

ISCA Coaches - Teleseminar Interview

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

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. The experience I am gaining will help me to conduct my own teleseminar/webinar events. I will also be very lucky to interview 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.



This is my sixth special interview and it is with

Tara Bulum

Business: PlanIt Business Success

Website: www.planitbizsuccess.com (not live yet, still under construction) in the interim use



<http://www.naturaltherapypages.com.au/connect/planitbizsuccess/service/14779>

Hi Tara welcome to the call.

Tara responds

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

I created my business because I love coaching and working with small business owners.

I also wanted to determine my own future, ceiling, income and hours, so the flexibility and won. Plus the fact I only have to live up to my own ethical standards and not lower to others.

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

My Dad had his own business when I was young and always loved seeing what was going on and being involved. This is probably where I got high ethics and idea that 'hard work brings success'.

I was working in the corporate world for quite a long time, working toward others goals, ethics and ways of doing things, I got tired and dejected from the politics, game playing, unethical and dishonest things I was exposed to and often asked to do. This started me to search for much deeper meaning in work and life.

I wondered for a very long time why we can't just know what we love to do, are really good at and do it from the beginning of our working lives. Now I realise that we have to learn what we don't like and are not good at, to then be able to identify the things we are good at and love doing.

From all these good and bad happenings I began to form new possibilities and direction for myself and identify my strengths.

Now that I have a clear idea of what my key strengths and interests are, like seeing people's patterns of behaviour and beliefs surface in their results. I have followed these interests up with study, such as Counselling and Personal Development. After Counselling for a year or so I soon discovered she didn't really like dealing with people's problems and repetitive negativity, but loved 'helping people'. I also felt there was still a gap of some kind, this didn't fill in all the blanks and answer all the questions as to "How can we do what we love and are good at, and be well paid for it?"

Over my adult life I have tried many different businesses, working for myself and with partners, with each I learnt loads of valuable new things about myself and numerous important lessons about people and business. For a long time many experiences were not pleasant at all, but I began to see how they brought her to the next skill or opportunity or would be beneficial in the future. Internally I knew this was leading me somewhere, not having any idea where, but knowing I needed to trust it no matter how hard it got.

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

Now I focus primarily on working with service business owners that have hit a rocky patch or feel like they don't know what to do next, I assist them to get really clear again about what they want, where they are headed and then create a strategic map on how to get there.

The business owners who are spiritually aware or curious and who's business is 3 to 5 years old are particularly drawn to work with me. These business owners are quietly confident and good at what they do, the function of their business, they have at least a minor success mentality and want to tap into that more. They may not draw or specific income from their business, only drawing money from it as required, although their tax return states the business income was approximately \$125,000 and have personal earnings of approximately \$53,000. They are married with children and the other partner works part time. They have two school aged children and live in a metropolitan region with 30km of the capital city of their state. This type of business owner is currently caught in the day to day running of their business and is tired of it (well actually feels quite trapped) as it provides little free time to spend with their family, or freedom for holidays or spare cash.

In the last 8 years I have helped many small business owners reconnect to their passion and have a map with a detailed plan of to take their business beyond themselves.

These business owners expect me to know the answers to their questions and be able to move them closer to their goals by guiding, informing and challenging them. Ideally they would love to have the strategy and other things completed and reviewed by working with me. My clients get great service and complete honesty.

- *Professional and ethical service*
- *Programs and tools that will enable them to get more from themselves and achieve great results*
- *Inspiration and motivation to discover and follow their mission and flow*

I need to have a credentials, credibility and testimonials that people relate to and can imagine themselves having their own ideal lifestyle. I also need current customers to provide great referrals they are keen to change their situation and do what it takes to achieve their goals.

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How long have you been involved or owned your business?

I have been a business coach for about 8 years and I have many more ideas are lurking, waiting for the right timing and always have a project on the go.

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

My original goal was to earn a decent income doing what I love.

