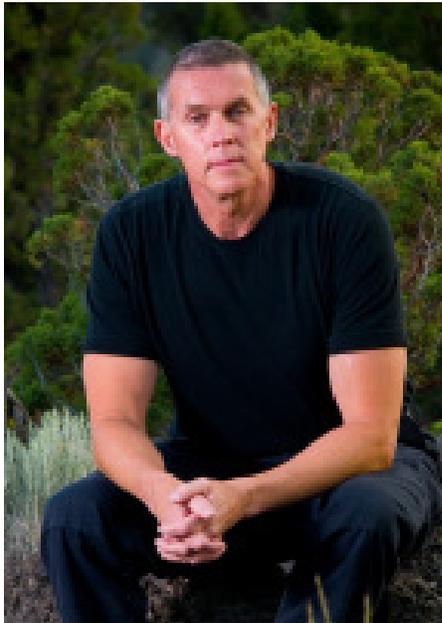


# Welcome to Warrior Mind Coaching & Training!



You've had that "feeling" right?...you know the feeling I mean...that sneaking suspicion you were only inches away from getting everything you wanted out of life, but couldn't quite figure out the missing link.

After 20 years of personal experience, research and studying top achievers I can tell you **two things for sure:**

1. The **most significant** difference between the top performers and the rest of the world is how they think.
2. If you **change how you think**, you will get the results you're looking for.

Einstein once said: "*We can't solve problems by using the same kind of thinking we used when we created them.*" And this is what top performers know and do...change their thinking, and then the results change.

## It's Really That Simple!

Yes, it is that simple...but it's not easy. If it were that easy there would be more top achievers in the world. You've heard it before...there is plenty of room at the top! But to get there it requires an open mind and the willingness to question and possibly change every belief you've adopted, especially those that you think are "good" for you. You'll have to build mental strength and toughness habits you never thought of and let go of others that are holding you back...this is what *Warrior Mind Coaching & Training* is all about.

So, do you know exactly what you want but don't know how to get there? Or are you in the discovery phase where you're still trying to pinpoint your dream? Gaining mental clarity in terms of which stage you are in will get you closer to your next step. This is what we'll discover during our coaching journey together....hang on; it's going to be a fun ride!

To Your Inner Strength,

Gregg Swanson  
Mental Strength Coach

**PS:** If you haven't received my free mini e-course on creating Warrior Mind Strength you can pick up a copy at: <http://warriormindcoach.com>

## What is Mental Strength?



*Warrior Mind Coaching & Training* looks at how we can strengthen your mind, and how you can utilize this strength to achieve what you want in life. Before we go any further, we need to clearly define exactly what we mean by 'mental strength.'

We all have our own definition of strength, and to move forward let's establish a common definition that we can work through our coaching process. The dictionary defines

'strength' as *'the capability to exert power'*. The key part of this definition is the word 'power'. So, to expand our understanding of what strength is, we need to dig down and clearly define power. The same dictionary defines power as *'the ability to cause things to happen'*. We can now define strength as **'the capability to cause things to happen'**.

When talking about physical strength, this capability to cause things to happen will manifest itself in physical ways: a weightlifter lifting a large weight, a sprinter setting a new record time, a boxer landing a knockout punch, etc. In these physical examples, the athletes all have the capability to cause things to happen. We'd then say that these athletes are physically strong.

*Warrior Mind Coaching & Training* is also about mental, physical, and spiritual strength...when working on one, you affect the others. There are many similarities in working in the physical, mental and spiritual realms.

To continue...In all of the examples of physical strength, some kind of resistance was overcome. The weight was difficult for the weightlifter to move, but that resistance was overcome and the weight was lifted. It was difficult for the sprinter to run faster than anyone had ever done previously, but he did. The boxer's opponent was doing his utmost to stop the boxer from winning, but the boxer overcame his opponent's resistance and won the bout. As the top performer strived to achieve their goals, something was in their way...resistance.

