



Recently I attended a self-help seminar. One of the handouts had a random playing card attached. The presenter said, "there are no accidents" when referring to what life gives us, and used the card as a metaphor. So if that were true, my King of Spades says a lot. The spade is the highest of the four suits so I was the highest King, and being King ain't so bad. But an Ace is a higher card so I had room to improve. This is quite fitting when I look at my past 18 months of working with my coach.

I am a success. Most people would be proud to earn what I earn. I have a long list of business accomplishments over my 32 years and have achieved some of my industry's highest honors. Yet, I was becoming very unsatisfied with my current results. I knew I could help more people, produce more business and increase my revenue. What was stopping me? Me!

I am a success despite myself. You could say I am an unconscious competent. I could work hard and long hours, always do the right thing for others and just wasn't getting the results I knew I could and should. And

fortuitously (or not if you buy into "there are no accidents") I met coach Renee Gambino. I was in the audience at a meeting at which she made a presentation and every single word of hers just made sense to me. I approached her at a break and said, "I must work with you." Three days later we were working together.

Coach initially spent a lot of time getting to know me and worked hard on getting me to understand me. She helped me gain a healthy consciousness of how my thought process worked. As successful as I was, I had a very hard time saying "I am an insurance expert." And in my world of life and health insurance I was.

Why was that hard for me? I don't know but once I got into my head and changed that one aspect of how I thought of myself, things started to change. I found myself walking a bit faster. I walked with my shoulders back and head high. I started to attract prospects that I previously would not have sought believing they were out of reach. I discovered that how we think changes everything. Increasing your knowledge is so

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## HIRE A COACH TO HELP YOU IMPROVE

important in order to serve your clients at the highest level, but improving your mind and improving your habits even more - because that is what changed my behavior. And that is what changed and will continue to change my results.

This new awareness has already helped me help some procrastinators finally secure the insurance they needed to protect what was important to them. Everyone wins when I have the skill to get people out of indecision.

We all have been taught many things, took tests, and were graded on what we remembered for those tests. And we have been judged by those results. But our past grades or current sales reports are no indicator of future results - if you change the way you think.

Knowing more is not as important as doing more. And when you develop more clear and exact thinking, continually try to improve on and have sound reasons for your opinions, business and personal views, you will achieve better results and be the master of your fate. When we change our thinking for the better, we automatically change our lives for the better. That makes it possible to help more people.

It's quite ironic that I sell an intangible product - an insurance policy; a promise to pay if something happens. Yet my mindset is that I have to have tangible proof to believe something. I need to see it, feel it, taste it, smell it, hear it for it to be true. One of my coaching lessons has been to learn to have a belief in something before it manifests. Seemed backwards and counter-intuitive to me but that has become one of the most important and exciting parts of my training. When you can form a clear mental picture of what you want, truly desire it and believe you have it, it will happen and your



life and the lives of those around you will improve.

Changing how you think takes a lot of work and is a slow process. It means working on only one or two areas to improve at a time.

There are two specific mental tools I have found very helpful: will and intuition. Will is basically the ability to focus. Try and really focus on something for even a few seconds and you may discover you get distracted easily. If you become aware of your focus or lack thereof, you can improve. Intuition is fascinating. I call it your sixth sense. If you can develop a keener sense of awareness of people, their behavior and your environment, you can improve yourself and your results.

Coaching has done much more than help me become a more successful professional, it's helped me become a better person. One of the most rewarding lessons is to leave everyone you interact with the impression of increase. Offering a genuine praise or a well deserved compliment will make others want to associate with you. When giving becomes a habit, you'll be rewarded.

There can be no progress without change. Changing by yourself is very tough. Hiring a coach can be the best investment you'll ever make. Make self improvement your mission. Read self-help books. Start the day, every day, reading a few pages, listening to an mp3 of a lesson, reciting an affirmation or a goal. Break bad habits and replace them with good ones. Decide today to be the best you can be.