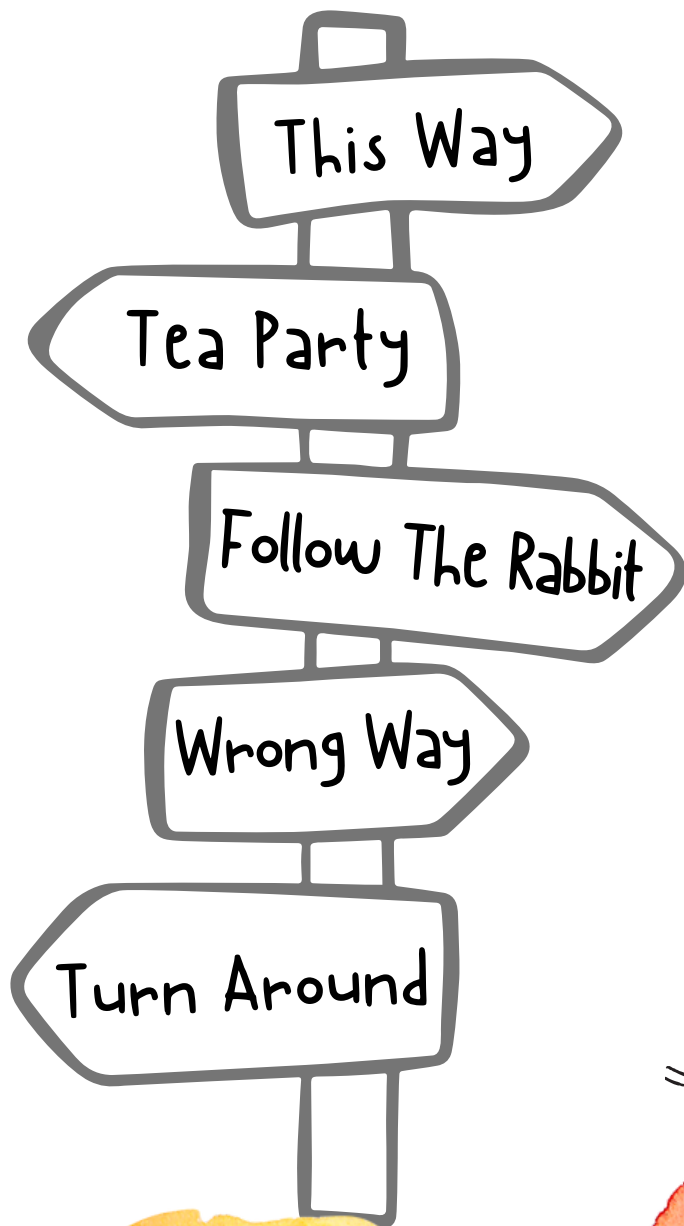


Alice in Blunderland

HOW TO STOP FALLING DOWN
RABBIT HOLES &
FIND COACHING BUSINESS SUCCESS



BY GABBY BUTTON & DEB KING

Hi There!

We're twirling with delight that you've downloaded "Alice in Blunderland: How to Stop Falling Down Rabbit Holes and Find the True Path to Coaching Business Success."

You're about to embark on a magical journey, and we're beyond thrilled to be your fairy godmothers.

We've seen too many souls like you get tangled up in the chaos of Blunderland - lured by shiny objects, confusing strategies, and false promises.

We're here to help you find your unique, golden path, amid all the sparkle and noise.

This isn't just about a fairy tale, it's a map, a guide, and a mirror. Through the looking glass you'll find activities and thought-provoking exercises that will help you see where you are now, and the wisest way forward.

We're excited to start this journey with you.

Together, let's bypass the distractions of Blunderland, and find our way to a place where you can create the impact, abundance, and freedom you've always deserved.

Hold onto your tiara; this will be a magical ride!

Gabby & Deb

Founder The Wisdom Playground & Coach Training Campus (Launching Soon)

ABOUT GABBY BUTTON & DEB KING



Gabby is a seasoned trainer, coach, consultant, and business leader with over 30 years of experience. She empowers managers, leaders, and coaches to stay ahead of the curve through future-thinking and practical training that delivers results. Let's connect on [LinkedIn](#).

Deb King is a transformational master coach with over 20 years of experience. She empowers coaches and healers to create transformational programs for a joyfully successful business and life, combining her unique skills in sales, marketing, leadership, and well-being. Let's connect on [LinkedIn](#).



