

THE 4 BUSINESS SECRETS

OF SOUGHT AFTER ENTREPRENEURS,
INFLUENCERS AND CREATIVES

I am so glad you're here.

Waves I'm Rebecca Tsaros Dickson, but you can call me Becky.

I'm many things: a wife, mother, author, and a bullshit slaying mindset and business expert who teaches women entrepreneurs, influencers and creatives how to level up and earn.

This guide is designed to help you further develop your talents so clients know how valuable you are, which means:

- No more struggle, fear, and scarcity
- No more repeating the same mistakes over and over
- No more side hustles or just scraping by

Simply put, once you realize your worth, you find success.

In these 30 pages, I'll guide you through the nooks and crannies of what it actually takes to turn clients into fans.

It's time to lead.

So let's cut the bullshit and get started, okay?



First, thanks for being here.

You want to know how to get around the buzzwords and shiny objects and make your dream of helping others a success. Whether you're an entrepreneur, influencer or creative, you have a dream to work for yourself.

But being in business for yourself means you have to focus on how you can deliver what your potential customers want. THAT is a no brainer. But do you know how to get inside their heads?

Are you guessing everyone is as motivated as you are? Or have you already realized this work requires a little coaxing?

Yeah, it's just not as simple as wanting it, is it?

Let's start with feelings.

FEELINGS

If you're anything like me, you started out by working your literal ass off and you're tired of 95% of the crap you see advertised online. It's not enough that you're trying to figure out what works and what doesn't with the few clients you have. "Experts" are at every fucking turn telling you their way is best.

How do you sift through the shit and find the real gems?

It's honestly not that hard.

