



**ART OF COACHING PODCAST™ EPISODE 86
ZACH EVEN-ESH: THE TRUTH ABOUT WHAT IS HOLDING YOU BACK**

Zach references the book *Turning Pro* by Steven Pressfield as a major source of inspiration in his life. What does "turning pro" mean to Zach? How can you use this idea in your life?

What's the most (money, time, energy, etc.) you've ever invested in yourself? How did it change the way you approached that investment?

What are the excuses you typically use for *not* investing in yourself? If you are being honest, are those excuses valid? Even if they are valid, can you think of alternatives or resourceful ways to get around them?

In this episode, Brett and Zach discuss how to get around the "excuse" of limited funds. Zach recommends leveraging current skill sets to create others. To do this, he urges listeners to first write down everything they believe they are great at. Do that below:



Now, go back and pick one skill from your list (above). List several ways as you can use that skill to generate opportunities and/or expand your potential for extra revenue. Circle two that would be most practical in your current situation.

What do the following quotes mean in terms of the mindset you should adopt when building a business? “The number ‘1’ is the worst number in business...” and “It’s not 1 way to get 100 clients, it’s 100 ways to get one client...”

Zach and Brett talk about strategies they’ve used to deal with difficult athletes, parents, clients, etc. What are two methods Zach suggests in terms of dealing with said personalities? What methods have worked for you?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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