

Headlines to test:

Attention Stressed-Out Business Professionals:

Break Free Of The Life That Binds You: Determine What You Want to Do, What Steps Will Take You There - And Set The Plan In Motion!

Attention Over-Worked Business Professionals:

Break Free Of Your Golden Shackles: Dare To Explore The Possibilities Of Enjoying Work, Family And Play As You Create Your Life Portfolio

[Insert Headline of Choice]

[Opt-in for ezine]

Dear Business Professional,

It doesn't matter if you've been laid-off, down-sized out of a job or if you're tired of a busy executive lifestyle: **change can be hard**. Actually, it can be down-right more **terrifying** than making a presentation to a multi-million dollar account. After all, this is your life and you have to live with the consequences of your actions ... or inaction. But here's the thing: **it doesn't have to be difficult**.

Which category do you fit in? Are you...

- too busy** at work to have any time left for a personal life,
- too busy working to remember you have a personal life,
- at a **crossroads**,
- looking for a change,
- in a **voluntary or involuntary transition**,
- being forced to make a change,
- stepping into a **new stage of life**,
- feeling off-balance?

Maybe you're between jobs and you've suddenly realized you don't want to go back to the lifestyle you'd been living. Perhaps you've started a family and suddenly those **18-hour 6-day work-weeks** are creating havoc in your personal life.

You may have started to feel like there's a set of *invisible shackles* chaining you to the office computer, your cell phone and your blackberry. That can be very oppressive ... but those are the sacrifices you need to make in the business world, right?

Or are they? Could it be possible to call your own shots, to create a life where work and the-rest-of-your-life are in balance? Surely you know - or at least know of - some people who are enjoying a financially rewarding career that isn't overwhelming them, who also have time for family and a social life. I'm here to tell you **this dream can become your reality**.

Having The Courage To Move Forward

Hi I'm Connie Lor, [\[link to about me page\]](#) a former financial analyst with eleven years of experience in the field. I know exactly what it's like to put in 120-hour work weeks while trying to build a meaningful life outside of the office.

I've been where you are right now. Not only did I experience my dream job turning into a nightmare as my life changed, but I also went through the anxieties and fears I faced when debating whether to do something about my unhappiness. Ultimately I was forced to accept changes when I lost my job.

I went through phases of *uncertainty and self-doubt*, but ultimately I came through with a **brand new life that excites and fulfills me**. I can show you what I discovered, help you to break free from your current restrictions and assist you in reaching your goals.

Best of all, using my experiences, you can avoid the detours I had to take.

[Insert future testimonial 1 or 2]

Opening To New Possibilities

Enjoy a fulfilling career while living life on your own terms.

- **Define** what you want out of life.
- **Setting specific** goals differentiate you from your peers.
- Take **purposeful daily actions** towards your long-term career and personal goals.
- **Stay focused and productive** amidst the daily unpredictability.

Is This Like Your Typical Day?

Get up at 6am, wake up the rest of the family. Shower, dress, set out the cereal, milk and juice. Help little Jimmy get his pants on the right way round, grab a piece of toast and eat it while pouring coffee into your travel mug.

Give your spouse a quick peck on the cheek as you both rush out the door. Drop Jimmy off at daycare and battle the morning rush-hour traffic. Arrive at the office by 7:30, work till 12:45. Grab a quick take-out sandwich at the deli, eat it at your desk.

At 6pm call to ask your spouse to pick up Jimmy: you're working late as usual. Leave the office at 10:30pm. At home you give a sleeping Jimmy his good-night kiss. You fall into bed exhausted and doze off while your spouse is telling you how Jimmy made it to the top of the climber at the playground for the 1st time.

Want to get off the wild ride? Then it's time for you to Create Your Life Portfolio!

Yes, you **can** create a balance between both your work and home-life: you can have a successful career and a family, or simply gain time to enjoy yourself outside of your working hours. Even losing your position in a company is not the end of the world as you know it: there are **lots of opportunities** open to you.

Up till now you may have been feeling lost and incapable of **breaking free of the work-work** cycle in which you live. Have you worked with a coach inside your company? Well, **your experience here will be different**. See, even if your company has hired the services of a coaching firm, your assigned coach has likely been focused on having you set goals to move further ahead – after all, your company isn't paying someone to help you decide that you need to work less hours or that there's a **myriad of other career opportunities** out there. They *don't want you* to conclude you no longer want to stay with the company or even in this line of work.

