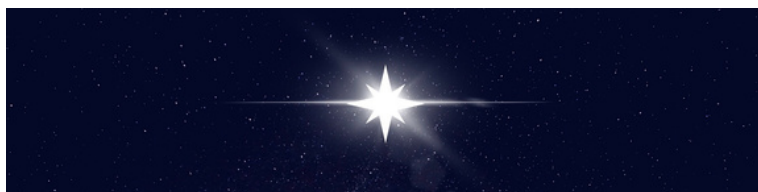




# Finding North



A Guide to  
Transformational Coaching:  
how to get from  
where you are,  
to where you want to be.



Finding North is coming home to  
yourself.

These days the world is  
super-charged and chaotic and can  
easily become endlessly distracting  
and even overwhelming.

Its so easy to get lost in it all.

Finding North is finding your guiding  
light, your direction, your path.

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Would you like to have the freedom, the money, the resources, the confidence and the power to create the life you dream of? Would you like to know the steps that will take you from where you are to where you want to be?

This book is for people who struggle with feeling stuck and uncertain which way to turn; how to find the faith and belief in themselves to create the life they would love to live.

Those who would love to create a fulfilling life for themselves, build their confidence, flourish in their chosen sphere, and be of value on this earth.

Because the world needs all of us to show up as the very best version of ourselves right now!





## Introduction

Thank you for downloading my free ebook.  
I appreciate your interest very much.

This is written for all people who know deep In their heart that there is more out there for them, more they want to do, and more they want to experience; but who struggle with lack of confidence and uncertainty, and are unsure how to move forward.

I know exactly how it feels, because that was me. I knew I had more to offer, and more to receive, but I had no idea how to get from where I was to where I wanted to be. I wanted to break out but I had no idea how.

Hi. Let me introduce myself. I'm Debs, Founder of Finding North.

And I'm simply passionate about coaching. This wasn't always the case. For years I practiced as a holistic therapist; trained in Traditional Chinese Acupuncture, The Feldenkrais Method and Reiki.

Let me tell you what happened...

For me, my decision to explore the possibility of becoming a Life Coach was unanticipated. It was one of those decisions that came from an unexpected place. Once I'd decided, I put myself through an intense and thorough training program. I've now been able to integrate all my prior knowledge; and during the process I've been coached by some of the most amazing people on the planet. I've loved every minute. It's been a total revelation. I always thought of life coaching as a kind of non-essential idea, but I've completely changed my views.



Being coached is magical.  
Coaching other people is magical.  
Helping other people reach their goals, and  
reaching for my own goals is an utterly  
life-enhancing, unforgettable and extraordinary  
experience.

*One that just goes on giving.*

Having someone on your side, who gets where you are; who can guide you, who can hold a big picture for you before you can even clearly see it yourself, and who is always rooting for you, is an experience of transformation like no other.

Maybe you've got some personal development work under your belt, or maybe you're still wondering what it's all about.

Maybe you've been struggling on your own for a while now.

The reason I wrote this book, is because I wanted to describe and share the transformational process that I went through, and that continues to work for me.

I wanted to write my experience, because I know that there are many people who are struggling like I was.

I wanted to offer you information that I truly hope you'll find useful.

*This is for you ...*

If you feel that something's missing.

If you have dreams of a richer and more expansive life.

If you sense that something is always holding back however hard you try.

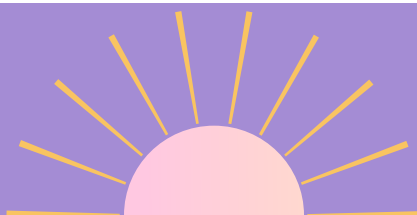
If you feel stuck.

If you feel lost.

If you experience lack of confidence.

If you know life holds more.

If you struggle to experience peace and contentment ...



