



**NEWSLETTER**  
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## **This Issue:**

**Stop Arguing for Your Limitations**

**Table of Contents:**

**Stop Arguing for Your Limitations!**

**The Kids Are Back in School. What About You?**

**For busy professional women and small business owners wanting more success and fulfillment in their careers and more time, balance, and joy in their personal lives.**

### **Stop Arguing for Your Limitations!**

As you launch a professional speaking career, you look for occasions to video record your performance to create a DVD to be used for marketing. When I was booked to be the keynote speaker at a large conference, I arranged to get a tape of my speech. It was the next step in expanding into the world of professional speaking.

Then I sat down to watch the recording with my boyfriend Tom, who's my presentation skills coach and my biggest fan. I was shocked! It was horrible!

My beautiful turquoise outfit was a harsh, lime green. My reddish-brown hair appeared jet black, even my lipstick looked BLACK, and my skin tone was a sickly, jaundiced yellow. Worse yet, my presentation appeared slow and lifeless. Not the passionate, connected feeling that I generate when I speak to groups of women. I cried through the whole thing!

Tom tried to explain to me what he'd witnessed in the room versus what we saw on the recording. He told me it was just a poor recording, not a poor performance. But I couldn't believe him.

Everything I knew about myself as a speaker was now in question. All of the feedback and accolades I'd received over the years from the groups of women I'd spoken to seemed empty and meaningless. I was sure they were just being "nice."

I felt like a failure at what I most want to do in life... inspire women to create the lives of their dreams.

It took introspection, coaching, and conversations with

videographers to understand what had happened with the recording and to shift my perspective. And here's what I learned from this experience.

Human beings – especially women – have a strong tendency to focus on our *limitations*. We focus on our shortcomings and our perceived defects. The parts of our bodies we don't like. The mistake we made at work or in that sales presentation. We focus on how we don't feel good enough, pretty enough, smart enough, prepared enough... anything but *enough*.

In my coaching, I see beautiful, young women who spend an inordinate amount of time focusing on the 10 pounds they think they need to lose. I see women in high-level positions with difficult bosses or impossible sales expectations that doubt *themselves* and their self worth. I see women who complete formidable lists of tasks in a day, lie in bed worrying about what they didn't get done. And I've watched myself at the gym, sometimes disappointed at the seven leg presses I didn't complete instead of celebrating the 113 I did.

*I want my message to be loud and clear. **There's one common denominator that causes more pain for the women I work with than anything else. It's that they ARGUE FOR THEIR LIMITATIONS.** They make a case for their shortcomings.*

They tell me why they're a failure... every single reason in full-blown Technicolor. *It's as if they're an attorney arguing in court, giving the best possible exposition of why their client is an absolute failure and should be thrown away for life!*

***And then they play the tape over and over again.*** Just like I did.

Let's face it. If someone else beat up on you the way you beat up on yourself, you could easily file for abuse.

Think of a young child in your life. When they learned to read or ride a bike were you lurking over them like a drill sergeant yelling at them to do better? And if you had experiences like that as a child, did it ever work? Of course not.

So why do you keep doing it to yourself? Frankly, I can't think of one good reason.

The solution is simple. *Stop beating yourself up.* Catch yourself before you create a downward spiral that's much harder to recover from. Make a commitment to be kind and loving to yourself. Great things are accomplished when people are loved, nurtured, and encouraged. Be a better parent to yourself than those in your life who weren't. Listen – really listen – to how OTHERS see you. Turn up the volume on that. Lower the volume of that critical voice in your head.

And, most of all, stop arguing for your limitations. That's never going to give you the life you want.

## The Kids Are Back in School. What About You?

Do you remember what it was like to go back to school in the fall? New clothes. Brand new notebooks that haven't been scribbled on yet. Summer's come to an end and there's a renewed sense of possibility in the air.

I grew up in the Northeast where we didn't go back to school until after Labor Day. I've lived more than half of my life in the South, where children have been back in school for over a month now. Many mothers I work with have settled into the fall routine. With children back in school, there's a little more time for Mom... what she wants and needs.

The fall of the year is a wonderful time to reassess what you want for your life. It's a great time to identify your goals and create an action plan **so that you can have what you want before the end of the year!**

Here's what you can achieve:

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"I can't believe how much my life has changed since we first met! After a few short months of coaching... I'm now in my new house. I can talk honestly and openly with my spouse about my needs. I can set boundaries with my children. I can say 'no' without guilt. And I'm celebrating my fourth month in my dream career. Working with you as my personal coach, I'm dreaming again... creating the life I've always wanted!"

- Tammy Pierson, Knoxville TN  
Business Analyst, Scripps Network.

"When I began coaching with Denise I was working on finding a new career at age 46. She quickly helped me choose between the two possibilities I was considering. Within 14 months I created a real estate development company with seven-figure assets. One idea Denise gave me netted me an additional \$300,000 profit. Is coaching worth it? I think so!"

-Tama Dickerson, Asheville, NC  
Idylwood Properties, Inc.

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*I currently have three openings in my individual coaching practice for women who are committed to creating the lives they want. If you have a dream in your heart... if there's a part of you deep down that's aching to make it happen, then you've got to let yourself experience what coaching is like.*

***Schedule a complimentary coaching session with me and experience the power of coaching firsthand. I promise you, there's nothing to lose and no obligation.***

**If you're serious about having what you want *this year* and you're willing to do what it takes, call me at 828-693-9573 or send me an [email](#) right now and let's set up a time to talk.**

Much love,  
Denise

### Subscription Information

This free publication is produced monthly and features inspiration and strategies for building your career or business while creating more time, balance, and joy in your personal life. Your feedback is always welcome.

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