

Averil Maher

Hi everyone it's Colleen Roberts, creator and founder of www.colleenscoachingcorner.com.

I love doing these interviews. Getting to know everyone's story and their niches. 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). Through this I have met so many wonderful people from all over the world with so many different talents and expertise.



Today this special interview is with:

Name: **Averil Maher**

Business: **Magical Marvellous You.**

Website: MagicalMarvellousYou.com



Hi Averil welcome to the call and how are you today?

Thank you for the opportunity Colleen

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

My business has been growing and developing over the last few years and has crystallised into a Coaching business for Women and heart based business owners.

I have been in the Personal Development field for 15 years and came to it through my own desire for personal development. Like many women, I left fulltime employment to raise my family and when it was time to return to the workforce I didn't know what to do.

I decided that being self employed offered the most flexibility for me and subsequently went on to work in several different areas. Somewhere in the middle of it all I decided I needed to re-train.

Because I have always been fascinated by how the mind works and how what we say can influence our outcomes, I chose to study NLP and Hypnotherapy. This has been a wonderful foundation to the coaching and therapy practise I have today.

Averil Maher

Up until a few years ago, I was mostly working as a therapist. After helping people in that way for a while, I realised that more and more of my clients were looking for transformation in a greater context - a life coaching context. That's when I started training with the ISCA.

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

Having completed my coaching training I spent some time gaining experience in general coaching before I decided to specialise in coaching women and small business owners.

I believe that women are under valued in today's society and I feel that it is my mission to empower women to strive for what they believe in. To help them believe and achieve.

I have been lucky enough to have studied with some fantastic teachers including David Morelli, Sandy Forster and Kendall Summerhawk.

Seeing the transformation these coaches facilitate in the lives of so many was truly inspiring. They really had the Magic.

At some point I realised that I had a little bit of magic that I could offer others too.

This was when I decided to develop my business around the fact that everyone has a little bit of magic inside them, and all they need is the support and encouragement of a dedicated coach to bring it out so they can achieve their dreams. So that is when Magical Marvellous You was born.

I teach, support and encourage women to understand themselves. They also learn to believe in themselves, believe in their own unique magic, and uncover and develop the gifts they bring to the world.

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

One of the wonderful tools that I work with is called The Sacred Money Archetypes.

Averil Maher

While your relationship with money is as unique as you are, there are Archetype patterns or themes that possess a universal quality. Which means it is critical that you discover your money strengths and gifts, along with your money shadow-side, so you stop wasting your precious life energy trying to fit yourself into a box of what you think you “should” do money-wise, and instead empower yourself with money, and make the decisions that are right for you.

This is especially useful for women in business and even more so for women in heart based business endeavours. How you relate to money makes a major impact on the success – or otherwise, of your business. Many women in heart based businesses today undervalue their services and don't get paid what they're worth. I can help them achieve more and still feel aligned to their values and spirit.

Some of my clients work hard, but their income isn't growing. It's like they're trading in their health and well-being taking care of everyone else (even to the point of getting resentful and exhausted).

Whereas others find no matter how much they've earned and saved, the sense of security isn't there. They have trouble trusting that money will be there when they need it.

These are examples of how someone's relationship with money is really getting in their way.

And it's not just their relationship with money - it goes deeper to their core beliefs that limit their success.

So that means that my ideal clients are typically coaches, natural therapists and those small business operators who want to align their business with their spiritual path or purpose.

Someone who recognises the value of working from the inside out to achieve the success they desire.

What challenges have you faced since creating your business?

What I found most challenging about building my business was visibility. I don't just mean the where's and how to's...I mean the struggle I had to allow myself to be seen on a larger stage.

I'm not usually comfortable with putting myself out there – all those things like facebook, teleseminars, public talks and so on have been a huge challenge for me.

Averil Maher

Interestingly enough I am now much happier to be visible than I once was and I put that down to the fantastic personal work I did while training with the Sacred Money Archetypes.

Once I started working with my archetypes I was able to alter how I viewed these challenges, and now – well, here I am talking to you.

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

When I first stepped into the self employment arena, all I wanted to do was help people. Since then I have refined what I do and realized that I can utilise all my knowledge and gifts in what I offer my clients.

My overall goal or perhaps Intention might be a better word for it, is to empower women from all walks of life to speak up, be heard and make the most of their potential - both personally and in business.

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

My heart is always in charities involving women and children. I think that the World Visions Micro Enterprise scheme is really valuable and I plan to support that more as time goes on.

Closer to home I support Women's Refuge and a children's charity here in New Zealand called KidsCan. That is providing practical support for low income children with school supplies, shoes and raincoats.

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

I love the work I'm doing with the Sacred Money Archetypes. For those people listening to this interview, I would like to offer my special 3 month 'Master your Money' programme.

During that time you will

- *You will discover your Sacred Money Archetypes*
- *Slay your money demons*
- *Empower your voice and*
- *Map out a personal plan that empowers you to take aligned financial action now and in the future.*

Averil Maher

You will receive an amazing array of bonuses with this programme and to tempt you even further, I will give your partner or an important person in your business a FREE 1 hour coaching session where they will learn about their sacred money archetypes, establish a clear goal and work on a powerful action to take them forward.

How do the listeners take advantage of this offer Averil?

Simply go to my website, magicalmarvellousyou.com (that's marvellous spelt with 2 L's) and click the Free Money Clarity Session page.

When you register your details just add that you listened to this interview and you will receive the bonus.

This offer is only available until the end of October, so please take advantage of it now.

*Thanks
Averil*

That now brings us to the end of our interview with Averil this morning. Averil can be contacted through her website at

<http://www.magicalmarvellousyou.com/>



The screenshot shows the homepage of the website 'MAGICAL MARVELLOUS YOU'. The header features the title 'MAGICAL MARVELLOUS YOU' in gold, with the tagline 'Celebrating all that you are and all you can be' below it. A hand holding a glowing orb is visible on the left. The main content area is divided into two sections. On the left, there is a greeting: 'Hi, I'm Averil I'd love to have the opportunity to work with you' above a small portrait of Averil Maher, with the caption 'Averil Maher Your Transformational Mindset Coach' below it. On the right, there is a vertical navigation menu with the following links: Home, Small Business, Money Makeover, FREE Money Clarity Session, Contact Us, Seminars, Learning Strategies, and Sacred Money Archetypes.

Averil Maher

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 Averil. Have a fantastic and wonderful day!!

Colleen

Prosperity & Self Esteem Life Coach
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