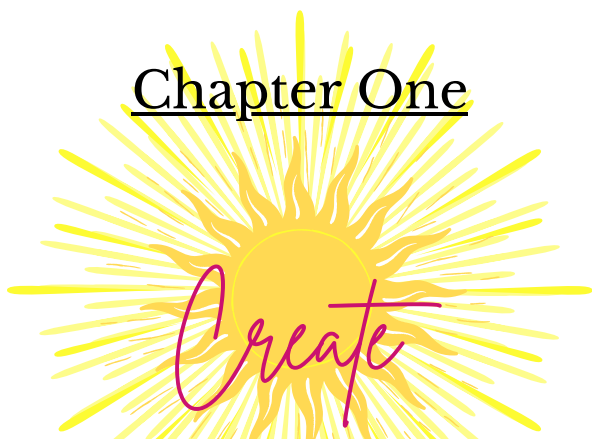
I will show you in four steps, how you can make deep and lasting positive change in your life. You can create the fulfilling, financially rewarding, fabulous life you yearn for.

Enjoy the read!

If your interest is sparked, you'll find all the links you need at the end of the book, to connect with me to discover even more.

Debs x

# Chapter One



There has to be more to life. How often have I thought that over the years. A million times? There has to be more to my life. How many times have I wondered that to myself?

A trillion times? Who knows.

I do know, that however hard I tried, and however much I searched, the questions remained. I don't think I even knew what I was looking for. Just something.

But the search went on anyway.

To be clear, I considered myself resourceful, creative, adaptable and optimistic. I was always trying and learning new things, and determined to make the best of everything that came into my life. But something was always missing. The truth is, I was living with an under-current of self-doubt and uncertainty, which always held me back from making the best decisions, or acting in my best interests.

It also felt like part of me was locked up and buried. I had a deep fear of showing up as me. Sounds crazy in a way, looking back, but I had all sorts of fears around expressing myself, of speaking up, of saying what I really thought, and doing what I really wanted. Most of my energy got used up trying to please other people.

I knew that something was 'off', and I knew that there were difficult episodes in my past that had left me anxious, but I still couldn't join any of the dots.

I can vividly remember the first time I came across the phrases 'you create your own life' and 'you're responsible for what manifests in your life'....

I froze up.

I just couldn't assimilate this piece of the personal healing and development jigsaw I was working on; even though people I admired and trusted were saying it.

'You create your own life.'

I couldn't own this statement however hard I tried. And when something isn't slipping into place for me, I can't leave it be. I kept on returning to this idea that you create your own life. But every time I did, I felt a wall of refusal energy rise up in me.

Nevertheless, I persisted.

I finally began to see that the reason I couldn't accept it, was because I associated the idea with blame, with judgement and with fault. For me, 'you create your own life' translated into: 'all this failure is your fault.'. But I knew that the authors of this phrase couldn't possibly mean that.

I'm not someone who gives up, and I had a powerful determination to really go deep with this to discover what it really meant. Slowly, I managed to grasp the sense of it, initially with my rational brain. Bit by bit, the truth crept up on me; that the reality of creating your life translates into:

*You have the Power.*

I suddenly saw that it was the antidote to the common prevailing assumption that life is something that just happens to you, and you're the victim, or at best the one who battles on.



It involved a lot of re-thinking and puzzling, and examining my feelings to get it the right way round in my head.

And so in this way I allowed the real life-changing power of this phrase into my world, and saw that I personally had the power of real choice.

I understood that I'd lost my power, and needed to reclaim it.



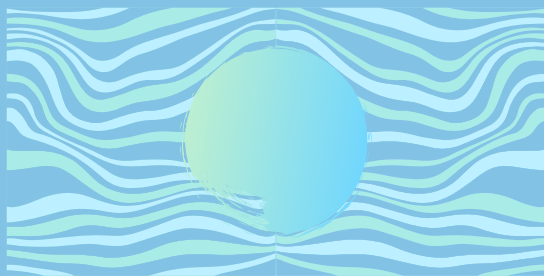
I'm so glad I spent that time and didn't turn away, because when the sparkling moment of understanding did finally come, and I experienced such a huge breakthrough, this became a major step toward the profound transformation process that eventually turned everything around for me.

And of course I finally realised that this is a process that never ends.

The journey of life is purely the creating of your life, every single moment.

This realisation changes everything, just like the pebble sending ripples outward across the water.

