COACH MOMENTUM

GROW YOUR HIGHLY SUCCESSFUL
COACHING BUSINESS WITH EASE AND JOY

KAREN CAPPELLO, MCC

Copyright © 2023
Karen Cappello, MCC
COACH MOMENTUM
Grow Your Highly Successful Coaching Business with Ease and Joy
All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law.

Karen Cappello, MCC

First Edition 2023

This publication is designed to provide accurate and authoritative information regarding the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If you require legal advice or other expert assistance, you should seek the services of a competent professional.

Design and cover art by igsaint

Disclaimer: The author makes no guarantees to the results you'll achieve from reading this book. All business requires risk and hard work. The results and client case studies presented in this book represent results achieved working directly with the author. Your results may vary when undertaking any new business venture or marketing strategy.

To all the magnificent coaches, who are catalysts for your clients' transformations and who support the evolution of consciousness in the world, this one's for you!

"Coaches are changing the world. There's something powerful that happens when a person gets coached. It's not just about the coaching. It's about the transformation that's going on in that person, right alongside the conversations and actions. And it's about what's possible beyond the transformation that is the true value of coaching."

– Karen Cappello, MCC

Table of Contents

Introduction 1

PART 1 Your New World 4

Chapter 1 Starting Point 5

Chapter 2 Who This Book is For 11

Chapter 3 The 4 Challenges 20

Chapter 4 Why the Quick-Start Formula Works 41

Chapter 5 The #1 Challenge with The Quick-Start Formula 52

PART 2 The Quick-Start Formula Overview 54

Chapter 6 Take the Guesswork Out 55

Chapter 7 The Quick-Start Formula Step-By-Step 57

Chapter 8 How to Utilize the Quick-Start Formula to Grow Your Six-Figure Business 98

PART 3 Applying the Quick-Start Formula 123

Chapter 9 Your Twelve-Week Action Plan 124

Chapter 10 Weekly Actions 131

Chapter 11 How to Do This Quickly 144

Conclusion Your Journey to Success with Ease and Joy 146

About the Author 20

Introduction

Magnificent Coach,

How do I know you're magnificent? Anyone who would take their time, talents, and treasures and put them in the service of helping others to become the best version of themselves is magnificent in my book!

And so, this book is for those dedicated business and executive coaches who want to move past the confusion of how to market their business and get to success as soon as possible. They want to see brilliant results in their revenue growth and client enrollment—with ease and joy!

Since you've been a leader in the corporate world, you've successfully built your credibility and reputation over the years. You've probably taken for granted all the social capital you have with your direct reports, your colleagues, and your bosses.

Now you're in your own coaching business and suddenly, the people you worked with are not taking your calls. You're alone in your home office and you feel stuck, unsure about your offers, clients, revenue, the future of your business, or even your own capabilities.

The truth is that unless you have an MBA, you have never been taught to run your own business. There are so many decisions to make every day and it can be overwhelming. Time is passing and you notice that you are not achieving the success that came so naturally to you in the corporate world.

COACH MOMENTUM shows you the 12-Week Quick-Start Formula that coaches have been using to double, triple, and even ten times their income in one quarter.

If you're eager to accelerate your revenue growth and get to the level of success you are used to—and beyond that—I'm here to help you!

To get you to that high level of success, I've arranged this book with a very specific sequence in mind.

First, I'll show you the places where your marketing isn't working well for you and how to tweak it to do the heavy lifting for your business. To do this, you'll complete a current-view self-assessment to reveal how to use the Quick-Start Formula based on your unique situation.

Next, I'll show you what you really need for your business to be highly revenue-generating. We'll help you find all the hidden assets you already have at your disposal that can catapult your business forward.

You will see that the Quick-Start Formula will take the list of what you already have and organize it into a framework that will bring quick momentum into your coaching business. There are no cookie-cutter approaches here!

And next, we'll share a proven ninety-day plan that you can implement immediately. This plan has helped coaches just like you to generate up to $120,000 in a single quarter, some of whom were in their first year in business. I can't wait to share it with you!

The goal is for you to be able to implement this plan immediately (we'll give you all the tactics you need), as soon as you finish this book.

And finally, I'll give you a five-step method that takes no more than two minutes to implement to stay on track each week.