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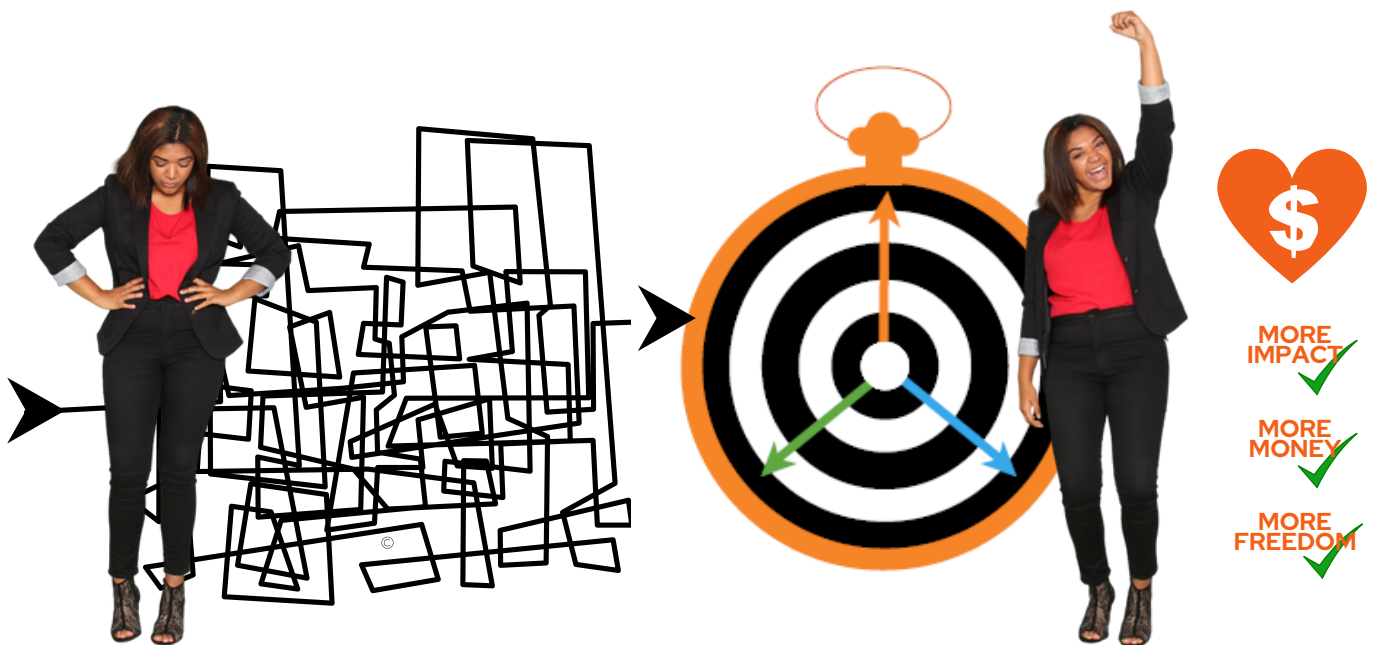
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Alice in Blunderland

Once upon a time, in a quaint little town called Wonderland, there lived a coach named Alice.

She was a firecracker of enthusiasm and experience, itching to sprinkle a little magic dust on the world.

But alas, Alice often found herself tumbling down the rabbit holes of Blunderland - a land brimming with shiny distractions, confusing strategies, and empty promises. A place where life had a peculiar habit of bumping her head into all the low ceilings!

Unlike the comforting warmth of Wonderland, Blunderland was a strange circus of bizarre characters.

There were the Hype Hatters, with hats so tall, they brushed the clouds. Ever ready to brew a storm of hype, they spun their followers around until they were too dizzy to distinguish hype from real progress.

Lurking in the spotlight were the Mirage Marketeers. As flashy as disco balls, promising to teach the newest moves on the marketing dance floor.

However, their alluring moves often turned out to be just flickering shadows in the deceptive mirror ball of Blunderland.

And then there was the Credentialing Cuckoo, a flamboyant bird with an ever-growing tail of qualifications. Chirping persistently, "more certifications, more success!" it was easy for Alice to be swept away by the captivating melody of the Cuckoo's song.

In her many attempts to learn from them all, Alice found herself bouncing about like a pinball, lost and overwhelmed amidst the glitzy chaos, forever climbing her way out of enticing rabbit holes.



But then, as if by fate, Alice tripped over something shiny. It was a compass. On its face, it read, 'Bold & Brilliant Bullseye Express'. As her fingers grazed the surface, she felt a warm glowing light hugging her, as if an ancient spell was awakened.