*Every single day is an act of creativity.*



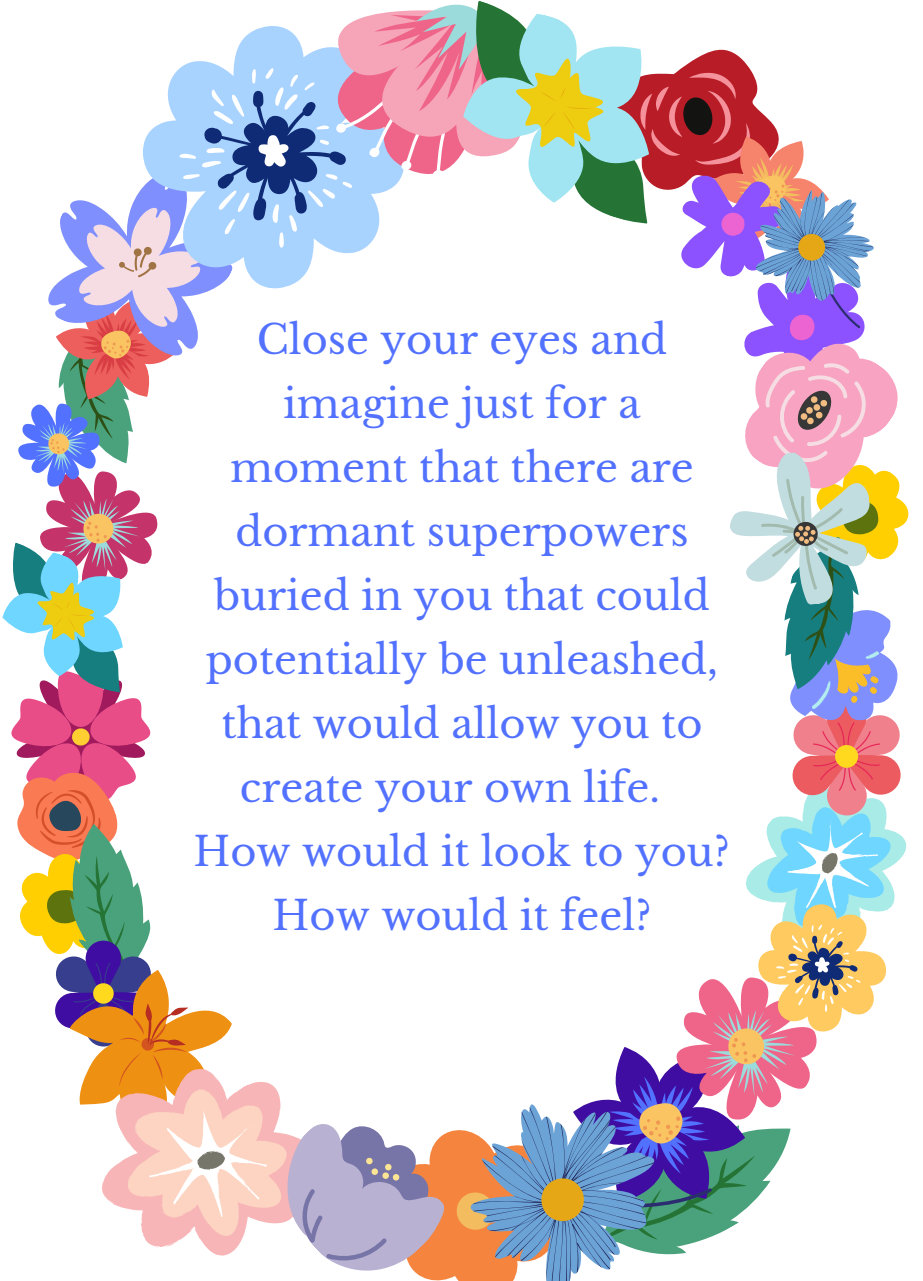
*How would you like to be in charge  
of your own life?*

If thinking that way triggers a little fear, I understand. And I can promise you you're not alone. There are so many reasons why fear surfaces, too many to go through here, but whatever your reason, it's a good moment right now to stop fighting it and to start to honour the fear. Because whatever the reason the fear appears, there was originally, in the past, a good and valid reason.