The **Create My Life Portfolio Coaching program** [\[link to page with details\]](#) will help you gain clarity so that you can decide whether to move up, out or even sideways. It will allow you to find the balance between your life at work and your life outside of work (yes, there is life outside of the office!). Even better, **you'll set goals and come up with a clear strategy** to get you from where you are now to where you want to go.

Why not take the **free self-assessment** and identify those areas where you can bring about the most powerful improvements to your career and personal life? [Click here.](#) [link to assessment page]

No time for the assessment right now?

[\[Insert In-line Opt in:\]](#)

Take a few seconds to sign up for a 3-part email series with useful tips on goal-setting, time management & dealing with change:

Name:

Email:

[I hate spam as much as you do so I'll never share your personal information!]

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Or, if you're certain that you're ready to move forward with powerful coaching, [contact Corinne now.](#) [\[email link\]](#)

About Me:

[\[Opt-in for ezine\]](#)

Hi I'm **Corinne Lor**, creator and coach of *Create My Life Portfolio*. I know that I can help you seek the answers and the freedom you desire, because simply put, I was once where you are right now.

I was a sell-side equity analyst in Thailand for 11 years and I enjoyed great success. When I first started, the industry was still fairly young, although it was already competitive. At that point in my life, long work hours (a 100-120 work week) and the frequent travel didn't deter me.

Then I had my son ... but I continued to work the same kind of hours. Suddenly I faced the challenge of being a mother while trying to keep up with high profile work demands. Work became less enjoyable and more stressful because I couldn't focus on it like I used to. Travel was **no longer fun or exciting**.

I was in a love/hate relationship with my work at this point – I loved it because I was very successful and it was financially rewarding; but hated it because it consumed all of my days, leaving me with no time or energy for a personal life.

I was afraid to leave behind a financially rewarding career even though I wanted to make a major change. At that point, I didn't see the abundant possibilities of how to make the same amount of money outside of the corporate world.

In the end, as the tide in the financial industry turned, I found myself laid-off. I was a bit lost at the beginning – **I suffered a loss of identity, a dented self-esteem and a loss of confidence**. It sure wasn't fun at the time and I wish I'd been in contact with someone who'd had similar experiences to help me through that period.

That's exactly why I created the *Create My Life Portfolio* coaching program. I realized that my experiences can be of great value to people who are just embarking on the road I've traveled. Not only do I have the ability to support people in transition, but I can help them to have a whole different experience than mine: one that's less stressful, more enlightening and even fun.

You see, in hindsight I can say **leaving the corporate world was one of the best things that ever happened to me**. It helped me open my eyes to all the possibilities I didn't have time to explore previously. I can shorten your learning curve and assist you in making this time of change exciting and adventurous.

[\[Insert future testimonial 1 or 2\]](#)

[Click here \[link to appropriate page\]](#) for more details on the coaching program.

Life Getting Too Busy? Feeling Burned out? Then It's Time For A Change!

[\[Opt-in for ezine\]](#)

You may be wondering how you got to this place, wondering if there's something wrong ... because recently you've been **feeling really dissatisfied** with the direction your life is headed.

What once seemed like the perfect career for you, that position for which you were willing to sacrifice everything ... has suddenly lost its appeal. At one time the long hours didn't bother you and maybe you even joked about how you should set up a tent in a quiet corner on the 3rd floor of your office building since you almost live there anyway.

Now you're not laughing anymore. Relax, **it's not you** and the only thing wrong is that your current priorities and desires are no long congruent with your work-life.

Maybe you find yourself thinking one or more of the following thoughts:

- Why am I doing what I am doing? And is it worth it?
- My life is all about **work and more work**: there must be more for me out there!
- I no longer enjoy the employment I used to love.
- My profession is taking a toll on my relationships and my health.
- How much longer can I last before I get **burned out**?
- When will I have time to follow my passions?
- Is the financial reward of having a successful career worth the trade-off with my personal life?
- Is there any other way to have another financially rewarding career if I leave this one?
- What else can I do / in what other areas do I have expertise if I leave this job?
- Is it too late or am I too old to start all over in another profession?
- I've already **invested so many years in this career**, does it make sense to start over?
- Is this what life is all about until retirement – all work and no play?
- I know I should make a career move but I'm afraid it's going to be worse than staying put.
- I feel like I have no control over my own life.

