

Maree Schena's Interview – 19 June 2013

Hi everyone, my name is Colleen Roberts and I am the creator and founder of www.colleenscoachingcorner.com.

This morning I feel so blessed and privileged to be able to interview one of my fellow coaches who did their training with the Inspired Spirit Coaching Academy (ISCA) from all over the world and with so many different niches and expertise. This academy is where I did my training and it is totally life transforming. .



Today this special interview is with:

Name: **Maree Schena**
(sch pronounced like school! sounds like skinner!)

Business: Action Is Everything

Website: www.facebook.com/MareeSchenaOnline



Hi Maree welcome to the call.

Maree responds

Please tell me what inspired you to create your business and website or how it came to be?

There were many inspirations behind creating my business.

I've been involved in and ran, various businesses in various capacities with my husband for 17 years. I do have a commercial perspective as far as business goes.

So without it being a conscious choice I have been indirectly coaching in some capacity for most of that time.

My coaching business simply developed from me being drawn to help others and share strategies that I have learnt and use, which help smooth some of the wrinkles out in life.

I have always encouraged my daughters to be their best and reach their potential. This is probably the biggest inspiration behind me creating my business.

It's easy to float along but to step up, to step out and to live it, can be a challenge!

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I asked myself how I can encourage my daughters to reach their potential and step up if I don't lead by example.

What made you become involved in your chosen field or choose what you are doing? What is your story behind it?

So my coaching direction started out with the business name Action Is Everything.

We are told from every level to take action, taking action is the answer! And I definitely agree, however I found both personally and with my clients, often that's the biggest hurdle itself because – although we don't intend to – we self sabotage that action and get stuck.

I am generally, a naturally enthusiastic and positive person, but that doesn't exclude me from dramas and traumas and negative experiences - which of course is life. We all go through that.

My direction moulded and merged with what my clients were seeking coaching around and with my own life experience.

Sometimes I feel more like a strategist than a coach because I really enjoy working with someone to make things happen – to make sure there is progress and that their outcome is improved, that they achieve something and not just feel good about it!

My website is currently under maintenance, but to be frank – holding webinars, word of mouth, networking and social media have all enabled me to continue working without it.

Describe your ideal clients, customers or how the information you have learnt can benefit your clients or other people?

Great question! I'm a mindset coach and I help women who are in the start up phase of their business to silence their inner saboteur and move from feeling scared, or stuck or overwhelmed to having real sales and making real money!

There are just so many women out there with an idea, with a passion with a project or even hobby that they love and would like to monetise.

From the outside you can see what's possible but so often we all need support and that guiding hand to make sure that it does happen.

It's easy for all of us to slack off without someone to be accountable to, so that's where I step in.

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So the truth is, my ideal client is annoyed and frustrated, disappointed and overwhelmed - which is why I can help.

As much as technology, industry, the world, the economy, as much as everything around us is constantly moving and changing, the information available to all of us relating to coaching and personal development and mindset is not new.

Napoleon Hill, Earl Nightingale, Louise Hay, Jim Rohn, Tony Robbins, Bob Proctor, Wayne Dyer, Oprah! We've all read their books, listened to their cds, we all quote them.

The information most of us refer to has been around for a long time. It's solid information which needs to be applied to achieve those successful outcomes.

In fact, most of us already know what to do – but the benefit of being that sounding board, supporting that growth and assisting with the facilitation of another's transformation is huge! We all achieve so much more, so much faster when we utilise coaching.

So my point here is that yes I have Coaching certifications, I've attended seminars and workshops, I've read books and had mentors and coaches myself and I do have a wealth of knowledge under my belt, but what I think is most important, are the outcomes that I can help my client achieve.

How long have you been involved or owned your business?

My coaching business has been active for two and a half years now, but as I said earlier I have been self employed for 17 years.

What was your ultimate goal when you decided to open your business and has that goal changed?

Ok, well this is probably going to sound negative, but to be frank with you Colleen, my original goal was financially based and I simply wanted to create an income!. I loved everything that I had learned throughout the coach training program, I was ready to roll and apply it all!

That goal has changed and grown with my own ideas and my own personal growth and no, it's no longer all about the money!!

So yes I still do have income goals, but I have higher priority business goals, and broader goals now and my emphasis is on serving more people with online programs.

