

*Coste Coaching*

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*Overcome your  
fears, and Reach  
your next level  
of success*



**Laurent COSTE**

Mindset & Transformation Coach,

Mentor, Entrepreneur, Author,

Loving husband, dad and friend

## **Why are you here?**

If you are anything like me, you've probably dreamed of running your own business, finding real love, and experiencing amazing life adventures. If nothing else, you've probably wanted to increase your wealth, and access new levels of freedom, fulfilment and security. Quite simply – you have been searching for ways to breakthrough.

Of course, things do not always go to plan. Life seldom unfolds in quite the way you predicted. There is no guarantee of a definite road map, however much you wish for certainty. Which in itself is a kind of thrill!

And even if your business or personal life becomes successful, you might not enjoy the financial, security or inner peace you were expecting. It seems our successes do not always deliver the happiness we so desperately seek. So, whatever you do actually achieve, you can find yourself trapped in a constant cycle of negative thinking - such as -

- When I have a better business, I will feel successful.
- When I have more money, I will feel more secure.
- When I have the perfect partner, I will feel loved.

- When I get to the next level, I will enjoy my work.

In life coaching, I call this the rule of “when this, then that”.

It is an infinite mental spiral in which, however truly you love your life or work, your happiness will always be conditional to external factors. You will always be affected by external triggers that determine your fulfilment. Things will only feel perfect when, and only when, this or that new or improved condition has been conquered!

My coaching experience has shown this to be a widespread truth. No future conditions are ever truly and finally ever met. There is always something else to strive for or to desire - again and again. This mental loop can leave you feeling you have not made it, or that you can't have it all. My clients often start by feeling that the life they dream of - created on their own terms, and filled with passion, purpose and prosperity - is forever elusive.

Does this sound all-too familiar to you? Do you feel you have been stuck in this frustrating trap? The negative mental trap can show itself in a number of ways.

Here's some examples from my clients:

- Imposter syndrome, inspite of one's ability and track record.

- Procrastination and feeling a victim to bad circumstances.
- Lack of self-worth and underselling one's skills and values.
- Alienation from living in someone else's life, not your own.
- Anxiety and the fear of others' opinions.
- People-pleasing at the expense of your own authenticity.
- Lacking in time and resource, and feeling overwhelm and exhaustion.
- Not believing that success is possible, whatever your own situation.
- Failing to be in alignment with your passion, purpose and values

If you can relate to any or all of these frustrations, then you are in the right place! This is where your coaching journey begins.

Over the years, I have coached many high achievers and ambitious entrepreneurs, as well as everyday folk – all looking to make change in their lives. I have helped them by revealing their unconscious fears and limiting beliefs. This is the key, holding them back from finding success and happiness.

In case you are not sure what a limiting belief is, here's the simple tale of a captive elephant. A baby elephant is leashed to a tree when young, with a chain round one of

his legs restraining him. Years pass and the elephant grows to adult size and power. Now as a fully grown adult, the elephant can actually pull up the tree by its roots and escape. However, the elephant has never actually questioned his belief around his captivity. The poor elephant has never experienced mental or physical freedom. Rather he holds a deeply ingrained and limiting belief - he is restricted in his everyday life.

Back to us. Right from the first session with me, I guide my clients to see their own imprisoning chains and restraining beliefs. Coaching them helps to reveal their unlimited potential. This naturally increases their innate confidence, improves their self-language, and starts liberating them to pursue goals they believed were simply impossible.

Here is a small selection of testimonials from some of my amazing clients. In just a matter of a few weeks of coaching, they were able to uncover their own limiting beliefs. In consequence, they have all gone on to enjoy extraordinary and positive changes in their lives -

“Since starting the sessions with Laurent I have made great progress. Having the opportunity to speak with him openly about my fears and worries has helped a lot. I know I am communicating with friends and

acquaintances in a much more relaxed way.” – Jon, Artist 2019

“I would unhesitatingly recommend Laurent to anyone searching for positive change in their lives. I have rarely enjoyed looking at my difficult situation so much, nor found that answers are so readily available through sympathetic and skilled guidance.” – Miranda, Marketing freelancer 2020

“With his help and support, I have been able to work towards and achieve personal goals with much more positivity and clarity.” – Anne-Lise, Advertisement voice, 2020

Now it's your turn. I want to help you achieve a life you love. This means you will no longer struggle with your old soul-sapping problems of -

- Not having enough of the life you want.
- Feeling deeply that you are meant to do and have more.
- Profoundly realising that something has to change.