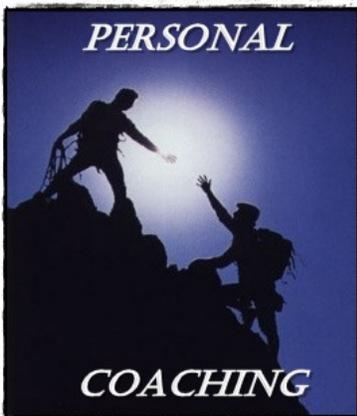
For strength to manifest itself there always has to be resistance and this resistance **has to be overcome**. The weightlifter can't apply his strength without some weights to lift; the sprinter can't apply his speed without a time to beat; and the boxer can't utilize his punching skills unless he has an opponent to fight.

For *Warrior Mind Coaching & Training* the dictionary definition is not 100% complete, it contains no mention of resistance. All athletes use their physical strength to overcome a physical resistance (a weight, a required speed, an opponent). A reasonable definition of physical strength

would therefore be '*physical strength is the ability to overcome physical resistance and then cause things to happen!*'

We are now getting closer to our definition of mental strength. You'll see as we progress through our coaching that the human body, mind and spirit (soul) are inseparably linked. Many of the principles that apply to physical development also hold true for mental and spiritual development. Warrior Mind Coaching & Training defines mental strength this way: **Mental strength is the ability to overcome mental resistance and consciously cause things to happen!**

## What is Coaching?



Coaching is the process of observation of existing thinking, behavioral and linguistic patterns, setting specific goals, discerning hidden saboteurs and supporting you in making a plan of action and following it to achieve your desired results. Basically, coaching is to take you from where you are to where you want to go.

It's that simple. Today, in practice, coaches partner with you to:

- Clarify and Enlarge YOUR Vision
- Discover YOUR Dreams
- Establish YOUR Goals
- Define or Rearrange YOUR Priorities
- Develop YOUR Action Plans
- Chart YOUR Course to Personal & Professional Fulfillment
- Empower YOU
- Encourage YOU to Breakthrough Barriers.
- Defeat YOUR Bullies
- Achieve YOUR Dreams

Coaching is ALL ABOUT YOUR FULFILLMENT. Through regular coaching sessions we'll focus on you, and help you discover your dreams and unlock the greatness inside of you. A coach will listen, ask powerful questions, help you create new perspective and offer insight. From these sessions you will develop and discover your dreams, and the obstacles between you and the great fulfillment in life as defined by you. A coach will help you develop a specific action plan, stay on track, create tools for success, encourage and empower you to achieve your dreams and help unlock the greatness in you.

**Gregg Swanson**

408-871-8364

Owner and Head Coach

Warrior Mind Coaching & Training

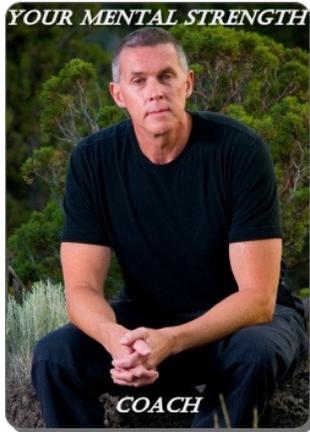
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## What Coaching is NOT?

Coaching is not therapy or counseling. Coaching is focused on your strengths not weakness and the future not the past. It is a commitment to forward thinking and forward actions. All though coaching is the process described above there may be times during our sessions where I may ask permission to share information and an invitation with you. These offerings would be based on my experiences that maybe a benefit to you. It will be completely your decision to accept this information or not.

## Who Am I?



As your coach, mentor and trusted confidant, I bring many unique and diverse qualifications to our partnership. I am a...

