yoga classes in Auckland, New Zealand.

I am a life coach, author and yoga instructor. I work with smart, busy women who are sick of feeling overwhelmed and guilty and want to live a life of balance and purpose with intention. I also specialize in working with women who are Adrenally Fatigued delivering my unique programme of life coaching tools, yogic principles and targeted supplements to restore their energy and zest for life. It's very cool. I help them to get their energy back and to move forward into the life they deserve with clarity and confidence.

I also specialise in life work balance and getting rid of that mind chatter that makes us feel stressed, under pressure and crap about ourselves. After 20 years running big businesses I love running my own business that makes a difference to women around the world. I love to help women create a life and health that is better than anything they could have imagined, freeing them from painful though patterns that they may have carried their whole lives. Coaching session with me are available wherever in the world you are via the miracle that is Skype.



MY 3 PERSONAL AND 3 PROFESSIONAL GOALS

	3 THINGS I CAN DO IN THE NEXT MONTH TOWARDS THIS GOAL	2 THINGS I CAN DO THIS WEEK THAT WILL MOVE ME TOWARDS THIS GOAL	WHAT IS THE BENEFIT TO ME OF ACCOMPLISHING THIS GOAL?
PERSONAL GOAL #1	1.	1.	
	2.	2.	
	3.		
PERSONAL GOAL #2	1.	1.	
	2.	2.	
	3.		
PERSONAL GOAL #3	1.	1.	
	2.	2.	
	3.		
PROFESSIONAL GOAL #1	1.	1.	
	2.	2.	
	3.		
PROFESSIONAL GOAL #2	1.	1.	
	2.	2.	
	3.		
PROFESSIONAL GOAL #3	1.	1.	
	2.	2.	
	3.		

Your Monthly Time Ninja Check In Sheet

DAY	PERSONAL GOAL #1	PERSONAL GOAL #2	PERSONAL GOAL #3	PROFESSIONAL GOAL #1	PROFESSIONAL GOAL #2	PROFESSIONAL GOAL #3
1st						
2nd						
3rd						
4th						
5th						
6th						
7th						
8th						
9th						
10th						
11th						
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24th						
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27th						
28th						
29th						
30th						
31st						

HERE'S WHAT MY CLIENTS SAY ABOUT WORKING WITH ME

"I just want to say thank you from the bottom of my heart, you have helped me soooooo much and I feel like a different person because of our sessions together. It has been an honour and a blessing having my coaching sessions with you and it is something I will never forget!! THANK YOU!!!

I have learnt that I am so much stronger than I thought, I have much more confidence and energy. I have learnt that I can set goals and achieve them. I have learnt to love, respect and take care of myself. I have learnt that I am the most important thing in the whole world and how much what I think affects what I do and how I act, so keeping my thoughts positive is very important.

- Jamie G.

I wanted to write this testimonial in the hope that many more women get to experience the rich rewards and pure joy that I have experienced in my life coaching sessions with you. Words can't really express my gratitude and appreciation but in short, over the last 12 short weeks, my life has changed, completely. I have, for the first time ever, fallen head over heels in love with my life.

You helped me see life differently. Empowered me to say no to the status quo and yes to living a life based on my passions and true calling. I am now thrilled with my new career, enjoy 100% more freedom over my time, my house sparkles clean and I enjoy being a parent to our teenagers more than ever before.

Thank you forever, fondest love,
Tina Kennedy

As a yoga teacher AND a life coach, Louise offers a truly holistic approach to caring for your mind, body, and spirit, enabling you to live a life full of purpose, energy, and happiness. Having successfully navigated through many changes in her own life (leaving a high-stress job, discovering her passion for yoga and coaching, overcoming chronic fatigue syndrome, finding balance), Louise can show you, step-by-step, how to make the big changes and start living the life you deserve. She is keenly intuitive, compassionate, and incredibly supportive. I cannot think of a better coach to have by your side.

Jarlin S.