However, fear can take hold and become dominant, and will sometimes overwhelm your nervous system, even in situations where fear has no place. Then it will hold you back from doing anything, including following your dreams.

When fear is activated, it will always find a way to win. Which is why it's so important not to ignore it. I'll explain more in the next chapters.

If you were able to create your own best life, what would it be like?



Close your eyes and  
imagine just for a  
moment that there are  
dormant superpowers  
buried in you that could  
potentially be unleashed,  
that would allow you to  
create your own life.  
How would it look to you?  
How would it feel?



Powerful?

Independent?

Grounded?

Focused?

Centered?

Unstoppable?

Magical?



How much could you achieve?

What couldn't you do?

How would it feel to  
be unstoppable?

How would it feel to shine  
brightly?

The best thing you can do  
for yourself is allow  
yourself to dream.

Whatever it is you would  
love to be  
and do and have  
begins with dreaming ...



The one thing you also need to know to equip yourself fully on your journey is, that there is a shadow side.

Ignoring the fears and doubts that may accompany you will give them power.  
Acknowledging and negotiating with them will allow you to move beyond.

The brighter the Light.  
The Darker the Shadow.  
Consciously grasping this will bring you all you need to be successful.

You need to negotiate your shadows.  
I've learnt how to do this, and I can show you how.

## The shadow side.

The shadow side is where you leave aspects of yourself that you feel you don't like, or that cause you discomfort. Aspects of yourself that you judge negatively.

Some of us have come to feel so powerless over the years, that we can't begin to imagine what it might feel like to stand in our own power. Some of us have faint memories of hopes and dreams we buried a long time ago.

Most of us believe that even if we did have a clear picture of what it would be like to be living our best and most fruitful and productive and creative lives, it would still be unachievable.

The biggest shadow cast across the fount of creativity is fear. We live in a world in which conformity is expected. We understand from an early age that our deep need to Belong (with a capital B) involves not breaking the rules. We develop a fear of shining, of standing out, a fear of appearing different. So when you start stepping out, and breaking the unwritten rules, the fear becomes active and will hold you back and will go as far as generating some kind of self-sabotage, until it brings you down. It is trying, misguidedly, to keep you safe.

When I started giving talks about what I do some years ago, I was excited and also very nervous. I was feeling vulnerable.

I remember one bright spring morning, sitting at my office desk, in my office chair, working on a talk I was due to give. My desk was not big enough for all the paperwork, so I would always have notes scattered around me on the floor. I leaned over the hard arm of the chair, as I'd done so many times before, to pick something up from the floor.

I heard a crack and felt a sudden pain.

I sat still at the desk while it dawned on me that I'd done something to one of my ribs.

An hour later I realised that I must have fractured the rib, because even breathing was causing me pain, let alone moving around.

The medical view was that there was nothing to be done except allow the time for it to heal.

It took weeks to get pain-free. I couldn't sleep because every position was uncomfortable, I couldn't breathe easily and I couldn't exercise.

I certainly couldn't stand up in front of an audience and give my talk with any kind of energy and enthusiasm.

I'm a tall, agile, lazy yoga-fit person, and not overweight. I lean over the arm of that chair at least once a day, usually several times. Yet one day the arm of the chair collided destructively with my rib.

This is a classic tale of self-sabotage. It may seem like an accident, and in a way it is, but it shows that I was off-centre, and not present. I was occupied by a sense of fearfulness as I did my work. And so in this way my inner fears eventually stopped me from pursuing my goals for weeks.

My momentum was lost.

And my rib hurt too much to even cry.

I tell this story to highlight how important it is to negotiate and calm fear, rather than just keep on pushing through. It's a listening thing. The shadow side is called the shadow side because it's where we try and hide discomfort, weakness, fear and anger.

Total transformation needs us to go into the shadows and listen to the fears.

So here's the thing, we do create our own lives, one way or another. We either do it by default, following old fear-based patterns; or we take the reins, we calm the fears, and address the underlying reasons for them. We have a choice. We just don't believe we do.



And if you're someone who's searching for more meaning and fulfilment in your life, then the knowledge that we really do create our own lives is precious.

If you're struggling with feeling un-confident and stuck, then you'll want to grasp this information with both hands. Even if you have no idea what the next step is. Or where on earth it's going to lead you.