- \* **A Guide:** Providing the necessary support, with respect to the *environment* in which your change will take place. As your guide, I will *direct you along the path leading from some your present state to a desired state.*
- \* **A Coach:** Focused at a behavioral level, involving the process of helping you to achieve or improve a particular behavioral performance. As your coach I will *observe your behaviors and then provide tips and guidance on how to improve in specific contexts and situations to achieve your personal success.*
- \* **A Teacher:** In relation to helping you develop *cognitive skills and capabilities.* As your "teacher" I'll help you develop new strategies for thinking and acting. The emphasis of teaching is more on new learning than on refining previous performances, so that you will reach NEW heights of personal performance
- \* **A Mentor:** Guiding you through all of the various methods and modalities necessary to most effectively discover, honestly come to terms with and powerfully overcome your own inadequate, subconscious programming and *overcome your internal resistances* and interferences.
- \* **Aligner:** As your Guide, I will *help you to shape or influence your beliefs and values in a positive way by aligning your values with your vision and mission, by releasing negative and disempowering beliefs and unveiling your own inner wisdom.*
- \* **Sponsor:** Sponsorship is the process of recognizing and acknowledging the *essence or identity* of you. As you sponsor I'll be actively involved in seeking and safeguarding your potential personal power, focusing on the development of identity and of your core values and strengths.
- \* **Awakener:** Awakening goes beyond coaching, teaching, mentoring and sponsorship to include the level of *vision, mission* and spirit. As your "awakener" I will support you by providing contexts and experiences which bring out the best of your understanding of power, passion and purpose and as well as love, self, and spirit.

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## My Qualifications



In addition to my Bachelor's Degree from Pepperdine, I have formal training as a **Professional Personal Coach** from the International Coach Academy, as well as certified from NESTA as a **Mental Skills Coach, Lifestyle Fitness Coach and Life Strategies Coach**. I am certified as an **NLP Practitioner, Hypnotherapist and Timeline Empowerment®**.

My **Personal Fitness Trainer** certification is from NESTA and ISSA and **MMA Conditioning**

**Coach** certification is from Mixed Martial Arts Conditioning Association.

I am also a certified **Shamanic Trance Dance and Firewalking Facilitator**.

I have extensive real world experience in the physical, mental and spiritual arenas and the application of these experiences. I am passionate, motivated, caring, easy to talk to, honest and very direct. I believe in strong, focused priorities, personal fulfillment and the greatness in all of us.

## My Areas of Specialty

As a coach, mentor and guide my specialties are in:

- Extreme Fitness that delivers a POWERFUL body
- Mental strength training that delivers PURPOSEFUL thinking
- Shamanic Spiritual "healing" that delivers a PASSIONATE soul

## Expectations

I commit to you that I will exceed your expectations in the areas of:

- Honesty
- Caring
- Confidentiality
- Respect
- Empowerment and Encouragement
- A Comfortable, Non-Judgmental Environment
- Challenging
- Humor
- Punctuality

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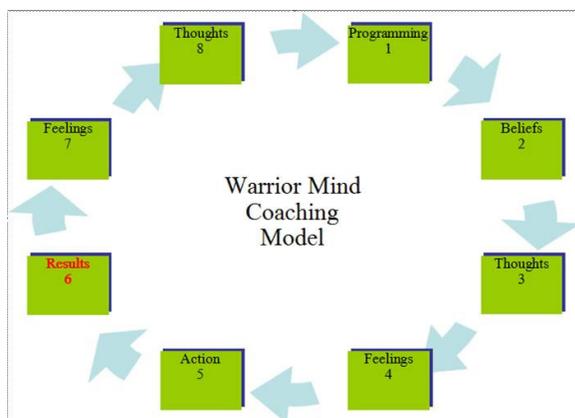
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I expect you to commit to:

- Honesty
- Achieving Goals and Dreams
- Respecting Yourself
- Making Yourself a Priority
- Be 100% Accountable for Your Success
- Preparedness for our Sessions
- Integrity
- Taking Action

## Warrior Mind Coaching Model



My coaching model describes the steps I incorporate when coaching clients. It is a successful method that gives us a solid framework in which to operate and will ensure that you will experience powerful outcomes from our coaching journey.

Before moving on, it is important to establish a definition of a “warrior”, so in coaching sessions this model and other tools will be understood and accepted or at least tried on.