I realize you may feel like you're in turmoil, but really this questioning phase is a **good thing**. Yes, I'm completely serious. You're getting clear on what you don't want or don't like in your current lifestyle – and that will help you become clear on what you do want.

From there, it's a methodical process of **analyzing the possibilities** (many of which you may not see right now) and **creating a roadmap** of how to get there.

I remember only too well that feeling of wanting my life to be different, wishing I had more time for my son, sighing as I turned down another opportunity to connect with friends.

[Insert future testimonial 1 or 2]

Yet once I'd **broken free from the job I thought I couldn't afford to leave**, which I was afraid to leave, it seemed like the world opened up for me. All of a sudden I became aware that I **did** have many options and that I wouldn't have to sacrifice a fulfilling career or financial rewards. That's how I know you too can live your dream.

I can help you to:

- **Gain clarity** around whether this is the time to make a change, move on, or develop a new focus.
- **See the possibilities** outside of your current life-at-work.
- **Gain courage and overcome the fear** of change so you can move forward.
- Review your *priorities*.
- **Create a new life strategy** based on your new priorities. We'll *set goals* and analyze the steps you need to take to achieve them.

Why not take the **free self-assessment** and identify those areas where you can bring about the most powerful improvements to your career and personal life? [Click here. \[link to assessment page\]](#)

No time for the assessment right now?

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For “[People who are stepping into / moved onto a new life stage / at crossroads](#)“ page

Business Professionals in Transition...

Are you:

- newly married,
- starting a family,
- experiencing changes within your family,
- just moving to a new location,
- starting a new job,
- moving to a new level in your career?

Change can be frightening at times, even if it's because something good is happening. Having my son marked the beginning of a wonderful phase in my life. At the same time, I found that I started to lose my enthusiasm for work. All of a sudden the long hours and the required travel **were** a big deal. At first I was too afraid to make a change – the possible insecurities that might be involved seemed too scary. I didn't want things to be different but I also didn't want them to stay the same.

Eventually, I was able to break free of my fear and define the kind of lifestyle that would work with my new life-phase. Now I have the freedom to enjoy a meaningful work-life and a life outside of work too.

I can help you if:

- Your old lifestyle is not fitting in with your new life stage.
- You no longer enjoy the things that used to be fun - or at least tolerable.
- Your attempts to change or adapt have not been effective.
- **You're resisting change:** you want things to stay the same, but the status quo is not working.
- You're *feeling a "loss"* because of changes happening in your life.

Relax, this isn't an ending, **it's the opportunity for a new beginning!** Together we'll work on re-strategizing and re-focusing your goals and priorities. I'll help you to understand the old and new life stages, their diverse needs and requirements. That will allow you to see why what once worked for you is causing all this turmoil and from there you can see what you need to change and how to go about it.

If you have an action plan, *the transition can be smooth, painless and exciting!* Its' time for you to have faith in yourself and your capabilities and free yourself to live your ideal life!

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For “[People who are laid off](#)” page

Are You Between Jobs?

Maybe you’ve been downsized out of your previous position, given a “golden handshake,” been laid-off – or maybe you made the decision to leave yourself for any number of reasons.

You may be:

- Feeling a **loss** of identity.
- Feeling a dent in your self-esteem and self-confidence.
- Feeling a *loss of control*.
- Considering a new direction.
- Feeling **uncertain about making a transition** to becoming an entrepreneur.

Here’s the good news. This **could be an excellent opportunity** for you to re-assess your life’s direction. Part of you may be thinking that what you “should” be doing is getting out there and looking for another job similar to or better than what you had before.

The fact that you’ve come here suggests to me that there’s another part of you that isn’t so sure that’s what you want to do, or if that’s even what’s best for you anymore. I was there myself. My lay-off during the downswing of the financial market was inevitable. It was a time of uncertainty and questioning.

But I could have decided to go back into that world – after all, I’d enjoyed a very successful career and it wouldn’t have been hard to find a position at another large firm. For me, I determined that wasn’t what I wanted anymore.

I went through several stages in the process that seem to be common to professionals who find themselves without employment. I experienced:

- **Acceptance**: you cut your investment losses, preserve your capital and rebuild.
- **Gratitude** for the new opportunities that opened before me.
- Development of an **adventurous mindset**
- **Clarity** of my new direction

What this means I can help you with develop a new entrepreneurial direction, if that’s what you decide is right for you. You can benefit from my experiences and the wisdom I gained. I wish I’d known back then what I know now. I know, people say that all the time, but it’s true in my case.