That has now changed to earning fantastic income to provide a lifestyle where my family can travel and not link about money comes from to do or have what we like.

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

I currently support the Royal Children's Hospital. In future I would like to support Home based business start ups – Enterprise Centre's.

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

Many, but a few are:

- *Working with an accountant to identify his personal management weaknesses and how to structure his business workflow to minimise the impact*
- *Being a sounding board for new business ideas and developments*
- *Facilitating the commencement of a strategic alliances, that has since moved to a new company*
- *Increasing the self-awareness of small business owners, and monitoring how that change has affected their businesses*
- *Identifying many business owners best role in their business to keep themselves and their businesses 'in flow'*
- *Working with start-up business owners (or those who want to start a business) to identify where their passion and strengths can add value to those they like working with in a rewarding and fulfilling business*

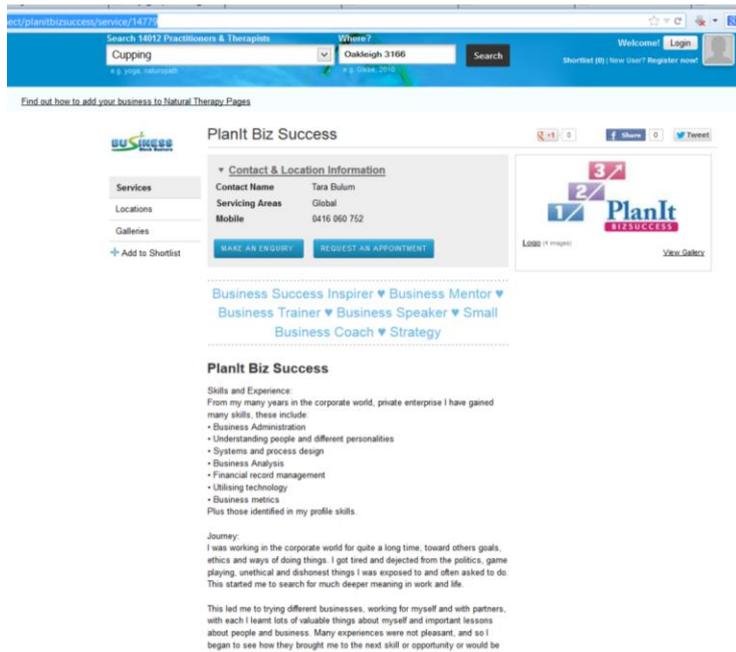
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That now brings us to the end of our interview with Tara. Tara can be contacted by email (info@planitbizsuccess.com) or phone (0416 060 752):

Her website is: www.planitbizsuccess.com (not live yet, still under construction)

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The screenshot shows a web browser window displaying the profile of Tara Dulum on the PlanIt Biz Success website. The browser address bar shows 'ect/planitbizsuc...service/14779'. The website header includes a search bar with 'Cupping' and 'Oakleigh 3166' entered, and a 'Search' button. Below the header, there is a navigation menu with 'Services', 'Locations', and 'Galleries'. The main content area is titled 'PlanIt Biz Success' and includes a 'Contact & Location Information' section with the following details: Contact Name: Tara Dulum, Servicing Areas: Global, Mobile: 0416 060 752. There are buttons for 'MAKE AN ENQUIRY' and 'REQUEST AN APPOINTMENT'. Below this, there is a list of services: Business Success Inspirer, Business Mentor, Business Trainer, Business Speaker, Small Business Coach, and Strategy. The 'PlanIt Biz Success' section includes a 'Skills and Experience' section with a list of skills: Business Administration, Understanding people and different personalities, Systems and process design, Business Analysis, Financial record management, Utilising technology, and Business metrics. It also includes a 'Journey' section with a paragraph about Tara's experience in the corporate world and her transition to coaching.

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 Tara. 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](http://www.inspiredspiritcoachingacademy.com)