Of course it is absolutely natural to feel these things. If you are stuck and unhappy, something has to change for you. The good news is that what has to change is simply just you!! It is that clear-cut. And you have all the power and skills needed to change yourself.

Are you ready to look beyond your limiting beliefs? Are you ready to start accessing a happier and more fulfilled self? I am really pleased to be part of your new journey, guiding you to the next level of your success. Welcome to this exciting new chapter – life lived with you firmly in the driver's seat.

This journey can start right here with my e-book. My gift to you, this free introductory life coaching programme is uniquely effective. It's my proven method for achieving the breakthroughs you've been looking for. And I'm here to help you at every step of your journey.

As a trained Life Coach, I invested years of my time and money into radically transforming my own mindset. My journey led me to fully understand the effect of limiting beliefs. For example, I realised what obstacles were blocking me from becoming a successful entrepreneur. I also saw what was stopping me creating the income and impact I wanted, and from becoming the Change-maker I knew I was destined to be.

This is my break-through methodology that I want to share with you. It will help coach you towards achieving your dreams and goals. Believe me, you can get there too! You just haven't been given the tools before.

By the time you've finished reading the ebook, you will already have begun to:

- Identify the reasons you are not where you'd truly love to be.
- Discover the deep fears and limiting beliefs holding you back.
- Realise the negative blocks within your subconscious.
- Understand how you can change these blocks.
- Increase your innate self-love and self-confidence.
- Visualize clearly the future that you would love to have.
- Take efficient actions in line with your passion, purpose and desires.
- Understand my simple steps for reaching this happiness

I sincerely salute your commitment to transforming your life. Thank you for trusting me with your journey of change. I am honoured to be your guide in achieving happiness...

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## **About my life**

### **transformation**

I grew up in what I would call a normal family with a brother 8-years younger than me and parents who got divorced at the early stage of my adulthood. Money was often a source of stress and tension, and communication in the family was always an issue. These early childhood influences stayed with me long after I left home for the university when I turned 20.

Psychologists have shown that most adult thinking is neurologically programmed between our 7<sup>th</sup> and 13<sup>th</sup> birthdays. During this period, a child's brain acts as an incredibly absorbent sponge. A vast input of experience, emotions and information go directly into the subconscious. Research shows that all a child will see, hear, taste, feel, experience – both good and bad - goes directly to the subconscious parts of their growing mind. These impressions and beliefs stay with them for a lifetime.

In addition, my childhood left me with a significant lack of confidence, both in myself and in my actions. As a direct consequence, I never felt I was good enough, I was never strong enough, and I was never clever enough. My experience led me to believing that everyone else was better than me. It caused me to feel a

deep need of the approval of others, which I never felt I received, as well as generating disempowering beliefs around constant frustration, non-stop unfulfillment, and an insatiable sense of disappointment.

As I grew into adulthood, my subconscious negativity and limiting beliefs increased so that my whole attitude to life was impacted. These beliefs also started to badly affect the people in my private life and in my work place. I was stuck in an unhappy way of being, and suffering.

Eventually my boss in the London office of my corporate job gave me a wake-up call. It was the first time after nearly 5 years working together that he truly opened himself this way. In a work review, he told me that my attitude was actually affecting him badly. This was the same thing that my family and friends had been telling me for months already. Coming from the mouth of my boss though made a difference. His feedback triggered something in me, and I immediately decided to change.

After this reality check, I vowed I would amend my negative vision - my thoughts, my mind and myself. Once I had cleaned up my limiting beliefs for myself, I found that the attitude of those around me shifted too, and for the better. This all evolved quickly and with major increases in positivity. I had discovered how I could impact others



through the power of my own mindset – my secret key to positivity.