[\[Insert future testimonial 1 or 2\]](#)

Life would have been so much easier and much less stressful. If someone could have helped me to analyze my strengths, discover what I really wanted to do and assisted me in **creating a step-by-step action plan to get me to my goal**... I would have saved myself time, frustration, hassle and heartache.

Why not take the **free self-assessment** and identify those areas where you can bring about the most powerful improvements to your career and personal life? [Click here.](#) [link to assessment page]

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MY LIFE PORTFOLIO ASSESSMENT

Take this short assessment to identify the areas where you can bring about the most powerful improvements to your career and personal life.

Insert in-line opt-in

If you would like the **result analysis** emailed to you, along with a **3-part email series** with useful tips on **goal-setting, time management & dealing with change**, enter your:

Name:

Email:

[I hate spam as much as you do so I'll never share your personal information!]

1. Which statement *best describes* your current view of your career?

- A. I am clear about my long-term career goals and how my current job can take me closer to it.
- B. Sometimes I am clear about why I have chosen this career but at other times I am not sure why I have chosen it.
- C. I feel that I have lost sight of why I chose this job and what role it plays in my career.

2. Which statement *most closely describes* how you currently dedicate time to your work?

- A. I am able to maintain steady working hours in general, although there maybe some crunch times before deadlines.
- B. Sometimes I work longer hours when I feel like it and other times I put in less hours.
- C. I find myself spending more and more time working.

3. Which statement *best describes* your current relationships with your family and friends?

- A. I always write down my family's important events on my calendar so I won't miss them.
- B. I go to some family events and I miss some. It all depends on what my work schedule is like.
- C. I have missed many important family events because of work responsibilities.

4. Which statement *most closely describes* your current relationship with yourself?

- A. I do something for myself everyday.
- B. I don't give this much thought. If I have time, I do something for myself. If not, then I'll finish what I *have* to do first.

C. Work comes first, then my family and friends, then time for myself.

5. Which statement *most closely describes* your current commitment to your health?

A. I look after my health through regular exercise and a healthy diet.

B. I exercise on and off. I try to eat healthy but I skip meals when I'm really busy.

C. I rarely have time to exercise and if I do, I'd be too tired. I eat just about anything as long as it is quick.

6. Which statement *best represents* your current approach to your financial health?

A. I have mapped-out long-term financial planning to protect myself and my family from the possible fallout of economic downswings.

B. I have made some financial plans here and there but nothing comprehensive.

C. I don't have the time to really think and plan for my own finances.

7. Which statement *most closely describes* your current mindset about fun and relaxation?

A. I always set aside time for fun and I always take my annual vacation. I don't carry work with me via my computer or in my head while on vacation.

B. I have my days off and my days for fun, but sometimes I can't keep my mind off my unfinished work.

C. I can't remember the last time I was able to find the time to do something just for fun.

8. Which statement *best describes* your current experience with time?

A. I am busy but I can almost always make the time to do what I want.

B. There are times when I can find time to do things I want and other times, I feel I have a never-ending to-do list.

C. I never have enough time to finish what I need to do.

9. Which statement *most closely represents* your current state of mind?

A. I am able to remain calm and unfazed when I'm faced with unpleasant surprises.

B. Some days, I feel like things are spinning out of my control, but other days I feel fine.

C. I feel overwhelmed and out of control both at work and at home.

10. Which statement *best describes* your current attitude towards your work?

A. I look forward to work everyday.

B. I mostly enjoy my work but there are times when I'd much rather skip work.

C. I can't even remember the last time I was enthusiastic about my job.

[Corinne – I wasn't sure if you still wanted a page giving details of the program, but I left this in]

It all begins with a thorough understanding of your goals

[Opt-in for ezine]

[Insert future testimonial 1 or 2]

Create My Life Portfolio

This coaching program will include how to:

- **Clarify your life directions:** where you are and clearly define where you want to be.
 - **Integrate** your career and personal goals.
 - **Identify** what is currently not optimal in your life.
 - **Prioritize** so you're clear on what's most important to you.
 - **Strategize** how you want to achieve your short-term and long-term **goals**.
 - **Develop an action plan** - whether your next move is sideways, up or out.
 - **Monitor** that your actions are on track with your goals.
 - **Time Management:** Allocate or realign your time and energy for optimal results based on your goals.
 - **Prepare** for possible fallout from the cyclical swings in the industry.
-
- **Assessments** to develop an objective evaluation of your strengths and career fit are available (additional charges apply).