### *Warrior: One Who Conquers Oneself*

Notice that a warrior is not about conquering others or engaging in battle, it’s all about the individual. Once an individual can conquer, control and command their own thoughts, then they are a warrior.

The main premise of this model is that a person’s beliefs create their reality. These beliefs create thoughts, which in turn, evoke emotions. It is the emotions that create the need for action or the opposite...the fear to take action. The action (or lack of) produces the results...your reality. Reality is the result (the effect) of a set of beliefs (the cause) which started their manifestation as thoughts. The TFAR model suggests that Thoughts leads to Feelings, which in turn, leads to Action that creates Results. In basic terms, this is the Law of Cause and Effect.

**T: Thoughts** – You have thousands of them in a day. In our sojourn together it will be more productive to understand that there are no “good” or “bad” thoughts, only thoughts that are empowering or disempowering. Depending on your goals and desired outcomes, your thoughts will either be supportive or non-supportive. The investigation of these thoughts is at the heart of *Warrior Mind Coaching & Training*.

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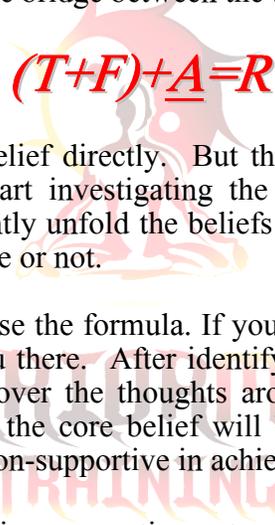
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**F: Feelings** – Once you are conscious of your thoughts and their qualities you'll then be able to access the unique feelings and sensations associated with them. These “gut feelings” are many times mislabeled, misidentified or simply dismissed. Once awareness is developed about your feelings, the connection with Action is easily related.

**A: Action** – A persons actions (or lack of) are fueled by their Feelings. You can be inspired to take action, afraid to take action or indifferent in taking action. But notice how there is a specific feeling associated with each action. It is the Action that will create your results.

**R: Results** – This is where it all comes together...this is the reality YOU created. Funny thing about reality...to untrained observer it appears that reality creates the feelings and then the thoughts follow. *Warrior Mind Coaching & Training* will assist you taking control of your thoughts...then your desired results will automatically follow.

Thoughts and feelings are invisible, part of your “inner-world.” Your results are visible, part of your “outer-world.” Your action is the bridge between the two worlds.


$$(T+F)+A=R$$

It can often be tricky getting to a belief directly. But through **curious and direct questioning** about a person's results, we can start investigating the thoughts around those results. This investigation of the thoughts will gently unfold the beliefs that support them, thus allowing you to determine if this belief is supportive or not.

In some situations we may also reverse the formula. If you know what results you want, we can then determine the actions to get you there. After identifying the actions, we'll investigate the feelings behind the actions and uncover the thoughts around those feelings. Then, once the thoughts are exposed and examined the core belief will be revealed. You'll then be able to decide if this belief is supportive or non-supportive in achieving your desired outcome.

Once your decision is made concerning supportive nature of the beliefs, a process will be co-developed to smoothly and gracefully replace the old belief and exchange it with a new one.

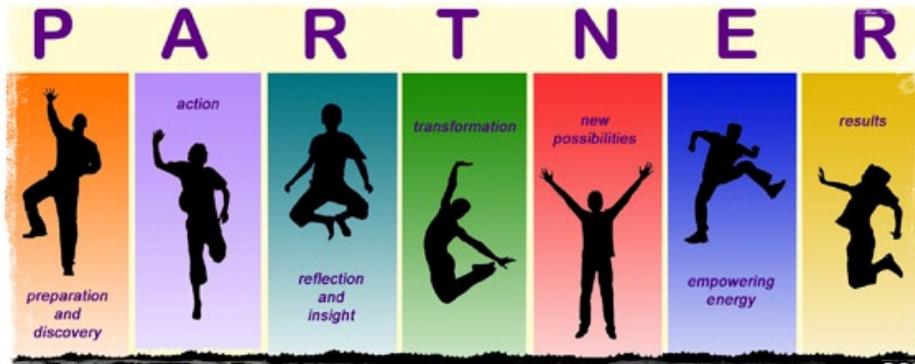
Since each person is unique with their own set of beliefs, dreams and goals, this process is custom tailored for each client.