This enchanted compass, pulsating with a quiet power, guided Alice through three enchanted realms. Each realm was a new revelation, a new lesson wrapped in wonder and wisdom.

First, she discovered the 'Impact Zone,' nestled on top of a towering hill. Here, amidst the crystal clear air, she could truly see her brilliance, radiating like the midday sun. A newfound confidence surged within her, illuminating her path.

Then, the 'Money Zone.' A vibrant market humming with life and empathy, where heartfelt connections were the currency. She connected with her clients at a soul-deep level, uncovering their heart's desires, and crafting marketing messages that sang in perfect harmony with their needs. She found her own voice, which made her marketing messages sing like a cheerful canary.

Lastly, Alice arrived in the 'Freedom Zone', a playground where creativity and innovation played with structure and tools. As satisfying as the last piece of a jigsaw, here, Alice learned how to channel her wisdom into transformative solutions that ignited her clients' lives with progress and joy.

It was from this magical realm, that Alice weaved a sustainable path to her thriving business.

Guided by the compass, Alice found her way through Blunderland, dancing around the glittering temptations, the rabbit holes and cast of characters. The compass whispered truths to her about her strengths, her wisdom, her secret powers.

It illuminated the path to the heart of her clients, teaching her the magic of purposeful growth rather than falling for the enchanting melody of Hyped Hatters, Mirage Marketeers, and the Credentialing Cuckoos.



With each turn, Alice's confidence grew. She shook off the distractions, and like the morning mist clearing under the warm sun, her path became vividly clear.

When Alice finally stood at the heart of Blunderland, she was not the disoriented coach from before. No, she was Alice of Wonderland - empowered, insightful, and a beacon of change and transformation.

The Queen of Blunderland, awestruck by Alice's transformation, asked, "How did you navigate through this maze, Alice? How did you escape Blunderland's clutches?"

With a twinkle in her eye and a confident smile, Alice presented the compass. "Thanks to my loyal companion, the Bold & Brilliant Bullseye Express, your majesty. It lit up the yellow brick road."

Alice's journey through Blunderland sparkles as beacon of inspiration for all coaches entangled in life's complex maze.

Success isn't about pursuing enticing mirages, falling down rabbit holes of illusion, or chasing glistening baubles, but about focusing on the heart of it all - your wisdom, your clients, and robust structures guiding you to success.

And so, Alice continued her journey, with her trusted compass ever by her side, transforming lives and carving her unique legacy in the world.

Indeed, Alice had flipped the script. From Blunderland to Wonderland.

And guess what? So can you.

You too can navigate out of Blunderland's maze to craft the impact, prosperity and freedom you truly deserve.