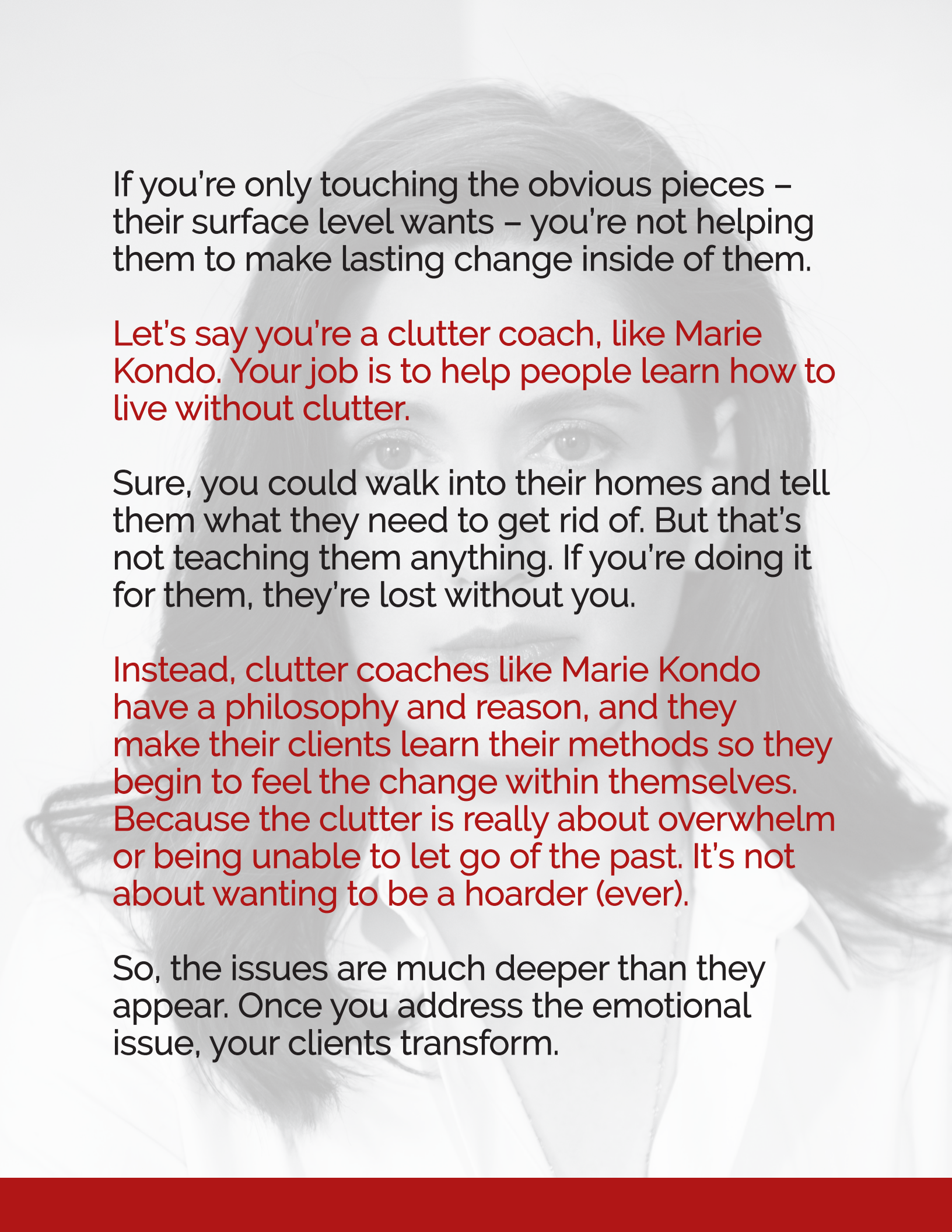


Figure out where your clients feel stuck and in pain.

There's a reason they want — crave — change. And it's not just surface level. When you figure out what it is, you can help them in meaningful ways, and they'll never search for success with anyone else.

Usually, the end goal for our clients is to feel better, or earn more. They have their own dreams and desires they'd like to reach, and they're hoping working with you will get them there faster than if they did it alone.

This is not meant as a form of manipulation, though. Identifying their pain isn't meant to be used against them. It's for their benefit.



If you're only touching the obvious pieces – their surface level wants – you're not helping them to make lasting change inside of them.

Let's say you're a clutter coach, like Marie Kondo. Your job is to help people learn how to live without clutter.

Sure, you could walk into their homes and tell them what they need to get rid of. But that's not teaching them anything. If you're doing it for them, they're lost without you.

Instead, clutter coaches like Marie Kondo have a philosophy and reason, and they make their clients learn their methods so they begin to feel the change within themselves. Because the clutter is really about overwhelm or being unable to let go of the past. It's not about wanting to be a hoarder (ever).

So, the issues are much deeper than they appear. Once you address the emotional issue, your clients transform.

It's a no-brainer:

Are you more valuable when you help someone clean their house up or are you more valuable when you teach them a way of life?

From here, we're going to talk about the emotional side of coaching so you can get far deeper than the frothy layer on top. That will show you exactly why it's so important and how it puts more money in your pocket.

Let's move, ladies.



**WHERE
THE HELL
ARE THE
RESULTS?**

No tools or strategies you've invested in are bringing clients back, and your hunch is that's because they see results for a while but then revert back to their old ways.

You can't be in their head or house or heart all the time. They have to *want* what you're giving them.



Well, they very well might want it. That's the truth.

What didn't happen then?

You probably didn't ask them to change their internal beliefs.

Which means, they don't believe in what you've given them yet. So, they revert and then feel ashamed...and then self-sabotage.

It's behavior (I stopped getting rid of shoes) versus belief (because I feel guilty buying new things, feel unworthy, have a scarcity mindset, etc).

And when someone messes up once, without the right tools and mindset shifts, they will wave the white flag and give up.

Over and over and over and over...



Your challenge:

Find the issue, pain and trauma that hasn't been addressed yet. Rooted deep inside, your clients are turning to some bad behavior or self-sabotage because that's what they believe they deserve.

And if that belief is not healed, they will always struggle.

You don't put a Band-Aid on a broken leg and expect it to heal.

**FIND THE
REAL
FUCKING
PROBLEM**

Everyone you see has their own trauma.
Everyone.

