

Write Your Way to More Clients Online

You know you should be writing that newsletter article or blog post and using social media more effectively, but you are dragging your feet. You are not alone. A common reason for getting stalled is not having a clear strategy for your writing – or even more basic, not knowing what to write about.

Linda Dessau's new book, *Write Your Way to More Clients Online, How to craft captivating content for newsletters, blogs and social media* is the book to break you out of procrastination and into action.

Linda is the content mastery queen and her book is power-packed with “how-tos.” You get step-by-step instruction on how to banish article writer's block,

how to create a writing strategy, how to structure your time for maximum writing success and how to write the content your audience wants to read. You will learn about the different types of content and even how to write a top 10 article.

Linda's style is easy to read, thorough and includes all the right content. She definitely walks her talk; her content is exactly what her audience – you and I – need and want to know.

I highly recommend this book. You will want to keep it on your desk and handy.

The RiskADay Journal

It's so easy to get into the rut of playing it safe. Safety, however, isn't going to get you that big life you want. Laura Overstreet Biering's new *RiskADay Journal* offers the perfect structure for getting out of the habit of playing it safe and developing your courage muscle.

Laura understands that taking risks, even small ones, can feel like jumping out of an airplane. Her 28-day program offers consistent and gentle nudges to love yourself and your own unfolding possibility enough to take a risk each day. You will learn about risk-taking and how to use discernment to choose risks and gain clarity about your motives.

The journal is divided into four themes, one for each week: learn, love, live and lead. The reading for the week points you in a direction and gives you questions to ponder. Each day you set your intention and then track the learning from the experience. The journal is filled with great quotes and stimulus to help you identify the risks that are right for you and throughout the journal you feel Laura's loving presence as your champion!

Commit to using *The RiskADay Journal* and you will definitely see rewards for your efforts.



The Personal Leadership Cards



If you have had the opportunity to experience a coaching session with horses, you know it is a unique and powerful experience. Lisa Murrell, author of *The Personal Leadership Cards*, says it's all about congruence. Horses can sense congruence, or lack of it, immediately. Now imagine a process to help you develop as a leader that combines powerful leadership coaching, a deep understanding of emotional intelligence and the wisdom of horses. That's exactly what you get with *The Personal Leadership Cards*.

The package includes a beautiful leather-bound journal and a set of cards to guide your process. You begin with an online assessment to determine your leadership style, then you work with the relevant cards. Your leadership set will include a description of your leadership style, its gifts and challenges, and a description of the “shadowland” or emotion that can get in your way. The series of suggested tasks and journaling questions are designed to deepen your awareness and help you develop more fully as a leader.

Whether for yourself or a client, *The Personal Leadership Cards* are a wise choice to guide you to greater power, congruence and ultimately impact.

Leadership Metaphor Explorer

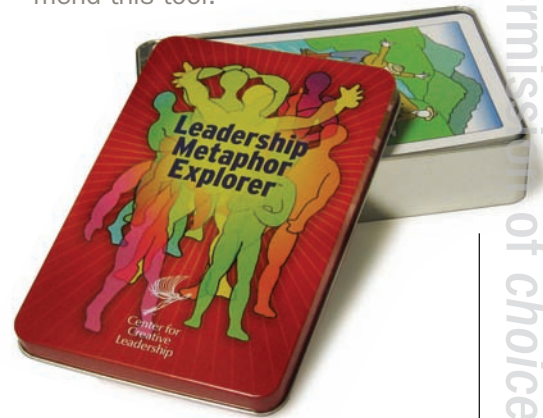
Those who work with leaders, teams and organizations know the importance of dialogue regarding leadership styles and organizational culture. *The Leadership Metaphor Cards* are a powerful tool to facilitate that process. The 84 cards from the Center for Creative Leadership will blast the dialogue wide open and you will be surprised at the depth of conversation that emerges.

As with most image-based products, the framing question is important. One example: "Choose a card that says something about leadership in your organization." Now imagine the conversation that

ensues from one of these cards: Coalition of Enemies, King of the Jungle, Ambitious Pioneers or Windmill Tilters. It works with teams too; for example, a team might be described as: World Class Athletes, Swarm of Bees or Squadron of Jet Fighters. Notice what is immediately understood via the metaphor and you will get a sense of the power of these cards.

Talking through the metaphor makes it easier to express feelings, thoughts and opinions that may not have been accessible without the prompt. From there you can deepen and expand the conversation.

The cards can be applied to group or individual work related to leadership, culture development, talent development, team building and creating a culture of innovation. If you want more profound conversations, I recommend this tool.



thinkpal™

Stuck? Use thinkpal™ to work it out!

Thinkpal™ is an iPhone app that helps you work through a problem much like a coach would, by asking you thought-provoking and provocative questions. You start by thinking about a problem, a decision, or a long-term goal you are contemplating. You are then presented with a coaching question. You have the option of typing or recording your answer in the 'Notes to Self' area or you can go to the next question by choosing "keep thinking." The emphasis is not so much on problem solving as it is on the revelations that come with the thinking process. It's like brainstorming with yourself. Once inspiration hits, you can record or write 'Notes to Self' to listen back to when you need a boost, email to your coach to deepen learning, or revisit and expand upon inspiration over different thinkpal™ sessions.



At the time of writing, the thinkpal™ team is developing an infrastructure that will allow coaches to add their own question sets and branding to the thinkpal™ platform. Imagine how impressed your clients will be when you present them with this tool!

Visit them at www.mythinkpal.com or find their app in the Apple App Store! •

~ with input from tech coach Sandra de Freitas

Links to products reviewed above are available at www.coachingtoys.com