Program Options

Customized One-on-One Program

One-on-one coaching is most effective since it is customized to your specific career and life planning needs. You will have the privacy to address personal issues that may be hindering your progress in life.

Coaching is a process, not a quick fix. Some people are more ready for the changes while others have deep seated problems that require more time to yield effective changes. Some have fewer issues to work on, while others have more.

For these reasons, I need your commitment of a **minimum of three months** to invest in a better tomorrow for yourself. I work on a monthly retainer basis and offer the following customized one-on-one program lengths:

- 3-month package
- 6-month package
- 1-year package

How I work with my individual coaching clients:

- Four 1-hour sessions per month.
- **Unlimited** email support.
- Brief check-in calls between sessions as needed.

Happiness guarantee

- If for any reason, during the first month of coaching you are not 100% satisfied, a 100% refund will be granted. For details, please refer to the Client Agreement.

[Insert future testimonial from someone who did individual coaching]

Enroll now! Space is limited for this program.

Not ready for individual coaching? Try the....

8-week Group Coaching Tele-workshops

The program is suitable for clients who prefer a group environment and can benefit from the exchange of ideas between peers.

- Small group sizes – limited to ten clients.
- Weekly classes.
- Two individual laser-coaching sessions. [Corinne, elaborate on laser-coaching]
- Limited email support. [Corinne, be specific]
- Includes a *Create My Life Portfolio Workbook* containing exercises and worksheets to set goals, develop action plans and time management tools.

[Insert future testimonial from someone who did the tele-workshop]

[link] **Act Now:** Contact me for more information

[link] Schedule a complimentary 30-minute coaching session

Coaching FAQs

“I can plan my own life. Why do I need a coach?”

Working with a coach will accelerate your course to integrated success in less time. You can gain from the experience and insights of someone who has walked the path before you. There are multiple benefits of working with a coach.

Your coach can:

- Offer you an **unbiased perspective** with your best interest as the foremost priority.
- Provide you with **resources and tools** to accelerate your process to your goals.
- Help you **plan, implement, evaluate** your life plans.
- **Hold you accountable** for your plans and actions.
- Be your **thinking partner**.
- Be your **sounding board**.
- Give you the **support** you need every step of the way.

[\[link\]](#) Is coaching right for me?

[\[link\]](#) Next step: Schedule a complimentary 30-minute coaching session

“I’m only starting out my career. Would I still benefit from the program?”

Even if you are just starting out your career, you will still benefit from planning your life portfolio. In fact, the sooner you plan ahead, the better you will be prepared for the challenges. With the confidence that you gain from the coaching program, you will be taking purposeful daily actions towards your goals, right from the start. Planning ahead is always preferable to taking remedial actions.

“I don’t have enough time as it is. How can I find the time to plan my life portfolio?”

If you do not have enough time as it is, then *now* is the time to get started. It is easy to get bogged-down by the daily busyness and lose sight of the big picture of your life. The sooner you develop a plan that is motivated by your long-term goals, the sooner you can recognize and remove the time drainers to free up time for the more important things in your life.

“How is Create My Life Portfolio different from the other coaching programs?”

This is a coaching program created by formerly over-worked business professional for over-worked business professionals. I have first-hand experience of the challenges, frustrations, needs and wants of executives and corporate workers and that better enables me to help you through this time of change in your life.

[\[Insert future testimonial 1 or 2\]](#)

Don't wait any longer: now is the time to start planning your life portfolio!

Now is a good time to take advantage of Creating My Life Portfolio program and begin the first step to create integrated success in all areas of your life.

[\[link\]](#) **Take the next step:** Schedule a complimentary 30-minute coaching session

More questions?

[\[link\]](#) Contact me

Request a no-obligation complimentary coaching session!

This 20-minute laser-session will give you an experience of coaching in general and how I work specifically. It will also help us determine if we're a "good fit."

When you submit your request I'll send you my client information package, a client profile, and a couple of brief questionnaires. You'll also receive a copy of my client agreement form and a schedule of my rates.

Simply click here [\[link\]](#)