## How to Discover (or Re-Discover) YOUR Dreams Through Coaching....



- **Believe in Yourself and Your Greatness**  
Be your biggest fan. You have everything it takes. Do it for you!
- **Be Positive and Embrace Your Uniqueness**  
We all have unique qualities that distinguish us from one another: however, few embrace these qualities and step out onto the ice and take a chance.
- **Enlarge Your Vision - Be a Dreamer**  
Be prepared for your life to change. This requires changing “I can’t” into “I can!” and then into “I will.” Your dream will take work. It will require energy from you when you have it and when you don’t. I will support, encourage and inspire you to enlarge your vision.
- **Take Time to Prepare**
  - Weekly Reports/E-mails to monitor for success
  - Assess your progress and your feelings about it
  - Reward yourself for success
  - Find time for reflection
- **Be Honest With Yourself and With Me**  
We are a team working toward your personal fulfillment. Open and honest communication is the only way to get there. These are your sessions and your dreams. It’s all about you.

## Benefits Of Hiring A Personal “Life” Coach (Partner)



People have managed just fine in the past without a life coach.

So in one sense nobody really needs a life coach, but many people want one!

One of the reasons there is a growing

demand for life coaching is the complexity of modern day life. Things aren't as simple as they were in the past. And, whereas your parents might have been happy to have a job that paid the bills, most people today want a job that is personally fulfilling and financially rewarding.

They want to find work that is in line with their core values and is an expression of who they are. Never before in history has mankind had such an incredible opportunity for self-expression through one's work. If you aren't doing what you love to do, even if you are successful, you would benefit from some coaching.

I certainly did!

- Are you doing what you most enjoy?
- Are you tolerating or putting up with anything?
- Is life easy or are you struggling?
- Are you on the path to financial independence?
- Do you have what you really want?

Most people can expect a lot more out of their lives. Coaching really speeds things up so hold on to your hat when you hire a personal coach, a business coach, an executive coach or a life coach.

### Top 14 Reasons to Hire a Coach



"The Top 14 Reasons to Hire a Professional Life Coach" could be entitled, "**Top 14 Life Altering Benefits you'll receive by hiring a Professional Life Coach**". As you read each reason, try on each one fully, as though you've already achieved the benefit. Ask yourself, "Is this something I want more of in my life?"

## 1. Design your life to maximize purpose and FULFILLMENT

Isn't being fulfilled what life is all about? In whatever we are doing in life - work, play, relationships, fun, chores, travel - I believe in maximizing purpose and "fulfillment".

As a coach, I put purpose and "fulfillment" on the top of the list (you'll notice this theme throughout my website) *"People are gravitating to coaching more and more to truly create that 'soulfully fulfilling life' they've always dreamed of. And, fulfillment is one of the most rewarding..."* However, it is one of the most rewarding by-products of outstanding coaching and your commitment to the process. As **you create a more fulfilling life** you will experience the following:

- Feeling fully alive...
- Fully appreciating and enjoying each moment...
- Living in alignment with your individual values and purpose...
- Living in Joy and Abundance...
- Sharing and connecting in meaningful relationships...
- Doing what you LOVE...
- Realizing your dreams and goals...
- Acknowledge to yourself that you ARE living a truly fully fulfilled life!!!
- Living with power, purpose, passion and perseverance!

There are many factors that contribute to fulfillment. Throughout our coaching relationship we'll explore the keys to fulfillment, we'll identify what true fulfillment is to you, and we'll cultivate fulfillment in EVERY area of your life. Creating a life of fulfillment isn't necessarily easy. However, it's worth the effort. And you deserve it!