These may sound like some big promises, but I can assure you, you already have all the talents and resources necessary to create a high level of success with ease and joy. When your gifts, talents, and strengths are blended in a powerful way, you will transform your business into a cash-flowing system to fund the lifestyle you've become accustomed to.

The Quick-Start Formula has transformed the businesses and lives of my clients, as well as my own. I personally use this formula and have doubled my profits annually since I've adopted it in my business. I know it works.

And even more than the financial results, which are exciting, are the lives that have been changed by the formula. Coaches have funded their grandchildren's college educations, bought second homes by the lake and in the mountains, and were able to live for two- to-three months each year in warmer climates. They have proven to themselves and those around them that they are able to achieve a high level of success without the hard work and hustle that accompanied them in the corporate world.

As you read this book, if you want help with making this transformation in your coaching business, schedule a time to talk with us: quickstartintensive.com/call

I'm on a mission to make sure that all coaches are paid properly for the results that they support their clients to achieve. I know this mission can never be fulfilled totally, as what we do is so priceless that no amount of money will be enough. But I know that you can get closer to having the financial success that you desire with more ease and joy than you ever thought was possible. And that's what I'm here to help you do!

Love and great joy,

Karen

PART 1

Your New World

Chapter 1

Starting Point

We're living in unprecedented times. The business landscape has changed dramatically. There is no end to the challenges leaders are facing today—the Great Resignation, toxic workplaces, staff shortages, quiet quitting, and so much more. They need our support now more than ever.

We are the voices of optimism and hope, and we are here to help.

Once you implement the Quick-Start Formula, your business will take off. You will know the exact actions to take each day to get the attention of those who you want to work with—no more guessing or wondering what will really work. Revenue will flow into your business.

This formula will save you hours each week. You'll only be working on those actions that are highly leveraged. Have you ever heard of the Pareto Principle? It says that 80% of your results are caused by 20% of your actions. Using the Quick-Start Formula, you will pinpoint 20% of actions that really work.

What a relief—to feel confident in your marketing and know exactly what to do and say to get the attention of those you are meant to work with. Your past colleagues will not only start returning your calls, but they'll also recommend you to others.

Your family and friends will notice your success and start sharing about your programs with everyone they know. You will feel the certainty of knowing that your business is viable and profitable.

A caveat: It does take a singular focus for an entire quarter to find out what works. You've invested thousands of dollars in your coach training. Protect that investment and help it flourish by taking twelve weeks to implement the formula and you will have a system in your business that will last for years to come.

You have an important mission ahead. And I'm honored to be your silent partner in business, here to outline your path, support you, and bring to life your full potential.

Let's talk about three clients who've accelerated their revenue goals after using the insights I'm about to share in this book…

CASE STUDY 1 – Rachel Brings in $1MM in Coaching Contracts in Her First Year of Coaching at Eighty Years Old

Rachel's challenges before using the 12-Week Formula:

Working in the corporate world, Rachel was putting in ten- to twelve-hour days, doing work she was great at. She was doing well financially; however, she was not feeling as much passion or joy in the work she was doing.

At seventy-nine years old, Rachel wanted to know how to move as quickly as possible into her own coaching business. She wanted to maximize her corporate experience and pivot into work that brought her more JOY!

Rachel had done side consulting and coaching projects, but it wasn't her full-time focus. She was too general in her niche, doing leadership development and HR engagements.

Rachel's outcomes after implementing the 12-Week Formula

Rachel got clear about her ideal clients, the challenges that they had, and the results she had gotten for them. As Rachel commented, "Boom, boom, boom, the puzzle pieces started dropping into place."

Rachel also realized that she had made herself smaller so that she could make the CEOs she worked with larger. Once she got clear on her niche-based business—helping senior leaders and CEOs have difficult (cringe-moment) conversations with ease—she says, "I'm not settling for being small so someone else can be bigger. Now I'm just being me. No excuses."

This awesome coach is also now working five or six hours per day and she can spend time with her husband, Jim, and Bailey and Bentley, their adorable beagles. She's cut her working time in half while increasing her income by ten times in her first two years in her own business!

And most impressively, Rachel was able to bring in $1MM worth of business in her first year of coaching, at eighty years old.

If these are the kinds of results that brought you here, you'll be most interested in the 12-Week Quick-Start Formula chapters on putting your offer in context and positioning it for your ideal client.

It does take some inquiry to find out what your unique genius work is initially, but once you have that foundation established it can make all the difference in your business results.