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My longer term goals are to provide a wider range of online coaching programs in time to encourage women to step up.

I strive to provide ongoing inspiration and motivation via my facebook page on a daily basis. And it's a wonderful feeling to be able to offer that little boost out to the world and have no expectation of return, just the thrill of encouraging others. The feedback, the interaction and engagement are a huge reward.

And I also love the opportunities to work with other women just like this and connect with other coaches.

In my mindset, gone are the days of competition, I think the support and collaboration that we can offer each other is fantastic. And if you don't mind Colleen I'd just like to take this moment to commend you on initiating these interviews. This is the perfect example of exactly what I am talking about. I think you've done an amazing job, congratulations.

Thank you so much Maree. I think it is just so wonderful that I have had this opportunity to interview you and others, hear these amazing stories, to feel the courage and the driving force behind what motivated everyone to help others as well as themselves to have a more fulfilling and wonderful life.

Would you like to share what community events or charities that you support or sponsor or would like to?

As a family we enter several fun runs throughout the year including Relay For Life, which are Cancer Council fund raisers.

I also support Alzheimer's Australia and SIDS and Kids.

Anyone who has been effected by any of these diseases knows just how important more medical research is required to help prevent any more suffering.

And finally Maree what are your accomplishments or do you have anything that you would like to promote?

Well risking sounding terribly unprofessional I have 4 amazing, teenage daughters that for me are the biggest accomplishments ever! Like all parents I'm very, very proud of our girls

And from a professional background I'm actually quite proud of where I am now from where I was.

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The amazing thing I find with coaching is that as I support and encourage my clients through changes and challenges I experience my own personal growth too!

As I research and learn my confidence and skill set increases.

So a lot of hesitation or reservation I may have had early on is gone and of course then there are new challenges and bigger accomplishments ahead which keep me stretching!

Thank you so much Colleen for the opportunity to mention my fan page, which is www.facebook.com/MareeSchenaOnline

I love how instant this medium is, I love how influential it can be and I love the connections made through facebook. So I invite you to hit like and share!

And I would also like to mention that I run a 30 Day online program, titled Silence the Saboteur within.

People who have already joined this program receive a quick daily coaching video, and a daily inspiration message sent to them.

There are 4 live webinar trainings, one each week and the topics we cover are

- *How to let go of what's holding you back*
- *How to build confidence & self esteem*
- *How to take action (and not just talk about it!)*
- *How to create & maintain momentum*

Everything we cover in the 30 days relates back to Silencing that Saboteur Within and the reason the program works so well is because we take little steps, and implement these ideas consistently every day.

If anyone wants to learn more about this program they can contact me via facebook or my email address is m@actioniseverything.com.au

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Thank you so much Maree. That now brings us to the end of our interview with Maree this morning. Maree can be contacted through her website:

www.facebook.com/MareeSchenaOnline



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Maree Schena
265 likes · 178 talking about this

Business Person
Helping women shift their mindset out of overwhelm and into clarity to enjoy living a life they absolutely love!
<http://bit.ly/11gkqHV>

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So until next time, remember you don't have to do things by yourself - hire a life coach - we are in your corner each step of the way.

Thank you so much Maree. Have a fantastic and wonderful day!!

Colleen

Prosperity & Self Esteem Life Coach

www.colleenscoachingcorner.com



Colleen's Life Coaching Corner

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- Interviews - Friends with Causes

Prosperity & Money Coach - Attracting Dreamers With High Desires

Can you relate to anything below:

- \$ Do you have any money left over at the end of the week or are you broke and having to borrow money?
- \$ Do you know what you want to do and taking steps towards achieving your goal?
- \$ Do you think you are just unlucky with money?
- \$ Is your social life affected by the amount of money you have?
- \$ Are you able to save toward a big goal such as a car or holiday?
- \$ Would you like to have a good lifestyle without trading all of your time? - life = time = money

Wouldn't it be nice to be in control of your finances instead of your money controlling you?

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Testimonials

"Colleen has inspired me in all levels of my life in such a short time. I was feeling lost and lonely even though I was surrounded by good and loving people in my life. I was lost in my challenges of life. Talking with Colleen has transformed my life. Assisting me

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