## 2. Create CLARITY on "What YOU really WANT in your life"

Sometimes this is the toughest step of all. In this grand smorgasbord in life, we get to choose. Actually, we have to choose, or life will choose for us. And, throughout life we often have to redefine our choices as we evolve and grow. What was most important five years ago is probably not what's really most important to you now. In clarifying the "what's most important?", enormous energy is freed up. **Clarity is POWER.** And, often times simply "deciding" what's important creates a chain reaction that magnetically begins to pull you toward it.

- What's most important to you in Life?
- What's most important to you in Your Career?
- What's most important to you in your Relationships?
- What are you Tolerating in your life?
- What do you want MORE of?
- What do you want LESS of?

As your coach, we'll explore options, discover what you really want in life, and focus on what you truly love to do. Then we'll design your life around the "what's most important", setting values-based goals and prioritized action items, and diligently integrate them into your life.

### **3. Strengthen your personal foundation, raise your standards, eliminate tolerations and set boundaries**

Virtually every person who engages a coach wants more, sometimes much more, and knows that they must make certain changes in their personal and professional lives in order to get more of what they really want. These changes take time, coaching and effort. The coach focuses on strengthening a client's Personal Foundation, as a way to accelerate and attract more easily the client's goals. By investing in your Personal Foundation you will:

- Discover what your personal needs are so you can get them met once and for all.
- Develop a surplus of time, money, space, relationships and love in your life.
- Increase your ENERGY and take really great care of yourself
- Eliminate draining tasks and commitments
- Reorient your life around your values, and establish boundaries that support you
- You will expect more of others' and yourself.
- Your life will get simpler, easier and less stressful

### **4. Start ATTRACTING into your Life, rather than struggling**

Sounds good, doesn't it? Imagine... a life without struggle. Wow!!! Attraction is defined as being whole and present so that you EFFORTLESSLY draw in to you what you want in life versus having to sell, seduce or promote yourself. Through the power of Attraction you can accomplish more of your objectives in less time.

Through the power of attraction you have an abundance of time, energy, love and power. Through our coaching, you'll discover where you are already "attracting" and what can make you even more "attractive". **Attraction happens through shifting your attitude**, home, life, career and habits. Attraction happens through strengthening your personal foundation. Attraction becomes a way of being.

### **5. FOCUS + ACTION = RESULTS**

Who says you have to work harder to create more results? We'll create the plans that maximize your desired results, without draining your life (yes, we'll utilize that Law of Attraction we just talked about). Focusing on an effective "plan of action" is half the battle. Moving consistently toward the desired target is the other key. When people get CLEAR about what they want, often times, they quickly forget.

Not because their goals and objectives are no longer important, but because they get caught up in life, get busy, and present moment challenges zap their attention. My role as your coach is to HOLD this Focus, and keep your vision alive. **As your coach, I will remind you of the "What's Most Important in YOUR life"** and gently nudge you in the direction of your dreams. You'll KEEP YOUR FOCUS and never venture too far off track. Focused Attention + Deliberate Action = Fabulous Results.

## **6. Accountability -- The Power of your Word**

Have you ever broken a commitment you made to yourself? Yep, me too. As silly as it may sound, the power of your "word" to an unbiased third party (namely your coach) can be pure magic. Having a coach to verbally commit to each week, puts more leverage on you to make your commitments happen. Some people have told me that they shouldn't have to hire a coach to "report in" to weekly, just to get more done.

Shouldn't they be disciplined enough to "just do it" on their own? Perhaps. However, you'll often times identify action steps through coaching that you never would have thought of. How can you implement an idea you never had? Whether you consider yourself motivated or not, disciplined or not, creative or not, never underestimate the power of your word within the coaching relationship.

## **7. To Create more BALANCE in your Life**

Balance. Is that really possible? Of course it is. And, it's something we can all use more of. Each area of our life IS connected. When one area of life is out of balance, it affects the others. When life is out of balance we're putting all of our energy in one or two areas of life, depleting our energy. In coaching we'll look at your whole life - from Health to Relationships, from Career to Finances, from "Fun & Recreation" to "Personal and Spiritual Growth". As we focus on "rounding out" each area of your life, a ripple affect influences each of the others. Balance gives you peace of mind, energy and a deeper sense of fulfillment. And, yes, it IS possible.

