Stress Coach Brief

[www.stresscoach.com](http://www.stresscoach.com)

My title will be “Head Coach” get it!

Not your typical “quiet whale music playing in the background, kind of “stress guy”….stress is good, it can save your life…teach people to look at stress in a new light, to understand it, recognize when it is coming on, and decide to use it for performance, or control it…

My desire is to help those in stress, recognize the signs of stress and how to channel the stress correctly.

Provide techniques to reduce “bad” stress

My focus will be releasing stress and channeling it through wellness activities. Mindfulness, and knowing yourself, self-awareness

Not necessarily stress reduction but stress enhancement

I only have one job and that is to help clients think differently. Everything else is just fluff

Target Audience

Women: General issues…I live near very wealthy neighborhoods with lots of “trophy wives” who are really quite lonely, as husbands work a great deal. They are also concerned with “fitting in” and acceptance…using wellness, yoga, aromatherapy,

Men:

The stress of success…they cannot share with anyone in fear of showing weakness…or a chink in the armor…not fully fulfilled, will provide and/or sign a confidentiality agreement.

Fish where the big fish are: hedge fund companies: Greenwich is the epi center.

Athletes: Performance stress. Control, focus, visualization, anchoring, breathing

Challenges:

Designing website that resonates with both men and women…or do I bifurcate the home screen “Men click here” Women click here”? The photos of me for the female market will be causal in the house, holding a cup of coffee, etc. laughing, lots of expression, someone easy to share and be open with.

Men side: a bit more formal, authoritative, trusting,

Why me?

* Been there done that! Have been through a lot, started businesses, selling a business, law suits, marriage, divorce, second marriage, kids, school, sports, fights, robbed, gun in face, traveled the world, successful, two great kids (both Cadets at West Point…duty/honor/country)
* Limited number of clients…different stage of life, empty nester, have a full career…won’t be a number

Benefits

* Experience
* Sector expert Health/Wellness. Presented at numerous industry shows and quoted in national publications (not as a coach, I’m new, but in the health & wellness space)
* Excellent listener…being in sales for many years, the secret is to really listen…and get to the end game, and make it feel as if it was their decision. Not sure how to word this as a benefit.
* Access/resources industry professionals, sport psychologist…just spent a few hours with the Mind performance coach for the LA Dodgers baseball team…I can get the best advice and latest techniques in mind/body training performance.
* Private, more than happy to sign confidentiality agreement. Especially for the business man.

Brand:

Colors...soothing…cool…blue is always soothing and calming…I like some of the business cards you did for the women’s club and then the grey for the four seasons…

Speaking engagements (down the road)

I would envision having David Bowie’s song “under pressure” playing or Billy Joel’s Pressure!