

Cassie Lee – 27 October 2013

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

Today I feel so blessed and privileged to be able to interview a creative business and life coach who has now joined our Niche Networkers Group. She works mainly with women entrepreneurs - among them are mothers with young children, who started their home businesses by using their creative skills to create handmade products. It's just amazing all the wonderful like minded people I am now meeting during and after completing my coach training throughout the world and with so many different niches.



Today this special interview is with:

Name: ***Cassie Lee from Melbourne***

Business: *CassieJene – Creative Business & Life Coach*

Website: www.cassiejene.com



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

Hello Colleen, I'm feeling great. It's fantastic to have the opportunity to connect with you. Thank you for setting this up!

What made you become involved in your chosen field, create your business and website? What is your story behind it?

I actually stumbled upon coaching as a business by accident. I did not set out to be a coach or even think that this is a business that I will end up creating from the comfort of my own home.

Let me explain a little about my background. My regular job is working as a Payroll Officer for a large commercial property developer. Currently I am taking an extended maternity break from work and enjoying my time being a mum to my 2 boys, a 4 year old and a 1 year old.

When I was pregnant with my 2nd child last year, I started to feel distant and detached from my desk job. It was like a spark went missing from my career. I thought a lot about what I wanted to get out of having a career and whether I should make a leap into working for myself and doing something that fulfils me. Yes, it was nice to get a regular salary and you don't have to worry about whether there will be any income coming in for the month. Other than the money, I wanted something more. I want to get up in the morning raring to go to work each day.

Cassie Lee – 27 October 2013

Maybe it was due to the pregnancy hormones or the fact that I was having a difficult pregnancy, my emotions were a constant roller coaster and my self-esteem was very low. Someone suggested that I should see an 'expert' because I sounded 'depressed' (I can't tell for sure whether I was on the edge of depression as I never really got diagnosed). I just knew that I wasn't happy with my life or with what I was doing. I was also upset all the time for no reason and cried a lot.

I wanted to start a business but I don't know what to sell or how I can do it. I engaged a business coach and a mentor to help me sort out my ideas and pick the ones that I can turn into a viable business. There were several ideas that didn't quite work out. I didn't even consider being a coach at that time. I initially wanted to have a products based business and create handmade accessories. After a lot of brainstorming and planning, I decided not to go with a products based business as it is not going to be sustainable for my situation in the long run.

I needed another idea that will help me create a business that is rewarding, satisfying and profitable. I asked myself, what is it that I can do all the time and yet still want to keep on doing it for the next 5, 10 or more years? I noticed that I love to help other people achieve their goals or turn their dreams into reality. I love being their rock or their support person or their cheerleader. I thought to myself – can this be turned into a business? Is there even a business or job that pays someone to be guide someone else to reach their goals?

I remembered waking up one morning with an epiphany. I am going to be a coach. I want to learn how to become the best coach and help other people achieve success in their lives. I had no clue about coaching others (although I was coached before) and I wondered if I can be a good coach as my life wasn't all that perfect. Then the Universe gave me a sign. I logged into my computer that morning and saw an email from Sandy Forster telling us that the Inspired Spirit Coaching Academy will be opening its doors soon for the next intake of coaches. I watched the introductory videos and realised that was it. That was what I needed to realise my dream of having a coaching business. I signed up and never looked back since. It was one of the best decisions I have ever made.

Today my coaching practice may be just at the beginning but it is definitely growing. I have a website at www.cassiejene.com where it has my blog and also a place where new visitors get to know the services I have to offer. I have since coached women from around the world and also recently completed writing my first ebook "You Are What You Think – Simple Tips on Developing a Positive Mindset" which is available for free to all my mailing list subscribers.

Who was your biggest inspiration and how did they influence you?

I have a lot of women whom I look up to as role models so this is quite a difficult question to answer. However I will like to say that I am most grateful to one special lady who has changed the way I see myself and gave me the confidence to even start a coaching business. Her name is Karen Gunton. She is a teacher, mentor, coach and visual marketer at Build a Little Biz (www.buildalittlebiz.com). I first met Karen through one of the many Facebook groups that I am a part of and seek out her mentoring services as I needed someone to help me through a rough patch. She is generous with her knowledge, honest and completely supportive to whatever

Cassie Lee – 27 October 2013

decision I made. I looked up to her as a role model because she build her own business from scratch, starting with a blog which she wrote for fun. Today she is now considered one of the most sought after visual marketing experts within the online business community.