## **8. To Fully engage the BEINGNESS in your Life (sometimes harder than the "doingness" in Life)**

We are Human Beings, not Human Doings. However, when we look out into the world we may be convinced in the latter. What does it mean to engage the "beingness" in your life? It means focusing on the states of being that you want to experience in life. Love, abundance, joy, playfulness, centeredness, connection to others are states of being. By focusing on these qualities, life shifts. The reason most of us "do, do, do" in life, is because we are seeking certain feelings, or states of being.

However, if we shift our focus to the states of being we are after, then the "doing" happens more effortlessly. There are HUGE and numerous benefits to "BEING". It's where peace of mind lives. Beingness "attracts" all kinds of things into our lives, connection, relationships, love, money, and those things that create fulfillment. It's where we tap into our most creative space. It's where we find ourselves. It's when we slow down long enough to notice ourselves, notice our bodies, notice our feelings. It's a place of integration.

## **9. To Challenge you to Stretch and GROW in new and exciting ways**

As human beings, we ALL have an innate NEED to learn and grow. In fact, people who have stopped learning and growing in life are usually dead, or among the "walking dead". Learning and growth are among the most satisfying and fulfilling experiences available to us. I'm a huge believer in "life long learning" and pride myself in being a voracious student of life -- reading 30+ books a year, attending seminars, ever expanding my professional skills through ongoing

training, and learning from life through people and personal experience. I attract clients that love to learn and grow, and want to take themselves to the next level -- are looking to be challenged to stretch and grow in new ways through our coaching relationship. Of all the reasons individuals come to coaching, the bottom line is CHANGE -- and change means growth.

### **10. To Explore your Life Purpose and Vision and Integrate it fully into your magnificent Life**

Life Purpose and Vision is a vitally important element in creating a fulfilled life. Those who are clear of their life purpose and are truly living their purpose every day, are among the most fulfilled individuals I know. The more integrally one lives their life's vision and purpose, the deeper fulfilled and the more magic will be experienced.

What is your Life Purpose and Vision? How can you more fully LIVE this life vision? With a compelling vision, you find yourself excited about getting out of bed every morning, your day flies by, and you enjoy each day more fully. **As your coach, I can help you identify your vision.** The next step is integrating your vision into your life, so that it's more than just "words on paper". Many clients have even created "mini-visions" for each area of their life. The result has been living a richer, deeper, meaningful and more fulfilling life.

### **11. Tap your Inner Wisdom for GUIDANCE**

You are FULL of wisdom right now!!! That's right. YOU are full of WISDOM. In coaching, the most brilliance and wisdom comes from YOU. Through the art of asking questions (that's my job), noticing the subtleties in your voice and I can tap that inner wisdom that is anxiously waiting to come out.

### **12. To Process through Problems & Challenging Periods**

Through coaching you will get to the root of the problem and create solutions. It amazes me how quickly a problem can be solved with focused attention and TWO committed beings (namely client and coach). Sometimes what's needed even more than a solution is a true acknowledgment of what IS. In coaching we call that "being with" a problem. It's really not that scary. In slowing down long enough to "be with" the problem, amazing things become available. Either way "staying stuck" with problems becomes something of the past. With problems handled and resolved you'll have more energy to invest into your life.

### **13. Have YOUR Successes Fully Championed, Acknowledged and Celebrated**

Have you ever worked long and hard to accomplish an objective, then not had someone to fully celebrate with you? Or had a personal breakthrough that your friends and family just don't seem to fully appreciate? It can be a let-down to work diligently on a task, or "on yourself" -- and then not have it fully appreciated or noticed by others. We are often our worst critics and forget to even acknowledge ourselves.