CASE STUDY 2 – Connie Purchases Her Dream Lake House and Funds it Through the Revenue from her Business

Connie's challenges before using the 12-Week Formula

Connie wanted to build a consistent and profitable coaching business. It had been years since she started her business, and she was questioning whether she could even make it work.

Before using Karen's insights, Connie had been constantly dipping into her personal account to keep her business going. She was putting a lot of time into it, but it wasn't on the things that could really make a difference.

In addition, she was overdelivering and undercharging. Connie's clients were getting amazing results, yet she was not basing her rates on the results that they were getting.

Connie's outcomes after using the 12-Week Formula

Connie became very consistent in her networking and tracking due to the structure she learned in the 12-Week Formula.

She now has a simple and streamlined marketing plan for her business. Connie recently brought up an offer she was thinking about making and three clients jumped right in, and they are also referring others to her. She has

streamlined her marketing to support both herself and the business owners she serves.

And to top it off, she was able to purchase a lake house, which had been a dream of hers for years. She now holds business planning days at the lake, in addition to enjoying the beauty with her husband and two beloved rescue dogs.

This natural business model is just perfect for a consistent and profitable business for this wonderful business coach!

It has been such a joy to watch the transformation in Connie's business. The month before she began working with me, she made $400 in her business. The next month, her first month after implementing the Quick-Start Formula, she made $5,000. And she went on to create a six-figure business the following year.

It's amazing to see what's possible when you have a formula that can support this type of business growth. No matter where you start from, with the right actions and consistency, the formula works!

CASE STUDY 3 – Kathy & Brad Obtain a Six-Figure Income in their First Year in Business

Kathy and Brad's challenges before using the 12-Week Formula

With twenty-three years of experience as nonprofit leaders, Kathy and Brad found the pivot to a for-profit coaching business to be a whole different ball game.

When they started their coaching business, KBL Impact Partners, they began without a plan or process of how they would take their services to the marketplace.

With little clarity as to what their offerings would be—one-on-one, group coaching, course duration, price points, client account-ability—Kathy and Brad also found themselves unsure about their marketing message, namely, how they would attract the nonprofit organizations they wanted to work with.

Introduced by a mutual friend, Kathy had lunch with Karen in Tucson, where Karen was able to focus in on Kathy's innate talents and recommend a

framework for their new business. She went home and told Brad about it, they hired Karen to help, and the rest is history!

Kathy and Brad's outcomes after using the 12-Week Formula

Kathy and Brad gained the clarity and structure they needed using the insights they gained from the formula.

They went on to model their own flagship program, Frame Up for Funding, using these insights in terms of structure and content.

Kathy and Brad were able to break down their vision into a daily action sheet where they could put everything they learned into practice.

From their business planning to their social media, they derived a reliable structure and process to exponentially grow their business and bring in six figures in their first year!

These fabulous coaches are now able to leave the cold winter of the Midwest each year and spend two months in the Southwest, hiking and enjoying the warmth of the desert while still running their business.

If you're looking for a framework and system that you can use to synthesize all your experiences and expertise from your previous career, you'll want to pay attention to the part of the book where the formula is outlined. By implementing this framework into your business, you can accelerate your impact and income quickly.

As you can see, no matter what your business background or coaching vision is (or age!), this 12-Week Formula can work for you—just like it did for Rachel, Connie, and Kathy and Brad.

Because of this formula, coaches across the globe are leveraging their time and talents to create results that they didn't know were possible.

In this book, I will give you the exact formula that you need to start or restart your path toward higher profits without taking years or draining your energy with strategies that don't work for you. I'll share the actions you can take to get momentum. My hope is that you will be inspired and energized as you read through it.

I appreciate the time you take to read this book in its entirety. No matter where you are in your business, I'm positive you will learn a new insight that can make all the difference in finding ways to increase cash flow, profit, and impact in your coaching business.

Here we go!

And if you want help with this, schedule a time to talk with us: quickstartintensive.com/call

Chapter 2

Who This Book is For

This book is for business and executive coaches who have been successful leaders in the corporate world and want to experience the same degree of success in their coaching business, minus all the hard work.

Believe me, I know about success with hard work! That was my signature success formula, before I came into coaching. As president of a semiconductor manufacturing company, there were times when I worked around the clock to lead my team and make sure that parts were delivered on time with high quality.