Some traumas are more heartbreaking than others. But it's not your job to decide whose is worthy of attention or whose is not, because the honest truth is:

- It all needs to be dealt with if you don't want people to keep doing toxic shit.
- Limiting beliefs rooted in pain must be found and eradicated. It's your job to take these clients on a personal journey through self-discovery, too.

The real problem is we use a lot of fear and shame tactics to sell shit to people. And though it sells products, it doesn't make them irreplaceable.

Stop selling fear.

Stop it right now.

Try love and acceptance.

People know cigarettes are bad for them, they know the risk of heart disease if they eat the standard American diet, and they certainly know the risk involved with texting and driving. Yet plenty of smokers, overeaters and distracted drivers still exist.

Get it?



Let's talk more about
ways you can use
love and acceptance
to **become an asset**
for clients.

BE VALUABLE

**(AND CONTINUE TO BE
EVEN MORE VALUABLE)**

Your new goal is to go past the surface level problem and find the root cause. What personal, emotional work do they need to do to heal?

To get them there, you first have to make them their BEST version of themselves.



(un)Blocked –

You need to learn how to navigate emotional blocks, but first you have to get clients to share them with you. If someone ever says anything like, "I've never shared this before, but..." or "You get me," chances are you're doing a great job of helping them feel seen and heard.

If this is not a strength of yours, you can learn how to do this. I suggest a little research on "releasing blocks" or "identifying underlying blocks" to find it. This one, in and of itself, could be an entire ebook/guide. For the sake of time, we'll stop here. But don't skip this research on your own time. Ever.

Empowered –

A lot of times people think when things happen, they're stuck. They do not see that, even if their choices aren't ideal, they can still make choices. Eventually, those shitty choices become better and more empowered when we start realizing we still have some control.

But you have to help people see this.

You have to politely point to the areas where they are still living with a victim mentality so they can rid themselves of it.

Safe –

Clients never want to feel judged or unsafe. And when you are asking them to be as vulnerable as sharing their traumas with you, you better make sure they don't feel like you're going to throw their truths in their face.

Be kind. Be direct. Show empathy.

"I know this is hard work. When I'm doing it for myself, I feel frustrated sometimes too."

A little goes a long way.

Trustworthy –

It's important to get to know your client and build a strong foundation with them. You want to be friendly, but you definitely want them to feel seen and heard. By incorporating the other pieces of this acronym, you're building trust.

Most leaders and influencers aren't addressing the emotional side of whatever their customers want.

When you do, you become invaluable.

Because you not only have the skill and knowledge to help their surface level problems, but you are changing them as people.

Let's also be honest:

Sometimes focusing on feelings isn't exactly what people sign up for. Sometimes, quite frankly, it pisses them off.

It's important that you remember clients won't find long-term success unless they're ready to do the deep work. Otherwise, six weeks from now, they'll be back to wishing they'd stuck with a plan.

Fuck, they might even have a plan or guide you gave them, but be unable to stick to it because they haven't touched the pieces that are making it impossible to change forever.

If you have a client who appears to be headed that way, you have to tell them, and then gently guide them back toward what you know works.

That is where you become a leader. This is where true transformation begins.

A woman with dark hair pulled back, wearing a black, form-fitting, sleeveless dress and large star-shaped earrings, is walking towards the camera in a brightly lit hallway. She is holding a small black clutch bag in her right hand. The hallway has a light-colored carpet and walls with recessed lighting. The text "MONEY MINDSET" is overlaid in large, bold, red capital letters across the center of the image.

MONEY MINDSET

Struggle will make you feel broke. The worry, the frustration, the disbelief all plays into how much you have (or don't) in your bank account.

Guess how you change that?

Just like your clients: You have mindset shit that needs to be broken down, debunked, and left curbside for the trashmen to pick up.

I have sold countless programs specifically about money mindset to countless women who knew something was off.

One of the largest limiting beliefs?

"I'm not worthy of earning this much doing what I love."

Or

"You can't chase your dream and make a living."

So many women in business for themselves struggle with this, regardless of their talent.



So, let's talk money.

Get every elephant out of the room — every weak person squirming.

Money is what you want. Straight up.

So, do you have a plan to get it?