Within a short period of time, I realised my life values were not actually suited to my working in the corporate environment. This was a great awareness, and pivotal to my moving forward to greater success and happiness. Once my eyes were opened, I could clearly see that my life needed me to move beyond the standard 9 to 5 career I was slaving in so miserably.

*By the way, according to Gallup's State of the Global Workplace (September 2019), only 15% of people actually feel engaged in their career worldwide, only 10% in Western Europe.*

It had become very clear to me that I had been in a work rut for years, on an auto-pilot mode that felt easy but unfulfilling. It was a life path written by someone else for me, but not by me. Knowing this made it obvious that I should take back control and write my own destiny - and sit in my own driver's seat.

Having arrived at this career crossroads, I knew I had to make some bold decisions. I was able to step away from the corporate life of my 9 to 5 career. For the first time in my life, I made the conscious choice to focus on myself and my dreams. At that point, I invested tens of thousands of pounds into my training as a life coach. I

knew I wanted to dedicate my life to transform the mind – I would be able to reprogram my beliefs, amend my self-language, and finally move towards achieving success and happiness.

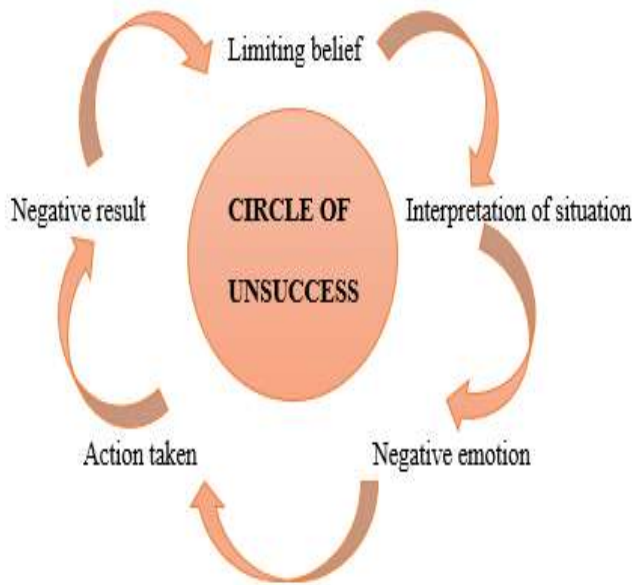
*I truly believe that each of us can live life on our own terms! This is in spite of whatever our past or current life looks like.*

This was definitely not going to be an easy process for me though. I realised I was carrying decades of deeply held fears and negative beliefs. I would need to face all of these head on, and then expose, review and reprogram them.

By this stage I was already working with a business coach to set myself up. We were doing an amazing job, but I knew I needed to get other support for a transformation. I would need to clean up the inner conscious and subconscious thinking that was limiting me. So I decided to invest in a personal coach of my own. This is how I came to understanding the direct relationship between every aspect of our lives: our past, present, personal, professional, childhood, adulthood, and or inner life (the relationship we all have with ourselves). Through doing this personal development work, I discovered the importance of loving myself, as well as of gratitude, of letting go, and of moving on. I realised that success in

any part of life is all connected, be that in your business or personal life.

Up until this point, I came to realise that I had been going round in circles. My poor self-worth and negative limiting beliefs had created what I now call a “Circle of Unsuccess”. This had played out for years in the interpretations, decisions and actions I had taken at work and at home. It looks like this:



Perhaps you can recognise this circle within your own life too? You have been able to achieve some success, but as soon a trigger is activated, your limiting beliefs and fears take back control. Then an event happens, and with your limiting beliefs blurring your vision, your incorrect interpretation of that situation creates negative emotions. You might decide nevertheless to face this event and to take action, but as you are currently

overwhelmed by negative emotions, your action generates negative result. And as you get a negative result, you have confirmation of the limiting belief you already hold, and it adds more fuel to the fire.

Luckily I am proof that you can break away from this “Circle of Unsuccess”. I know from my lived experience that it is possible to step outside of this pattern in both your private and business life. It takes more than just repeating positive affirmation to yourself in a mirror though. It needs more than just a determined mind to change your inner self talk. It is not simply down to a question of manifesting “because I think it, so it will appear on my door step”.