But don't worry about the next step, just absorb the truth of this information.

I'm going to show you in the next chapter what the next step is. I can show you exactly how to take all the steps creating the life you would love to live.

Who could you be if you were freed from your darkest fears? What would life be like?

*How far could you go?*



## Chapter Two

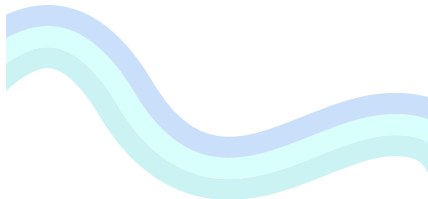


Real, lasting, transformative change begins within. We tend to look at the circumstances outside ourselves for answers and solutions. We tell ourselves all sorts of stories about how things will change when this happens or that happens. Equally, we look to the outside world to justify our failures and our disappointments.

Episodes and events that trigger a sense of failure and disappointment lead you to believe you are worthless.

If as a child, you experienced feelings of being a disappointment, or somehow inadequate, or even unwanted, this can become a pattern that gains traction and increasing momentum.

You experienced situations that led you to believe that the world isn't a safe place, and you feel profoundly unsure about your place in it.



So many people with whom I work talk about a deep lack of confidence.

It's hard for many to pinpoint exactly where this lack of confidence comes from, but they feel the impact in their daily lives.

It holds them back ...

Do you struggle with self-doubt?

Do you procrastinate?

Do you go round in circles?

Do you never quite bring things to fruition?

Do you hold back from getting out there and living a full life?

Do you feel stuck?

Do you feel that something is missing?

The feelings of not being good enough come from deep within.

And even when this becomes obvious, it's a lot less clear what to do in order to really create change at this level.



I urgently needed to figure this next step out, and so I read, I studied deeply and I learnt a great deal. The key eventually became clear: it was time to heal the past.

It felt like the past was casting long shadows and dark clouds over my life and that the fears, doubts and uncertainties that were rooted in the past were holding me back from ever accomplishing my big hopes and dreams.

Healing the past takes some courage. It means having to focus on the times in your life which caused you to feel emotional pain. Hurt. Fear. Distress. Anxiety. Anger and resentment. These kinds of emotions sit in your nervous system for years. For some people, their whole life is marred by unresolved, emotional pain.

Building confidence is the real work, because it's about your relationship with yourself. It's about learning to love and nurture and care for yourself.



The trouble can be that if you never learnt how to do it as a child, it can feel an uncomfortable and even alien activity as an adult. Often, you need guidance. And the most courageous thing you can do, is reach out and ask for help.

Healing the past is the greatest liberation you can undertake to move yourself into the present moment with clarity and purpose.

Everything changes when you do this.

## The Shadow Side.

There's another shadow side that often shows up when you start healing the past. This is to do with lack of self-worth, and sometimes, shame.

When you lack confidence at a core level, it's because you're in a lot of conflict about who you are, and you don't have a sense of your intrinsic worth.

It's how you feel about yourself here and now.

How much you respect yourself, and how well you're able to care for yourself.

Putting your own well-being at the heart of how you are in the world is something that can prove difficult. Maybe you were told it's 'selfish', 'arrogant', 'uncaring', and 'self-centred', which sends you on a further guilt trip.

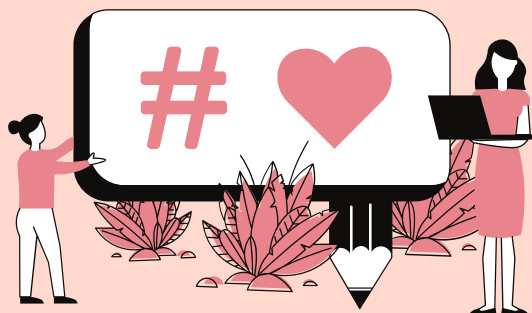
As I worked with all of these different aspects: the shadows and the light, I wanted to see how they all fitted together.

How can healthy self-respect and self-care be described as selfish? How can a desire for a fulfilling and rich life be overwhelmed by fear?

