



MARGARET LYNCH RANIERE

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# Layer Three

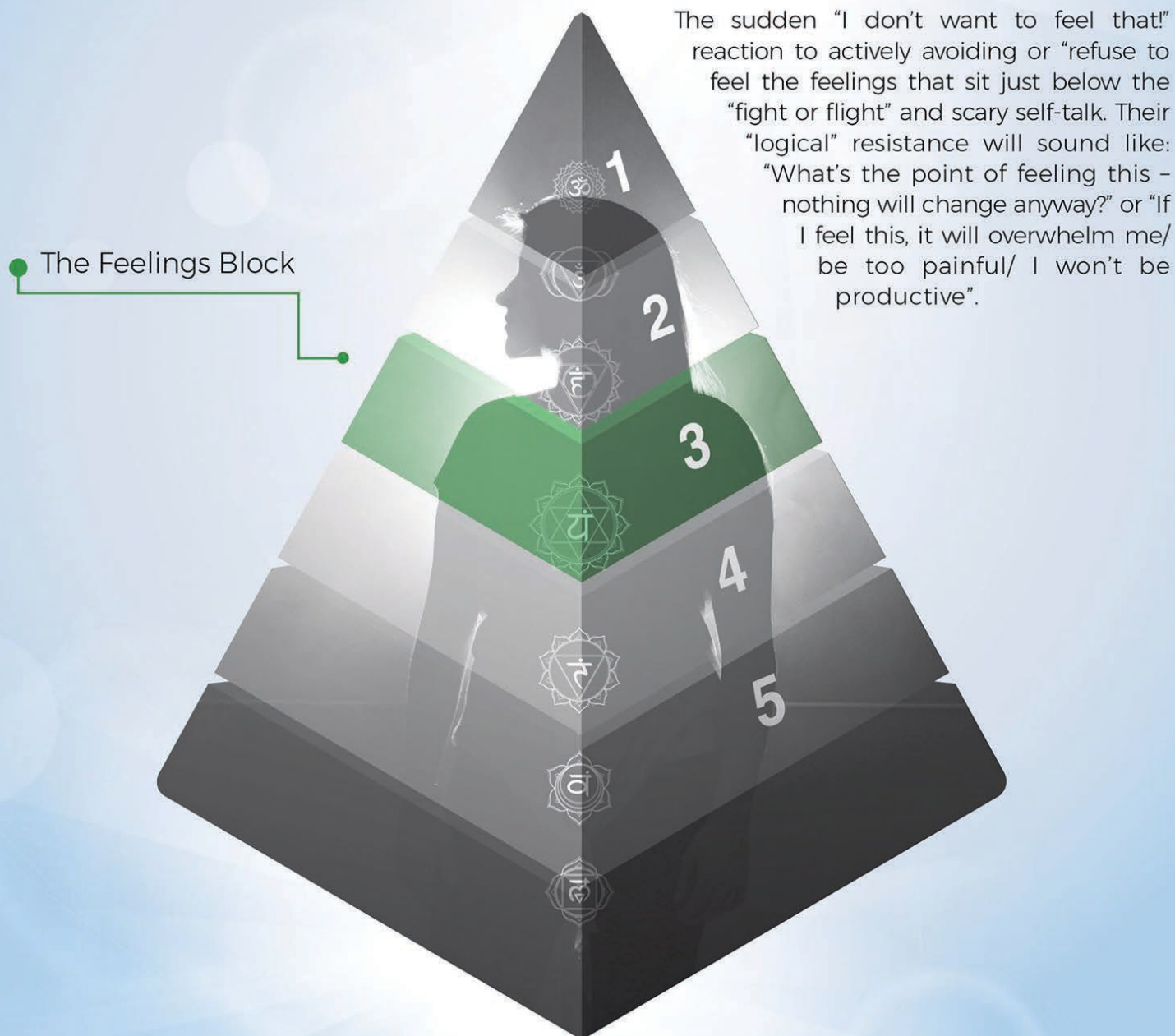
CASE STUDY

# THE MOTIVATION BREAKTHROUGH MAP

Problems People Complain About

## The "Mysterious Behaviors"

These are costly behaviors that, as coaches, we find easy to identify – but are mysterious and unsolvable to clients. They include things like procrastination, freezing, over thinking, over-giving, playing small and outright self-sabotage.



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## *Storyline:*

Jane loved coaching—had loved every minute of it since she'd quit her full-time job five months ago. She was well on her way to building a thriving coaching business showing success-driven women how to stop procrastinating and get into action. And with each client Jane helped, her confidence grew.

Until Brick Wall Barbara.

That's what Jane secretly called her new coaching client.

The problem wasn't Barbara's enthusiasm. It bubbled out of her as she shared how she could finally afford to start her dream business as a personal fitness instructor because she now had a basement she could convert into a gym.

The problem was procrastination. Barbara hadn't taken any action. None. During their first session, Jane had tried her coaching best to get Barbara to slow down enough to delve into what was standing in her way.

Nothing worked, and Jane's confidence took a dip.