What you need is exactly what I am offering you here: coaching to achieve a new mindset to move towards your financial prosperity, freedom and fulfilment – and all at a faster pace than ever before in your life.



## Your Path to Success

Success (cf. Cambridge Dictionary):

1. The achieving of the desired results.
2. Something that achieves positive results.

Knowing how to break the circle then, let's try to understand the first element on your coaching path. This is where we must aim to start. Once we can identify the starting point, we will be on a clear route to breaking the old patterns and creating new ones. This means understanding the following sequence -

- Your actions produce your results.
- Your mindset makes you take action.
- Your emotions impact your mindset.
- Your interpretation of the events creates self-emotions.
- Your vision of the events builds your interpretation.
- Your filters generate your vision of events.

And what are these filters? They are your personal beliefs good and bad (all of them) and your values. Three universal rules of life need to be stated upfront too -

### The 3 Universal Pillars of Life:

One. In all cases, you are responsible of your own life. This includes all your actions, and your attitudes to others and to yourself. Your way of being outside and inside yourself. You are responsible for your own life in its entirety - your interactions with yourself and with others.

Two. In order to create different results in your life, you need to take different actions. As Einstein, Henry Ford or even Tony Robbins said "If you always do what you always did, you will always get what you always got". Indeed, the challenges you are currently facing are the consequence of a specific mindset. When any given event triggers any specific memory, generally subconsciously, you retrieve your usual ways of acting consciously. And over time, this repetition of event / memory/ behaviour becomes a habit for you.

Three. Following the pattern above, it's clear that reprogramming your beliefs is at the root of new reactions and new behaviours. In fact, any limiting beliefs that you currently hold have come from all your previous negative habits that were getting confirmation (wrongly) in your opinion over the course of your previous life. And if a habit can be born this way, either good or bad, I know that you can re-programme it for a better outcome. We are the ones who

creates own initial thoughts/emotions and behaviours, so we can at any time reshape them to suit what we want. This is the beauty of the coaching system.

### The 5 Steps of Transformation

Now that the 3 life pillars are clear, I would like to introduce you to my “SKILL” framework.

This gives you my unique and simple 5-step strategy for transformation. It is a coaching process that is applicable all through your life, at any stage or age, to change your inner and outer being for results.

It is an easy process enabling you to effectively reprogram your mindset to become the person you would love to be. It is the way to create the future you, on your next level of success, and to access the financial prosperity, freedom and fulfilment that YOU want.

I regularly use my “SKILL” process to create huge shifts in my client’s lives, as well as in my own too. As I explained earlier, this system is how you can create the changes you need in your own way of being, so your new mindset and beliefs go on to create you a whole new, happier life.

Before going into the “SKILL” system, I should say I have often found that many clients get stuck at this point, and don’t

move forward through fear. This can be fear of what the outcome might be, and once again, from their own limiting beliefs.

So it is important to keep in mind that FEAR stands for: First, Evidence, Appearing, Real. Once you have got to grips with this, you are ready to start looking at the “SKILL” 5 steps below:

The SKILL path to Transformation – Spot, Know, Implement, Learn and Live

#### ***1. Spot***

The first step is to spot the conscious and subconscious limiting beliefs that keep you in your Circle of Unsuccess. You can notice them from observing your way of being, your self-judgment, and your negative emotions and feelings.

Take an area of your life, any part of it, and make a list of what you think, feel and believe is true in this area. Then, in total honesty, write as many sentences describing you in this area. These sentences should start with “I am”. Notice what you believe to be true about yourself. Maybe you believe something like “I am not good enough”, “not qualified enough”, “too young to do this”, “too old to do that”. Remember to be honest with yourself.

#### ***2. Know***

Now that you have spotted the beliefs which hold you back, you need to

understand where they come from. You need to reveal the root of each of them, and do so one by one. They can come from a traumatic experience in your childhood, or a transfer of fear from your parents for example. Look deep into your memory and discover your ground zero. This will be the starting point of this particular limiting belief for you to focus on now.

### ***3. Implement***

Knowing the core reasons for the beliefs slowing you down, you can be free to reach your next level of success. Now, take responsibility for the limiting belief and get rid of it! The best way to get rid of something is to replace it with something better. In this case, you need to implement a new positive belief for yourself, one which will help you move forward.