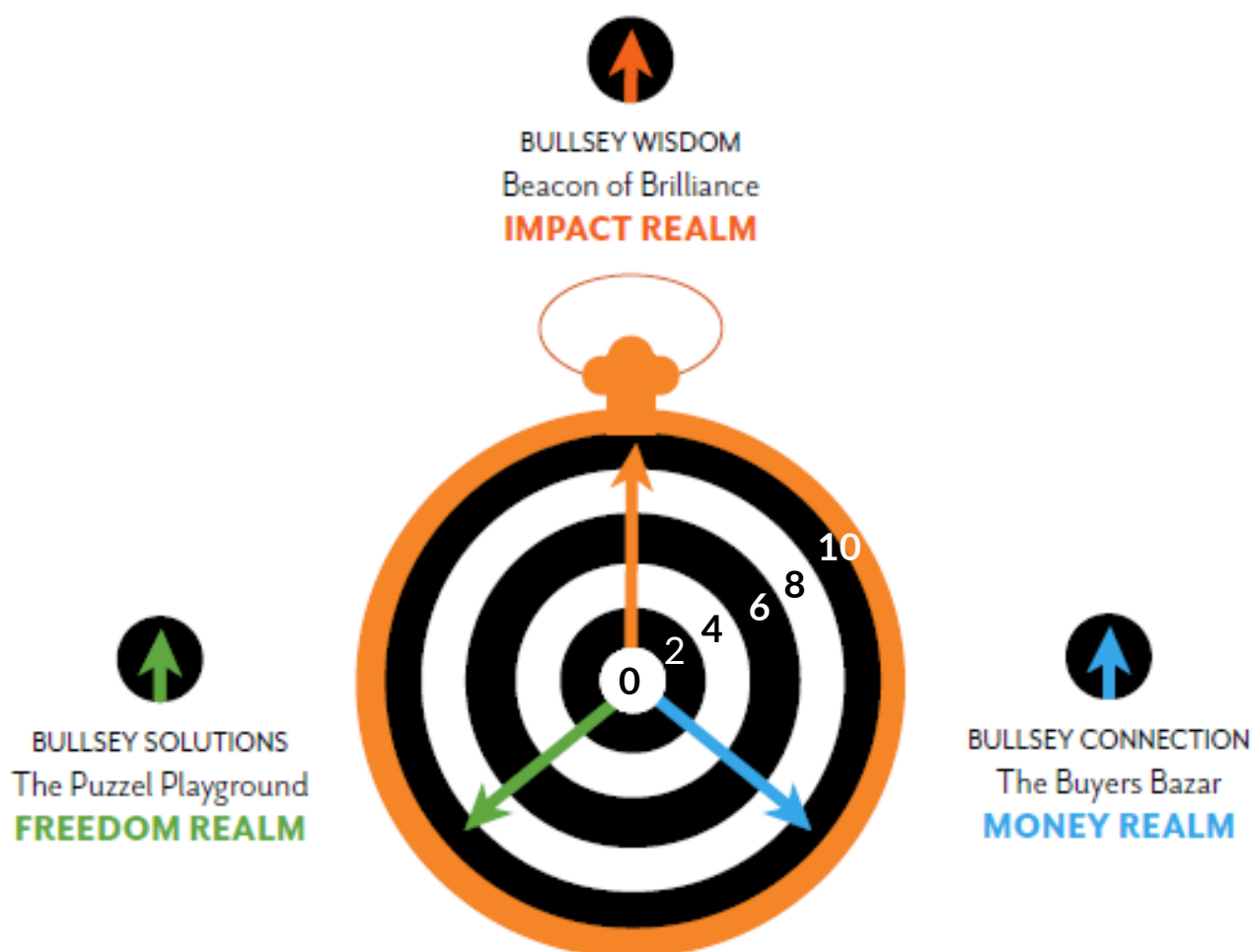
Bold & Brilliant Bullseye Express Compass

Welcome aboard the Bold & Brilliant Bullseye Express Compass!

This very tool, the one that guided Alice out of the puzzling Blunderland to the wonders of Wonderland, is ready to support you on your own journey.

By pinpointing your place in each realm - the radiant Impact Zone, the buzzing Money Zone, and the puzzle-filled Freedom Zone - this compass will share its wisdom and shape your path in magical ways.

So, buckle up! A thrilling journey awaits, ready to illuminate your path to your very own Coaching Wonderland!



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How to use the Compass

The Compass is divided into three enchanting realms, and you'll be rating yourself in each one on a magic scale from 0 to 10.

Here's your spell book to complete the Compass:

- **Get acquainted with the realm:** Delve into the descriptions and rating on the following page, learning their language and secrets.
- **Look within:** For each magical realm, cast your score on a scale from 0 to 10, with 0 being the humble beginning and 10 being the triumphant peak. Be true to thine own self, for this exercise is designed to help you grow, not to flatter or deceive.
- **Map your scores:** On each realm, mark your measure. The center symbolizes the starting point, 0, while the outer rim represents the ultimate achievement, 10. The closer the mark to the center, the further the journey ahead; the closer to the edge, the closer you are to mastery.
- **Weave your web:** Draw a line connecting your scores in each realm, creating a pattern akin to a spider's web. The enchanted web will whisper your tale so far.
- **Ponder upon the compass:** Realms closer to the heart of the web mark delicate strands, these are the realms that crave more of your focus and development. Reflect on these areas, let the Compasses wisdom guide you to set goals and design action plans for growth. These are the pathways to unlock the doors to your very own coaching business success Wonderland.



The Impact Realm

Picture yourself as a lighthouse, standing tall, radiating a powerful beacon of wisdom guiding those adrift safely home. This is where your unique gifts, insights and wisdom come out to shine, lighting the way for your clients. It's where you truly understand your value and let your confidence soar, amplifying your guiding light.

10/10 - Lighthouse on the Shore: Like a commanding beacon, your brilliant wisdom illuminates the path for those navigating life's tumultuous seas. Your impact is as grand and as undeniable as a lighthouse, an enduring symbol of guidance. Like Alice, guided confidently by the Bold & Brilliant Bullseye Express Compass, you've fully harnessed your wisdom. With a variety of visual models, you navigate the coaching landscape recognizing and owning your value as an expert.