I, too, used to underestimate the power of acknowledgment and championing, writing it off to fluff and hype. I've learned how impactful and life-altering it is -- not only by noticing the impact with my clients, but in noticing the impact on ME, as I experience acknowledgment from my coach and others. It can be the single most important element in EMPOWERING you and

CREATING MOMENTUM. What if ALL your Successes and breakthroughs were acknowledged, championed and celebrated? What if you had someone in your life who assumed this role? As you are taking your life to the next level, your coach will do just that. Why is this important? Simply stated, YOU deserve it!!!

#### **14. Give yourself an EDGE in your career, in your life.**

So, maybe you feel like "you can do all this by yourself" -- and don't really NEED a coach. Nobody really needs a coach. However, everyone CAN greatly benefit from a coach. All things being equal, having a coach gives you an edge over someone without a coach - in your career, in your business and in your life. **Having a coach means having an edge.** An edge that has you three to four strides ahead of others. An edge that gives you strength, confidence, and empowerment to handle anything in your business and your life. An edge that will propel you forward into life maximizing your fulfillment along the way.

#### **A Few Final Words...**

The reason you hire a coach, will likely NOT be the only reason you hired a coach. I can absolutely assure you that we'll FOCUS on the primary reason you hire me (as will any coach). And there may be areas you have handled that can be taken to the next level. There may be areas you don't deem important that become your greatest source of strength and enjoyment. When you make a commitment to yourself by hiring a coach, a whole world of benefits falls to your feet. **A coach gives you an edge, enabling you to go from being great to being extraordinary.**

### **Warrior Mind Coaching Service Offerings**

I offer several options to align with your time considerations:

- 90 minute laser session
- 4 Week
- 8 Week
- 1 Year (12 sessions)
- The 2<sup>nd</sup> Passage – 2 ½ day Vision Quest for Personal Meaning and Fulfillment
- 3 Day Athletic Performance Intensive

To personally discuss your situation and which option is right for you request your [Introduction Consultation](#).

### **Specialty Services Offerings**

- **Athletic Performance**
- **Sales Performance and Mentoring**
- **Physique Competitors**
- **Tactical Athletics** (including bodyguards, security guards and self-defense)
- **Alpha Male Coaching For Men**
- **Vision Quest For Men**

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### **Confidentiality...**

Trust is essential in building this strong alliance. I guarantee that everything you share with me will remain in complete confidence. In the case that I would like to share your information with others, I would seek written permission from you. I do reserve the right to act if I feel for your safety or those around you are in jeopardy.

### **Referrals...**

I love referrals. With the personal nature of this alliance, being referred is one of the greatest compliments I could receive from you. If you refer someone and they enter into a coaching agreement, you will receive a thank you gift and a bonus session for free.

### **Coaching Agreement...**

Our coaching agreement or contract is an “at-will” alliance and we both reserve the right to terminate this partnership at any time. All actions and decisions are yours and you alone are responsible for the results of these choices. As your coach, I will encourage, motivate, guide and help you achieve your successes. The real work is yours; how far you go and how fast you get there is up to you. Following our complimentary foundational session, if we agree to work together I require ½ of the fee schedule in advance. I accept PayPal, major credit cards, checks.

## **Comfort Zone Challenge**

Too often, we exist and sometimes get trapped in an area known as the comfort zone. It’s an area where things are ok, not bad...not great, just ok. They are not overly demanding or challenging. They are often boring and leave you longing for more; however, you feel safe in your comfort zone. We dream of great things, but are not willing to leave the safeness of our comfort zone to grow and expand. Every once in a while we get the warrior spirit and consider leaving our comfort zone (changing careers, finding a new job, making an emotional commitment to something or someone). We step out, run into something difficult and retreat to our comfort zone. All the while we are getting nowhere.

A key role for me is to help you see the possibilities outside of this comfort zone...to create a shift in your perceptions and beliefs. This shift will assist you in taking action and stepping out of this comfort zone, which in turn, will help you grow and discover amazing things. We must recognize that your comfort zone touches the comfort zones of those around you and closest to you. When you shake up your comfort zone, you will inevitably shake up someone else’s.



**Isn't about time your broke out of your comfort zone?**

**Gregg Swanson**

Owner and Head Coach

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