Or are you just crossing your fingers behind your back, hoping the paper will fall into your purse? (That's a piss poor strategy, by the way.)

If you're selling something, and you're not collecting as many little pieces of paper as you'd like to, chances are good it's your fault.

I know, that sounds brutal. But that's why we're here, because you know you can do better. You just don't know how.

I have courses on this all the time.

**CREATE
COMMUNITY**

First, we have got to stop seeing other entrepreneurs, thought-leaders and influencers as competition.

Because humans – especially women – are made for community.

When you find like-minded people who share the same passion as you, that's where you feel seen and valued. It's also where you can troubleshoot with people who know what kind of problems you're facing.

Interestingly enough, the mom-blog community does this semi-well.

They have their own Facebook groups for connection and problem-solving. They ask one another questions about what has worked for one another, and they don't shut themselves off to one another because they're afraid the other mom a city over is going to steal their readership.

So, make that Facebook group or search hashtags on Instagram and try to connect with others doing what you're doing. Chances are, you all bring your unique talents and voices to your craft, so you're not really in competition anyway.

Stop living on an island alone. You definitely can't make money there.



**OFFER
THE BEST**

If you follow the steps from part one about feelings, you are going to offer the very best to everyone who inquires about your services.

But, to remind you, you need to go deep with your clients. Surface level garbage gets you nowhere and won't sell for long.

A few years back when online business coaching was just picking up, being the first to put out an ebook or offer got you more clients. But now, people know they can find information online for free and won't settle for anything mediocre.

When you're able to provide important, new information through proven strategies that lead to transformation, show HOW it all works together, and answer WHY it's important, you are positioning yourself as a true leader.

On the next two pages you'll find testimonials from clients of mine who have done this work with me.

Notice the words they use that evoke emotion (it's because we did the internal work). I'll put the words/ideas we've already covered in bold.

*"I have been working with Becky for about a year and a half. I have had **TREMENDOUS** personal growth in the time that I have worked with her. This past weekend, I had the opportunity to participate in a 2 day retreat at her home. Becky is one of the most honest, kind, open-hearted individuals I have ever met. She will lead you through the depths of your shit and won't let you off the hook until it is handled. She has helped me grow into a more open, peaceful and self-loving goddess in my time with her. Do yourself (and your marriage, your business, your friendships) a favor and invest in yourself by working with Becky. Trust me, it will be one of the best decisions of your life!"*
– Jami Principe

“Prior to my session with Becky, I was experiencing unrelenting anxiety in all areas of my life. It's something I've dealt with so long, I had stopped thinking about it, assumed I could deal with it on my own and just let it “run its course” without realizing how profoundly it was impacting me and the goals I have set for myself.