To solve these conflicts I needed to find practical solutions. This wasn't something I could think my way out of in a logical left-brain way, this was something I needed to feel my way out of with my whole being.

The good news is that I discovered techniques and practices that achieve incredible results in terms of transformative change, and which are done in the spirit of curiosity, exploration and non-judgement.

The processes and specific skills I learnt bring forth lasting change at both an emotional and physical level.



Natural self-confidence, or the lack of it, has a great deal to do with how you assimilate episodes early on in life.

You may conclude that you're not useful, nor valuable, nor loveable nor worthy and deserving.

And the conclusions you come to, whether they are negative or positive, become part of your intrinsic belief system.

Building confidence is not an exercise of the mind. Real confidence flows from a place deep in your system and is endlessly replenished, like the source of a mountain stream. It never runs dry. It has nothing to do with will-power, or pushing through with brute force.



Real confidence flows naturally and imbues you with a sense of competence, an ability to deal with the challenges that show up in your life, and a wisdom and clarity that informs your choices, your decisions and your actions. Real confidence gives you focus and insight.

It truly is a magic power.

Which is why clearing all the blocks that keep it from flowing is so essential.



Let's just take a few minutes to imagine the possibilities.

Close your eyes and bring a picture to mind of you, freed from all your doubts and uncertainties.

Free from indecision and procrastination.

Feeling unstoppable!

Paint the picture in as much detail as you like.

Watch as you move through your days overflowing with confidence and clarity.

Imagine your surroundings.

Imagine how other people are as they respond to you.

Imagine how you feel when you have access to a constant and infinite flow of confidence.



*How much would you like to have that  
feeling?  
How much is it costing you to stay stuck?*

What I now know is that moving through and clearing past pain, and its associated impact can be an uncomfortable experience; and yet it is without any shadow of doubt, worth it.

When you start experiencing clarity and focus around who you really are, it's like emerging from a dense fog.

It's not instant; building confidence doesn't often happen overnight. There are layers, and as you peel away one something else emerges, but if you stick with it, the rewards are immense.

I lived with anxiety for years, it was like peering at life through a veil, and the truth is, it took a while to name this as anxiety, because for me this state was what I called normal. And it's the same with lack of confidence, it becomes your 'normal.'

Confidence and self-assurance are not in your experience.

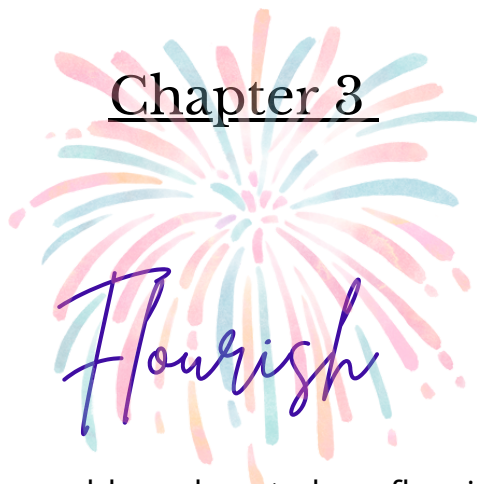
Lack of confidence impacts so many areas of your life, and it will always hold you back from living your best, giving your best and being your best.

Building confidence can be a complex and multi-faceted process. It's rather like looking at a chrysalis and finding it hard to imagine the butterfly. Because this can look like an impossible transformation.

*But the chrysalis knows.  
The butterfly knows.*

*There's a deeper wisdom.*





## Chapter 3

### Flourish

How much would you love to be a flourishing, independent, energised being; living life your way, and valued for your unique talents and paid your worth?

I ask you now, because at this stage of the transformation process, when healing the past has become a reality, you can begin to believe it's possible to truly flourish.

Because this is when your path beckons you on, and you see the horizon over the brow of the mountain you've been climbing.

It might be hazy but you catching glimpses of it. And it excites you. And so it should!

You've taken the reins, you're healing the past, and you're building your confidence at a deep level.



And in this way you reach the moment of awareness of infinite possibilities. It feels like the universe suddenly opens up, and reveals itself to you. It feels inspiring, mind-blowing, and deeply energising.

All sorts of things can happen now!