To do this, take a clean sheet of paper and divide it into 3 columns:

- In the first column, write all the negative points you worked out in your Spot part of the process.
- In the second column, rewrite each of the points as a positive affirmation. For example, “I am not old enough” becomes “I am old enough”. Simple, isn’t it?  
Now, strike each negative affirmation from the first column, one by one and very slowly. By

doing this, you are in effect doing the same in your own mind. Visualise yourself seizing this negativity, and physically removing it from your mind.

- In the third column, write the positive affirmations from the second column, but this time put them in capital letters! Make them bold and heavy, and they will really lodge into both your conscious and subconscious.

Once you have completed this, put your list somewhere readily visible at home and declare them out loud to yourself, again and again. This will let you create, by repetition, the new positive beliefs you need to drive you to success

### ***4. Learn***

Now that your new beliefs have been seeded, you need to feed them with new positive information! And for that, you need a plan of action that is aligned to the goals you are aiming for. This is the learning element, and includes questions such as -

- What is that you would enjoy doing, and that brings you closer to your goal?
- Find someone who reached the result you want. Ask this person

what did he/she put in place to reach this success?

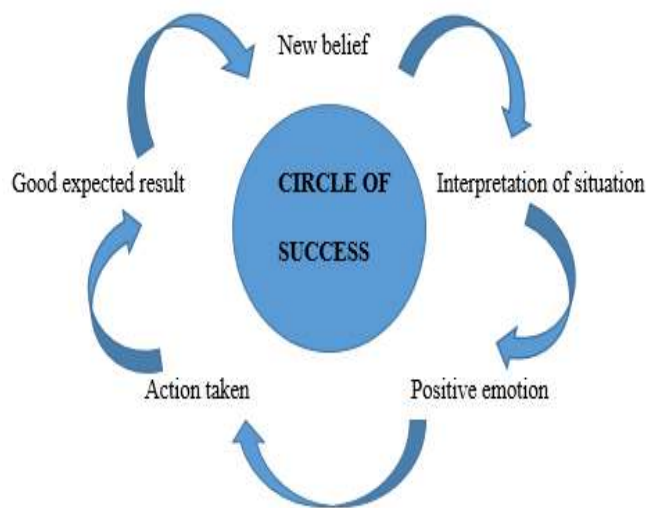
Write all of the answers to these questions down, and turn them into declarations. They are steps of actions to help drive your further along into new path to success.

### 5. *Live*

Now that your new beliefs are growing through your list of declarations, you have a clear template for action. This will help you with who you are, and what you have to do to reach your next level of success. Go out and live your declarations of action!

Life is full of challenges, but with the right beliefs as a firm foundation, you will be ready to take on any event that comes along, face them, and move forward positively.

You are now in living in your “Circle of Success”:



Your new-born and growing positive self-beliefs will need support to grow and to thrive. You will need to periodically revisit the whole SKILL process for you to remember where you were, where you are now, and where you want to go.

The powerful advantage of my method is that it rids you of not only old limiting beliefs, but any new ones before they have a chance to embed themselves. This is THE key to your ongoing success. It's why my SKILL strategy works and is so much more than positive affirmations, manifesting or any other approach.

## And Finally

Like all new aptitude, the 5-step SKILL needs support, energy, purpose, desire, love to grow and be one with you to make you reach the success YOU want.

My unstoppable mindset and new beliefs are constantly challenged by events outside of my control and definitely outside of my comfort zone. The advantage with the SKILL is that now my beliefs are supporting me to my success to become the person I want to be.

So if like me, you are ready to create the “you” that YOU want, YOUR financial prosperity, YOUR freedom, YOUR fulfilment faster than ever, book your free call with me and we will start getting YOU to your next level of success.

Take control of your own lives for you to enjoy your life.

And as Steve Jobs said: “Your time is limited, so don’t waste it living someone else’s life.”



Laurent Coste

Owner of his lives

# *Coste Coaching*



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

[laurent@costecoaching.com](mailto:laurent@costecoaching.com)