When I became a registered investment advisor, I spent ten- to twelve-hour days making sure that my clients were properly set up for retirement and were also able to leave a financial legacy for their families.

I was no stranger to seventy-hour work weeks. And while I loved the success that I was able to achieve, it took a toll on me. I would hit the snooze button on the alarm clock a few times every morning before getting out of bed. Exhausted every day, I dreaded going into work.

But I had to keep going because I didn't know what else to do. I was used to a certain lifestyle and that required a level of financial compensation that I didn't know how to generate without all the stress that came along with it.

Meanwhile, my life looked so great to others. I had a lovely home in the beautiful foothills of the Santa Catalina Mountains in sunny Tucson, Arizona. I took a few trips every year to luxurious locations, and I had lots of friends and "one of the most active social lives ever," according to one of my colleagues.

From my perspective, I would have told you that I was *close* to burning out. The truth was, I was already there. I knew in my heart and soul that I had to find a less stressful way of bringing in income, but I had no idea what it could be.

During this time, I became friends with a woman who was a multi-millionaire living in Scottsdale. And one night over dinner at Canyon Ranch Resort, she asked, "You help everyone around you to have better lives—why don't you become a coach and get paid for it?" And the light bulb went off.

My biggest fear when I came into coaching was that I would recreate all the stress of my corporate life in my new business. That was the only way I knew to be financially successful. I wanted to achieve excellence and serve my clients well without getting overwhelmed or overdelivering, as had been my habit.

When I began my coaching business, I was committed to finding a way to have success without recreating all that stress. And I must admit, it took me a while to shed the mindsets of "hard work = success" and "more hard work = greater success."

In my early years of coaching, I implemented the concepts that were the precursor to the Quick-Start Formula. I adopted the tagline: "Success with ease and joy." And while, at the beginning, my business development wasn't always filled with ease or joy, I had a lot more of it than I had ever experienced in the corporate world. And I did have quick financial success.

Over the years, I have perfected this concept and have distilled it into the formula I've outlined in this book. It's here for you now, whether you are just starting out or have been at it awhile.

It's worth mentioning that there were two places where I needed the most help, and that caused me to increase my revenue exponentially.

First, I realized that energy played an important role in the confidence I brought to my business. I had always been a very positive person, and it was easy for me to make connections with others. But the concept of deliberately maintaining strong energy took that to a whole new level.

If I got a good rest the night before and was my usual confident self, I noticed that clients signed up after one conversation with me. And on the days when my energy was lower, I couldn't even get them to meet with me.

The concept of self-care became important to me. When I took care of myself, my energy was strong, and I was confident. I became ruthless at taking care of myself—physically, intellectually, emotionally, and spiritually. As a result, my energy was off the charts.

In the first month of my coaching business, I had eight paying clients. And after three months, I calculated that I had done twenty-five discovery sessions and twenty-four of those had turned into paying clients! I wasn't even done with my coach training program and my client base was already able to pay my bills.

Today, I am very aware of my energy, and I can leverage that to create more and more ease in my business. I meet with clients three days a week. There is plenty of time to take long weekends and meet with friends. And the joy I feel is with me every day—I love my clients and my work. It is truly a joy to connect with amazing coaches and watch their lives transform. In addition, I can't even believe the generous revenue it creates for me.

I will show you how to do this for yourself in this book. Your energy is the wind beneath your wings and gives ease to every strategy you implement. It brings faster results. If you would like to learn how to add your own customized self-care regimen to exponentially grow your business, keep reading.

The second strategy that significantly increased my results happened many years later. As a coach, I've always invested in coaching and mentoring for myself. I believe in the value of coaching and recognize that it is important for me to be a role model for my clients and have my own coach.

At that point, I had reached a plateau in my business. I had been making a six-figure income for years. I belonged to a beautiful country club and had plenty of time to enjoy with friends and family. I had a solid, loving relationship that fed my soul. I worked four days per week and took every Friday off.

And even with all that, I wanted more. I wanted to help more coaches. I saw so many talented coaches struggling with creating a profitable business out

of their extremely competent coaching, and the number was growing every day.

And there were so many marketing programs for coaches out there that had new coaches draining their retirement savings and not getting results. It was so disheartening to watch.

But I was afraid. I was not operating in an abundance mentality. I was afraid that I would have to give up the ease and joy that I had created to get to the next level. And that was something I was not willing to do.