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

I work a lot with women entrepreneurs. Among them are mothers with young children, who started their home businesses by using their creative skills to create handmade products. These women dreamed of taking their businesses to the next level, i.e to generate an income that not only covers the cost of materials but also to supplement their household finances. These women are talented but they are constantly fighting their inner critic, lack of self-confidence and looking for support in turning their ideas into a viable business. My superpower is to help them overcome their negative mindsets and let them know that with the right business knowledge, they are well on their way to creating the business of their dreams.

What challenges have you faced since creating your business?

My biggest challenge is trying to fit everything within the 24 hours in a day! Like I said earlier, I am a stay at home mum and looking after my young family is my top priority. Running a business involves many moving parts and countless behind the scenes work. There are blog posts to write, clients to coach, creating revenue streams, brainstorming new projects, networking, marketing, promoting... the list is endless. Am I the most organized person? Hell, no but I certainly try my best to prioritise. I learned to work during my children's nap times, in the evenings after they go to bed and during the weekends whenever I can get hubby to take them out to the park. However even the best plans goes out the window whenever the children are sick or if there is a crisis. It is about being flexible and yet productive all at the same time. Most importantly, if I am not having fun in my business then I should not be doing it!

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

My goal for starting a coaching business is to help other women overcome their fears and believe that they can earn an income from their micro business. I want my business to be fun and rewarding to both myself and my client, sustainable in the long run and also generate a healthy income that allows me to continue staying at home with my children.

Add any other question you would like me to ask – Yes. See below

There are so many coaches out there and a lot of them seem to offer similar type of coaching services as you. What makes you different?

Choosing the right coach to work with is a very personal decision. While it is true that I am not offering a service that no one else is offering + my target customers are not even a special breed of humans that can only be found in certain planets. What makes anyone wants to work with me is due to my fun relaxed method in making things happen. Clients seek me out because they love my style and the way I

Cassie Lee – 27 October 2013

approach certain topics using simple down-to-earth approach. They enjoyed reading my blog posts and loved engaging with me on Facebook. In fact most of my clients are not first time visitors to my website. They tend to stick around, quietly observing in the background or read my posts before saying “Yes! This is someone whom I want to help me create my dream business or ideal life”. In short, I am like a best friend who understands what they are going through, knows what it is like to work amidst family chaos, can be counted on to bring out the bottle of bubbly when it is time to celebrate and be there to lend an ear when it is most needed.

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

Starting a business is an achievement in itself! No one starts a business because they want to live an easy life. It may be scary and possibly intimidating because you learn how to do numerous tasks outside your comfort zone. At the same time it is also one of the most satisfying and rewarding experiences that you will ever go through in life.

As mentioned earlier in the call, I am super excited to be sharing my latest ebook “You Are What You Think” containing simple steps towards nurturing a positive mindset. I cannot stress enough that having the proper mindset is an essential part in taking action on your dreams. For a chance to grab a copy of my ebook, all you need to do is to sign up through this link <http://www.cassiejene.com/free-ebook-you-are-what-you-think/>. Easy peasy!

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

www.cassiejene.com or engage with her on her Facebook page www.Facebook.com/cassijenepage



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 Cassie. Have a fantastic and wonderful day!!

Cassie Lee – 27 October 2013

Colleen

Prosperity & Self Esteem Life Coach
www.colleenscoachingcorner.com



Awesome Affiliate Resources – check them out

The World's Premiere Training + Mastermind Resource For Women Creating **Amazing Lives + Businesses!**

[Amazing Biz & Life Academy](#) - Leonie Dawson

Would you like to change your life and become a Coach with the [Inspired Spirit Coaching Academy](#)

Weebly's free website and its drag & drop features
www.weebly.com

Get ready for Summer with Lisa at Vibrant Nutrition's programs [sugar detox](#) and [road to wellness](#)