

ISCA Coaches - Teleseminar Interview

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

Today is my ninth interview and I feel so blessed and privileged to be able to interview some of my fellow coaches from the Inspired Spirit Coaching Academy (ISCA) from all over the world and with so many different niches and expertise. I would like to be hosting my own teleseminar/webinar events as did my mentor, head trainer and creator of the ISCA – Sandy Forster. This academy is where I did my training and it is totally life transforming. I will also be very lucky to interview Sandy which will be scheduled soon.



Today this special interview is with:

Name: **Carol Johnston from New South Wales**

Business: Carol Johnston Life Empowerment Coach

Website: www.caroljohnston.com.au

Hi Carol welcome to the call and how are you?

Hi Colleen, Thank you so much for having me. I am so excited to have this wonderful opportunity to be interviewed by you this morning.

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

I have very recently changed from a business name which was previously Lightbulb Moments Life Coaching to just using my name. For me this has been a very personal choice because I am working with children and teenagers. I feel that it is important for people to know me, what my values are and what I represent. This change has enabled me to re-brand with a new website which I feel is a lot more succinct to who I serve and who my ideal clients are.

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

I have always been a people person, you know the one everyone turns to when they have a problem. In 2009 I went back to study to become a counsellor and while I was doing this I also was trained as a telephone counsellor with life line. It was actually here working on the crisis line that I decided that counselling wasn't for me. As rewarding as that was I really felt that I would be better as a coach.

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You see, prior to this I was an executive sales manager for a direct selling company and I had to manage quite a large team of women and it was in the training, coaching and mentoring role that I was most comfortable. I loved empowering women to have that belief in themselves to get the results they wanted in their sales and teams. Coaching was a natural fit for me.

As an Empowerment / Self-Esteem coach I just love helping women and girls to find that belief in themselves to be, do or have whatever they want in life. It's funny how your niche chooses you. When I first started coaching I had a very different vision however when I was going through my training all the clients that I was attracting were women with very definite worries around their confidence and self-esteem.

I got some really amazing results and feedback so I decided to just go with it and basically this has led me to where I am today.

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

As I mentioned earlier I am currently working with women and girls. In the world today as females there is just so much to deal with especially in regard to self-esteem.

We have media images out there that portray a certain way the world thinks we should be, we also have social media which is part of most households these days.

There is pressure to be the perfect, mum, partner, employee, friend and the list goes on. I want to be able to teach my clients that it's ok to be you, if you have a relationship breakdown you are going to be ok, if you lose your job you are going to be ok.

There are so many situations that we have in our lives that affect our confidence and self-esteem. It's my job to help and guide those people back to having that belief in themselves. Mind you though, they have to be prepared to put in the work.

I also run empowerment and self-esteem workshops for tweens and teens.

How long have you been involved or owned your business?

I have been in a coaching role through previous jobs at least 16 years.

In regard to having my coaching business it has been established 12 months.

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

When I first started I actually had planned to go into corporate coaching however as I mentioned earlier working with women and girls is just so rewarding.

My ultimate goal is to empower the masses not just one person at a time. This is why recently I have been working with an amazing woman Amber McLean from Event Empress Revolution. It is here that I am learning to write webinars and on- line programs so that I can coach, teach and empower women from all over the world at one time through my own e-courses, videos and training.

I also have a goal to run live events I currently am in the process of putting material together for a two day Mother and daughter workshop. This will be a little later in the year.

What community events or charities do you support or sponsor or would like to?

As you now know I have volunteered with lifeline as a counselor on the crisis line. This is a valuable service and I highly recommend doing the course. The skills that you learn you use every day. I have a certificate 4 in telephone counseling which I am really proud of.

I am also a regular contributor to the make a wish foundation. This charity helps sick children fulfill their dreams.

What are your accomplishments or do you have anything that you would like to promote?

Yes, thank you so much for the opportunity.

Earlier this year I wrote a self- esteem and empowerment program for teenage girls which then actually became 2 programs “ Buds to Blossoms ” – Empowerment For Girls TWEENS and “ Buds to Blossoms ”- Empowerment for Girls TEENS.

The tweens group is for 10-12 year old girls and the teens is for 13-16 year old girls.

TWEENS we cover topics such as: it ok to be me and loving who I am, positive self image, happiness creates confidence, positive vs negative self talk, body language, bullying/mean girls, growing up too fast, emotions and the importance of friendship, attitude of gratitude, vision board and journaling.

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TEENS: Confidence what it means to me, body image and self love, communication and body language, conflict management, active listening, your image and the media, social media do`s and don`ts, respect and perception, attitude of gratitude, vision board and journaling.

I run these workshops in my local area on The Central Coast of NSW. Eventually I would love to run these workshops in every state.

“Have car will travel, if there is a need I will be there”

My first online program will be also coming in the next couple of months it`s called “ Women In Symmetry”.

This is a program for women to find balance within their busy lives, learn to slow down and breathe, look after themselves and have quality communication and connection with their children plus lots more.

Colleen it has been an absolute honour to be part of your interview series so thank you so much for inviting me.

That now brings us to the end of our interview with Carol. Carol can be contacted through her website:

www.caroljohnston.com.au



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

Thank you so much Carol. Have a fantastic day!!

Colleen

Prosperity & Self Esteem Life Coach
www.colleenscoachingcorner.com

Would you like to change your life and become a Coach with the Inspired Spirit Coaching Academy