Then one day, I saw a meme on Facebook that said that a coach I knew had made $100,000 in ninety days. I thought, "If only I could do that, it would be amazing!" And her mentor reached out to me and invited me into one of his programs. It was starting the next day, and at that time, the average that coaches in the program were making was $54,000 in a quarter. "I'd never made that much in a quarter, but I've always been above average, so I set a safe above-average goal of $55,000."

And I made it. I took the program again, and I set a goal of $75,000. And I made that. By this time, I was stunned. This program worked for me! So, I took it a third time and set a goal of $100,000 for the next quarter. And I exceeded that goal (by a few dollars!).

What made the difference that had me achieving financial goals that I had never thought I could? A very simple thing called consistency. I had operated in feast or famine financial cycles with my business for many years.

I'd focus on marketing my business. I'd get some new contracts. I'd deliver those and then when they completed, I'd do more marketing and get more contracts. My income levels went up and down, though by the end of the year, I had reached my six-figure income. It wasn't ideal, yet it worked well enough.

And that was why I was on a plateau. I was settling for well enough. I thought it would be too draining and take away from my ease to keep consistent momentum. I found out that I was completely wrong about that.

What made consistency easy and possible was tracking my actions. Now, I had tracked my revenue and profit and loss for years. I had to do that for my taxes. But I had never tracked my actions that would lead to those results.

Once I started tracking my daily and weekly marketing actions in my business, I had a blueprint of what really worked to generate clients. I could practically guarantee that I would make my income goals each month. I could predict revenue with surprising accuracy.

With consistency in actions, consistency in revenue happens easily and regularly. While consistency was the strategy, tracking was the tool that made it work. Now I take Mondays and Fridays off, and my delivery time on the other three days is cut in half. My message is reaching my ideal clients and my joy factor is through the roof!

Not only that, but I feel safe to invest in marketing support for my business because I know I'll be able to pay for it. This support gives me more visibility while also giving me more free time.

Consistency is one of the four elements of the Quick-Start Formula, and it has transformed the business of each client of mine who has adopted it. Tracking your progress each week will give you a blueprint of your wildly successful business.

Track your actions for one quarter, and you can find out what works and use it again and again. If you'd like to have predictable, consistent income without having to go back to school to get a CPA degree, keep reading and I will show you how.

Confidence and consistency are only two of the elements that I'll be sharing with you in this book. They are game changers for any coaching business.

My intention for you as you read this book is to be completely inspired by what's possible for you and your coaching business that you haven't even considered yet. What I know about most of us is that we totally underestimate what we can accomplish when given the proper formula that can put everything in place to create more than ever before.

Key Chapter Takeaways

- When you know what actions to take to get to your goals, you can predict your income.
- It takes a singular focus for one quarter to find out what works.
- There is a way to have success with a lot more ease and joy in your coaching business than in the corporate world.
- Your energy plays an important role in your business development.
- Self-care is a way to keep your energy and confidence strong.
- Consistency in actions causes consistency in revenue.

It's Time for a Business Check-in!

Before we go any further, let's do a temperature check of your business. This simple exercise will tell you where you stand (and how much progress is possible for you).

Read each of the ten statements below and assign a self-rating (from 1 to 5):

- 5 means that the statement is completely True for you
- 1 means that the statement is Not True for you

Once done, tally your total score and check that with your results below.

Here we go!

Success Check-in Statement	Self-Rating
I'm currently making an income that meets or exceeds my corporate salary.	
I enjoy working on my business development as much as I enjoy coaching my clients.	
I have a self-care regimen that I follow consistently.	
I have a tracking system for marketing that helps me predict what will work to attract my ideal clients.	
My clients are achieving great results with my coaching support.	
I am making as much income as I desire to make.	
My energy plays an important role in my business success.	
I know exactly what to do each workday to meet my financial goals.	
I know how to confidently approach those I want to work with in a professional way, without feeling awkward.	
I believe in the power of coaching to reach increasingly higher levels of success.	

What Your Score Says About You:

Score 10 to 20: Exciting! You Have a Lot of Growth Potential

Good news—You are at an exciting point in your business! Right now, some of the basics are not in place; however, every six-figure coach had to start somewhere, right?

Now you have an amazing chance to build a very strong foundation for your business and set yourself up for huge revenue gains in the weeks, months, and years to come.