Because you've done the hard work, you've taken the reins, and now you have real choice. The internal, self-limiting beliefs and the negative energy in your nervous system have faded, and can no longer hold you back in the way they once did.

Now you can start thinking clearly, having inspirational ideas, making decisions and taking actions that seemed impossible previously. Procrastination and fear can no longer drag you down.

Close your eyes and picture a world full of possibilities that are real, with tangible pictures of your hopes and dreams. Like you can reach out and touch them.

They are so close now that you allow yourself to believe that what you didn't think was possible, is possible.

You may well begin to have ideas that you hadn't even thought of before.

You start letting them in. You feel inspired.

And so you arrive at the place where the next energetic shift needs to happen, and this is all about opening up to receiving.

The universe could be lining up all sorts of abundance according to your desires, but you need to step out and align yourself to actually receive.

## The Shadow Side.

There are issues that can appear at this stage of your transformation.

Opening up to receiving and allowing can feel uncomfortable.

Why?

Because it makes you feel vulnerable. Being in receptive mode can even feel threatening, because you feel undefended. But the simple fact is that however much the universe is lining up for you, if you are closed to receiving, then your heart's desire will never manifest in your life.

Another issue might be that you suddenly notice that you're invisible. You've actually been invisible for a long time, but you didn't notice. It's only when you start connecting with the world in an easier and more authentic way, that you suddenly notice you're still wearing your cloak of invisibility.

And this is why building confidence is the biggest piece of this whole transformative process, because lack of confidence is far-reaching in its impact. It has given us habits, and ways of behaving that keep us under the radar. Potentially forever unless we choose to change the pattern.

Playing small is another unhelpful habit which has been normalised. So much so, it becomes second nature. Playing small also doesn't go well with being 'out there', doing and being your most expressive and open version of yourself and living your most fulfilling life.

Negotiating these shadowy sides is an important step in the whole process, and needs patience and understanding.

Part of you may suddenly convince you to turn back, persuade you that it's too hard. You can't ignore that part of you, you need to carry it with you, and reassure and encourage this doubting voice.

The rewards are priceless, because instead of warring components that create internal conflict and drain your energy, you integrate and assimilate all the different voices that want to have their say.

This assimilation is the priceless gift of a real transformative process.

*Finding your True Self!*

# Free Spirit!

Freedom from self-doubt, fear, and lack of confidence.

So for life, the universe, and for the movement of energy to express itself through you; you need to be free to let that happen.

You could call it the dance of life. The flow.  
It's the letting go.

The letting go of fear, of shame, of staying invisible, of playing small.

It's allowing. ...

...The Belief in Infinite Possibilities.

*Allowing life to flow through you  
becomes a daily practice.  
Every new day.*

Picture yourself there, connected and free.  
Sense how good that would feel.  
It's time to create your goal, your extraordinary  
goal.  
It's time to trust the expansive world of  
possibilities and your place in it.  
How are you going to make your goals manifest?  
How are you going to make your dreams come  
true?

This is where it gets real, as they say.  
When you're ready to flourish, and the path is  
clear, you also need to get practical.  
It's a bit like coming back down to earth full of  
ideas and dreams and with the solid belief in the  
possibilities.

Now you're going to make it happen.



It's an exciting feeling.  
Everything is flowing.

The next shift that you need, is to establish a sense of practical resourcefulness, ways of organising yourself and your life, that keep you growing and enjoying what you do, and learning how to use your energy efficiently and productively.

You need the kind of practical skills and practices that keep you grounded and on your toes!

Because you've got plans. You want them to flourish. And you want to enjoy the journey.

Part of the transformation process is to find ways, routines, and activities that keep you moving toward your goals naturally and easily.

Ways that keep you away from overwhelm, overwork, over-tiredness and stress.

Ways that keep you focused, productive, in a great work-life balance, and resourceful.  
So you get to enjoy each day as it unfolds.

## Chapter 4

# Be of Value

When you start consciously creating your own life, the first person that must value it, is you.

Create the life that is of value to you. A life that holds meaning and significance to you. For every one of us this has a different meaning. But there are common themes that apply to every single one of us, whatever our goal.

This is about how you feel when you wake up in the morning.

