

# Business

BY VIRGINIA LOPEZ

**M**ynde Mayfield might catch your attention with her blonde, slightly spiked and sometimes peak-streaked hair, but it's what she says that will keep it.

Mayfield is a life coach, a person who has discovered the music in her life and how she can help others find theirs.

Mayfield took a few minutes from her hectic work and holiday shopping schedule to answer a few questions for the *Blade* and its readers.

***Blade:*** How would you describe life coaching to someone who has never heard of it?

Mayfield: Life coaching is for people who feel ready to up-level or upgrade some level of their life. It's for relatively healthy or stable people. It's not counseling and it's not therapy. It's for people who are otherwise healthy and feel pretty balanced however there's one area of their life they'd like to improve.

***What is the difference between having a life coach and having a therapist?***

A therapist is going to help you take a look at wounds or things that have happened in the past that are affecting your life right now. Counseling is about the past and coaching is taking a look at where you are in life right now and assessing your strengths and weaknesses. If you have issues from the past, it's important to take care of them. Sometime we are not ready to take action unless we take action on the skeletons in the closet.

***What goes into being a life coach?***

I found coaching mostly because I was on my own pathway to finding a

way to have a more fulfilling life myself. I investigated what a coach is and found my own coach to work with. Regardless of whether I wanted to become a coach, expressing more of who I was and feeling more comfortable in my own skin (was important).

***What do you like the most about it?***

I think the thing that is most exciting for me is working with people and supporting them to wake up to themselves. That means waking up to their own potential, waking up to a great purpose in their life, waking up to self-acceptance and self-compassion, watching them to connect to possibilities for their life. I can't think of anything



that is more powerful or more rewarding.

***What tends to be the main reason most people don't want to have a life coach?***

I think the main thing is the fear of what others are going to think of them if they found out they were working with a coach. Ironically, coaching has been around for a long time. It has been heavily utilized in the corporate sector with executives, so when people find that out they make a connection that is a top level CEO uses a coach, maybe there isn't some stigma that (they) think there is. Maybe it's about capitalizing on what is good.

***Can you describe in one word how someone might feel after going through sessions with a life coach?***

The one word that I can't seem to shake is transformed but it sounds

heaving and loaded. But part of what builds transformation is that (clients) might come out of a session more focused, more motivated, inspired and alive. What all those words describe to me is transformed.

***As the New Year begins, what can people who have failed to meet their New Year's resolutions in the past do to be able to flow through and meet their goals?***

One of the most powerful components for coaching is accountability, and for some reason at the beginning of the year we're able to clarify certain goals. At some point we let ourselves off the hook, like a promise to myself. I can let myself off the hook from keeping that promise to myself. If I made a promise to you I could keep the promise easier than a promise to myself because I'm only letting myself down. For some reason, we say it's okay to let myself down but not some else. So it's about accountability. The thing about coaching is it's very compassionate. You're not

going to come to a session with me and get beat up for what you haven't done. But what I'm going to do is give you space for you to realize what is most important to you and from that make really small commitments to help you align yourself with a plan that's based on that commitment to yourself. So you get accountability, you get clarity and you get compassion. When you meeting regularly with a coach and you come out feeling like any one of those words and you line that up with commitment and personal responsibility, you've got a recipe for success.

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