The Quick-Start Formula will give you that foundation. We will help you bring all your experiences and expertise together into a cohesive plan. Follow the steps outlined in this book and you will build your business with ease and joy.

Score 21 to 40: Wow! You're Making Big Moves—It's Time to Level Up

Nicely done! You've made great progress, and now it's time to ramp it up. It's time to accelerate your revenue and reduce the time it takes to do so.

As coaches, we never want to become stagnant. ALL good coaches are constantly experimenting and evolving to create consistent revenue quarters even years down the line. This book will inspire that kind of phenomenal big-picture success—with ease and joy!

PS: Even though you've made a lot of progress, I still recommend reading the complete book to gain ideas to leverage your time fully. Huge revelations about your energy, your offers, your pricing, and your clients will be waiting for you among these pages.

Score 41 to 50: Amazing! You're a Coaching Business Wizard—Here's What's Next

Wow! You're a master at your craft. You've witnessed big wins with your offers and your clients, yet you feel like you still haven't reached your fullest potential. That's why you're here. And that's why I'm here.

I love how committed you are to your growth and learning. Use this book to check in on whether your offers, your client conversations, your pricing,

and your mindset are where they should be. If not, you will find the exact tips on how to course correct.

And if so, your business is well on the way to becoming a revenue-generating machine even years down the line. Tweak your system with the insights in this book to make it even more effective. You've got this!

And if you want help with your business, schedule a time to talk with us:

quickstartintensive.com/call

If you'd like to read the rest of the book, you can find it here: www.coachmomentumbook.com.

About the Author

Karen Cappello, MCC, BCC, is a business and executive coach, communication specialist, motivational speaker, and coach trainer. She collaborates with leaders and executive coaches to promote highly beneficial business outcomes.

With over thirty years of experience and expertise in business management, financial planning, and higher education, Karen has brought a broad-based background to her coaching clientele.

Leadership Expertise

Karen has served as president of a privately held semiconductor manufacturing firm with preferred supplier status to Motorola, Inc. As an investment advisor and estate and financial planner, Karen was affiliated with PartnersFinancial, an independent financial group. In her first two years in estate planning, she qualified for *Million Dollar Round Table* status and obtained her Series 7 license.

As a featured monthly speaker to the guests at Canyon Ranch Health Resort for over two years, Karen brought forth her passion for inspiration, coaching, and emotional intelligence. She's been a five-time presenter for the ICF Business Development series, presented at Converge17, and was a keynote speaker for the ICF Italia conference at the University of Venice.

Level of Excellence

Her level of excellence is evidenced by her former chief learning officer position with International Coach Academy out of Australia, and through her work with Ford Motor Company's Executive Leadership program and leaders from the World Health Organization.

Karen holds a master's degree in higher education from Ball State University and a bachelor's degree in interpersonal communication from Marquette University. Karen is a Master Certified Coach through the International Coach Federation and Board-Certified Coach through the Center for Credentialing and Education.

Karen received her Associate Certified Coach credential from the International Coach Federation in 2002, her first year of coaching, accruing two hundred fifty hours of coaching in less than nine months. In 2015, she earned the Master Certified Coach credential, which is *held by only 4% of coaches in the world.*

Karen has trained coaches for six different coach training organizations. Her own executive coach training program, Leverage for Leaders, is a founding accredited program with the Center for Credentialing and Education and is also accredited with the International Coaching Federation.

In every area of her business and life, Karen's passion for both the outer and the inner game is evident. With her exuberant style and her commitment to living by her own values, vision and purpose, Karen is a role model for other coaches who want to increase their impact and income and achieve success with ease and joy.

Her book, The Clients You are Seeking are Also Seeking You is an Amazon bestseller.

Personal Life

Originally from the Chicago suburbs, Karen lives in the beautiful Catalina foothills of Tucson, Arizona. She enjoys stunning sunrises and sunsets from the deck of her home or the cathedral windows of her favorite country club.

And best of all, she is in close driving distance from two world-class spas. Ask her about any spa treatment and she's sure to have experienced it. Spas are her passion, second only to coaching.

Some of Karen's favorite things: essential oils, new electronic gadgets, her Marilyn Monroe Mont Blanc pen, French manicures, binge watching *Schitt's Creek*, fine dining with her sweetie, and traveling with her family and friends.

Contact Karen for 1:1 coaching, speaking presentations, podcast interviews and private workshops through:

concierge@karencappello.com