5/10 - Lantern in the Mist: Your light is emerging starting to cut through the confusion, offering a beacon of hope to those close enough to see it. Similar to Alice stumbling upon the compass, you've started to unearth your unique wisdom. You've identified areas of expertise, begun creating visual models, and are starting to grasp your worth as a coach.

0/10 - Whisper in the Wind: Much like Alice before her transformative adventure, your unique wisdom is still hidden. Your distinctive expertise is yet to be discovered and visually expressed. You might be shouting out into the world, but your voice is just a whisper, getting lost in bustling symphony of voices.

My Rating <i>Transfer to Compass</i>	Notes, Ideas & Actions



The Money Realm

The Money Realm is like a vibrant marketplace teeming with empathy and insight. Here, you tap into the heart's desires of your clients, crafting offerings that resonate deeply with their needs. By mastering the art of value exchange, your voice stands out, and your coaching business thrives, singing a song of prosperity.

10/10 - The Soul-Deep Symphony: Like Alice fully connected with her clients at the vibrant market, you've achieved a soul-deep understanding of your clients. You've learned to speak their language, forging powerful connections amidst the noise, and selling solutions they're ready to purchase. The sound of prosperity rings in harmony with your clients' needs.

5/10 - The Market Dance: Like Alice starting to groove to the Wonderland market's rhythm, you've begun to understand the intricate dance steps of your clients. You're starting to understand their fears, frustrations, immediate wants and future desires, adjusting your communication to better connect and starting to hear the faint jingle of prosperity.

0/10 - The Sound of Silence: Like Alice before she discovered the Money Zone, your voice seems to get lost amidst the hustle and bustle of the market. The language you use fails to strike a chord, leaving you feeling disconnected and met with resounding silence.

My Rating <i>Transfer to Compass</i>	Notes, Ideas & Actions



The Freedom Realm

The Freedom Realm is a playground where structure dances with creativity and innovation, creating a unique harmony that sets the stage for growth. In this realm, your wisdom is channelled into transformative solutions. Like a jigsaw coming together, each piece is a solution that lights up your clients' lives with progress and joy. Here lies the sweet spot where your passion tangoes with sustainable business practices, allowing your coaching practice to flourish freely.

10/10 - The Completed Jigsaw: Just like Alice, fitting in the last piece of the jigsaw, you too have skillfully assembled and mastered the puzzle of frameworks, tools and templates that ensure you, your clients and your business achieve outstanding results. This puzzle, previously scattered, now forms the bedrock of your thriving business, offering transformative solutions consistently. Your clients are enchanted by the wonders you offer and are joyfully spreading the tale of your excellence across Wonderland and beyond. You are enjoying the sweet fruits of freedom and ease in your business. The picture is complete, and it's a masterpiece!

5/10 - The Half-Assembled Jigsaw: Similar to Alice as she starting putting the pieces in place, you are piecing together elements of proven frameworks and tools. The result? The edges of the picture are visible, and you're witnessing improvements in efficiency, creativity and outcomes. Yet, like a puzzle half done, the heart of the image and consistent results remain a little elusive.

0/10 - The Scattered Jigsaw: Just like Alice at the beginning of her adventure creating effective coaching and training solutions feels like trying to assemble a jigsaw puzzle while juggling bowling balls on a rollercoaster ride! The pieces are there, but they're scattered, and the picture just isn't taking shape. This results in unpredictable outcomes and time that feels as elusive as a White Rabbit.

My Rating <i>Transfer to Compass</i>	Notes, Ideas & Actions



Where are you on your journey from Blunderland to Wonderland?

If you're not at a 10/10 yet, do not fret!
Most of us feel like Alice, wandering through Blunderland
facing challenges and puzzles
while striving for the true success our heart desires.

But with the right guidance and steps,
your personal Wonderland is now within reach.

If you're ready to unlock the door to a
thriving business, impactful connections,
and the freedom to live life on your terms,

**you are invited to book a
'Wonderland Breakthrough' session.**

Together, we'll define your unique Wonderland,
identify the most effective steps to get there, and
navigate around those pesky rabbit holes
that have been slowing your progress.

Step into your power
and let's journey to Wonderland together!

[Book Your 'Wonderland Breakthrough' Session Here Now!](#)

[Or join us on our next Bold & Brilliant Bullseye Express Program](#)

Gabby & Deb

Co-Founders of The Wisdom Playground & Coach Training Campus



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