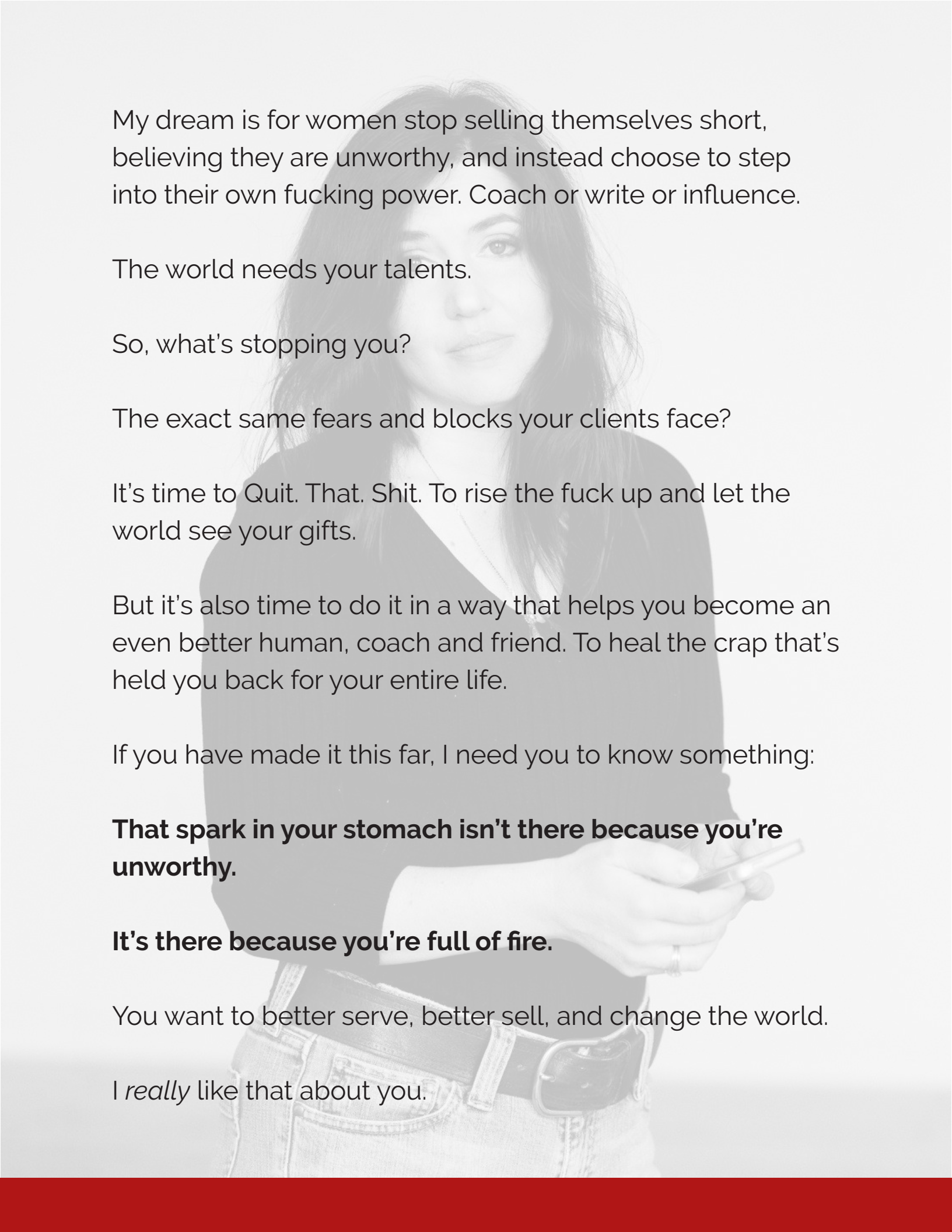
*Having never done something like this before, I was extremely nervous but quickly found I had absolutely no reason to be. Just as she does during her coaching sessions, **Becky has an amazing ability to cultivate a safe atmosphere within mere seconds of beginning the call, allowing you to be completely open and vulnerable without fear.***

*In less than 90 minutes, I got to the root of the issue, which had been showing up in every area of my life for almost my entire life, and in less than a week after our call, I've been able to completely adjust course with **new thoughts, beliefs and actions.***

When she says you can find freedom through hypnotherapy, this is not just a marketing tactic. It's a truth that you will find immediately and never look back.” – Autumn Anderson

There are several other testimonials like these on my site (www.rebeccatdickson.com/testimonials). I don't want to put too many here, but you get the idea.

**LET'S BE
REAL**



My dream is for women stop selling themselves short, believing they are unworthy, and instead choose to step into their own fucking power. Coach or write or influence.

The world needs your talents.

So, what's stopping you?

The exact same fears and blocks your clients face?

It's time to Quit. That. Shit. To rise the fuck up and let the world see your gifts.

But it's also time to do it in a way that helps you become an even better human, coach and friend. To heal the crap that's held you back for your entire life.

If you have made it this far, I need you to know something:

That spark in your stomach isn't there because you're unworthy.

It's there because you're full of fire.

You want to better serve, better sell, and change the world.

I *really* like that about you.



THIS IS JUST THE BEGINNING

Visit rebeccatdickson.com for more.

[Rebecca T. Dickson](https://rebeccatdickson.com) is a mindset and success coach for women entrepreneurs. Since 2007, she's helped women just like you build thriving businesses doing what they love, make an impact and make money.