Her new client was a master at taking over a session with ever-changing ideas and strategies and about what she needed to do to finally "get into action." A clear sign Barbara wanted to avoid feeling painful emotions—because there are always painful emotions of some kind buried under procrastination.

Barbara's enthusiasm was fueled by forced positive thinking—all in her head. It didn't come from the heart.

At the start of their second session, the first thing Jane asked was, "What do you think is standing in your way of taking action?"

"Well, it might've been a lack of time." Barbara's voice had choked up. "When my grandmother got cancer, I took her to all her doctor's appointments and then for chemo."

Then as fast as lightning, Barbara's voice had turned as cheery as a cozy fire. "And now I'm moving because I inherited her house, but I figure all I need is a better strategy to solve the time issue. And I think I've come up with one."

Barbara had taken the rest of the session to outline her idea in mind-numbing detail.

At the start of their third session, Jane had said, "Barbara, I'd like to hear more about your grandmother. Were you close?"

"Yeah," she'd answered, her voice riddled with pain. "She raised me. She was such a loving woman."

Finally, it seemed the brick wall had started to crumble, but then the pain in Barbara's voice disappeared as if some magician had made it vanish. "But I'm not going to feel sorry for myself. I'm determined to show up for our sessions with nothing but a positive outlook. That's how you get things done."

Uh, no, it wasn't.

But before Jane could say anything, Barbara said, "You know I've got an even better idea than last time."

Another session flew by with Jane trying to interject, to stop Brick Wall Barbara from her rapid-fire talking and her jumping from one topic to another.

After three sessions, they still hadn't done any Tapping. Jane's confidence in her coaching skills was at an all-time low. She'd didn't quite know how to stop Barbara and her tsunami of ideas. So, as part of a community of coaches, Jane asked for advice and got it.



At the start of the fourth session, Jane said, "Barbara, it's my job to make sure you get the best value for your money. And to help you take action. But the thing is you won't be able to take any action because you're stuck in The Feelings Block which means you're blocking yourself from feeling pain."

"But I'm afraid those feelings will overwhelm me," Barbara said, her voice small. "And I've got things to do."

"I agree," Jane said. "There are lots of reasons, good reasons, to avoid some feeling pain. Let's explore those reasons with Tapping."

So, Jane slowly and gently and with lots of compassion led Barbara through several tapping sequences on all the reasons why she didn't want to feel the pain. And as Barbara voiced those reasons, her resistance to feeling the pain naturally lessened, and near the end of the session, she hit the wall of grief she'd buried when her grandmother had died.

Jane, who'd learned lots from her expert coach friends, let Barbara feel without trying to tap the grief away, then said, "Barbara, you'll now need to be gentle with yourself as you give yourself the space and time to feel through this grief. It will come and go in waves. Honor it. Allow it."

After two more sessions of aha moments, voicing and honoring all the feelings around her grandmother's death, Barbara reported her first action steps.

And Jane's confidence in her coaching ability soared.

## **Layer #3 - The Feelings Block**

### **What Your Smart Mind Does That Strategy & Mindset Can't Fix!**

- **Discover the most misunderstood layer most coaches don't know about...**
- **Learn the phrases that halt progress, but you never argue with...**
- **Recognize immediately what stalls or stops even the best healing work...**

Coaches have always struggled to understand the mysterious stuck behaviors—the procrastination, the freezing, the holding back, the avoiding, even the self-sabotage—they and their clients exhibit. Until now! Learn about each of the five layers—let's move on to Layer #3!

### **Discover the most misunderstood layer most coaches don't know about—The Feelings Block:**

- \* Is always going on inside people and is a self-protective layer that must be honored...
- \* Is used by our mind to depress painful feelings because we think it's the right thing to do...
- \* Can't distinguish between feelings—so it also depresses joyful feelings, like enthusiasm...

### **Learn the phrases that halt progress, but you never argue with—Instead, Tap and Voice:**

- \* I don't want to feel that...
- \* It's too painful, and it'll overwhelm me...
- \* I don't have time to feel this because I've got things to do...
- \* I'm going to look like someone who is all weak and sobby and poor me...
- \* I'll feel anger or rage, and I do NOT want to feel that...

## **Recognize immediately what stalls or stops even the best healing work—When someone:**

\* All of a sudden, during a conversation, pulls back, changes the topic, or leads you in a different direction—recognize they've hit The Feelings Block...

## **Expert Tips for Coaches & Practitioners:**

\* This layer fools even the craftiest of Tappers, and is why some people say Tapping doesn't work because they use it to push down these feelings instead of voicing them...

\* This bears repeating—Do not argue with clients when they don't want to feel—instead tell them that this layer is about self-protection for excellent reasons...

\* Help clients voice **their fears about feeling these feelings** until they're ready to move on to feeling the painful emotions, which will get them to heartfelt enthusiasm and motivation...

**Stay tuned for the next video, where I'll show you Layer #4 and its impact on motivation.**

**Want to get faster results with your clients?** Join me for my master class to learn breakthrough codes for each layer—the codes that will get your clients breakthrough after breakthrough and rave about your mindreading ability! Sign up on the link below the video.