This is about waking up and looking forward to the unfolding of the day.

This is you feeling energised, curious, focused, and self-trusting.



This is about how you go to sleep at night.  
This is about feeling peaceful, contented,  
happily tired, and ready for a deep restorative  
night's sleep.

This is about how you feel about time.  
Knowing how precious time is, and not  
wanting to waste a second.

This is you being here and now, truly present,  
and in love with life.

This is about how you look after yourself. The  
food you eat, the time you take to rest and  
restore, the engagement in activities that give  
you pleasure and bring you joy.

This is also about how you manage the  
challenges in your life.  
This is about feeling resourceful, competent  
and having the ability to act wisely.



This is about how you show up.

This is about the connections you make with others. The relationships you form. How you respond, how you interact, how you give and how you receive.

This is about gratitude. When you find the ability to be truly thankful for life and the journey you're on, you will connect with the value of Life itself, and your own beautiful, creative life.



We all have the urge to be of value, to be of use, to help, to fix and to mend. And it's a wonderful urge. Where would we be without it? Isolated..... Disconnected.....



## The Shadow Side .

The thing is, if this urge to be of value comes from unsustainable energy it can pull you way off course. It can drag you away from your own needs, from your own desires, from your personal joy and from your peace. It eventually drains your energy and affects your health. But when you've created the authentic life that you truly value, you will radiate an energy and a power that will immediately give everyone with whom you connect, permission to do the same.



*Standing in your own power and shining  
your authentic light is  
what matters.  
The rest will follow.*

Creating a life that you value will radiate outwards, and you will automatically be of value to others. Your family, your friends, your community and your tribe.

Whatever your passion, your talents, your inspiration, your creativity, sharing will be an integral part of a life that has value, to you and to everyone...  
... and everything around you.



# Conclusion

This is the story of how I found my way, and why I can share so much of this with you now.

I have so many people to thank for where I am now, and how I feel now too.

Each new day is another opportunity to create my life how I want it to be.

What I do know is that I couldn't have done it alone. I've studied most of my life, and fortunately I have a curious mind and I love to learn. I came a long way at that level.

For a crazy amount of time I thought I could do it all on my own, and I did manage a lot, but there came a point when I knew I needed to reach out.

It wasn't a conscious decision so much as a feeling that kept bubbling up in me and wouldn't go away. I followed my intuition, started looking around for teachers who resonated for me; and the exact help I needed did indeed start appearing in my life.

I was able to trust my gut instincts, and pick out the guides and mentors that have become so invaluable to me.

I wouldn't be without them now. And I am creating my life in ways that would have seemed impossible years ago. 47

The only regret I have is that I wish I'd reached out for help sooner.

I could have got here quicker and avoided some of the dead-ends I wandered down. Everything happens for a reason, and so that has to be ok. And I know the reasons why I held out for longer than I needed.

But I'm so glad that I did reach out. It was an investment, and I was hesitant, but now I've done it,

I finally I understand first-hand why investing in yourself in the best way forward. It's the one single thing that will move you forward directly and with purpose. For me, the rewards have been remarkable, and when I look back, I can't begin to explain how glad I am that I made that choice.

And I want that for you too.



*I want to live in a world where people flourish and are rewarded for their incredible value.*



 *Connect with me!*

Ways to connect and share with me.



So, if you'd like to know more, or would like to ask me questions about what I do, and how I achieve results, you can take the following steps:

To book a free no-obligation clarity conversation session go here : [Click Link](#)

if you're ready to step out and create your own personal total transformation process. This is a conversation that will provide you with immense clarity regarding your next move.



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I show people who feel stuck, unfulfilled,  
and who struggle with lack of confidence  
and feelings of powerlessness, how to step  
into their creative energy, stand in  
their own true power, earn more money,  
and love the life they live.

And have the resources and confidence to  
make the change they want to make!

I make it fun, interesting, revelatory and  
inspiring for you.

Just for you.

Because you matter.

The world needs you to be your very best  
self.

I invite you to join me on my journey as I  
share all the knowledge and experience  
and insight I have gathered along my way.

Thank you for reading.

*Be free! Debs xx*

# Finding North



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