

By Kat Kehres Knecht, CPCC

BOOKS TO **ENHANCE** YOUR COACHING LIFE

Island Inspiration

The beauty of loving your life

Live What You Love: Notes from an Unusual Life chronicles the highs and lows of willing dreams into existence — from private family struggles and the edge of financial ruin to high-profile business deals, from being jobless and living in a VW van to overnight (and overwhelming) success as professional gourmands.”

So reads a paragraph on the back flap cover and those words

flipping through its colorful pages when I want a little inspiration or to be reminded of why I too have chosen to live what I love.

The Blanchards’ current business is a restaurant on the beautiful island of Antigua. In the book they describe a fulfilling life that includes employees who are like



new age goal; rather, it was about building something together and enjoying their lives.

Their motto “if we don’t love it, we don’t do it” is played out in the many stories that make up this book. It keeps them on track and enjoying the journey with each other and the many friends who helped them along the way.

On the surface *Live What You Love* may seem like another “here’s how we did it” success chronicle. But dig a little deeper and you’ll find simple stories that hit deep into the human condition — one involves a run-in with a bank officer and burying money under their little boy’s swing set! The gem in this book is its focus on the experiences that make up a life rather than the outcome.

That distinction is for me what living a life you love is really all about. ●

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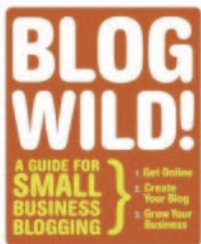
“...you’ll find simple stories that hit deep into the human condition.”

aptly sum up this patchwork quilt of a book written by Bob and Melinda Blanchard. The authors are a husband and wife entrepreneurial team who give new meaning to the term ‘mom and pop’ business.

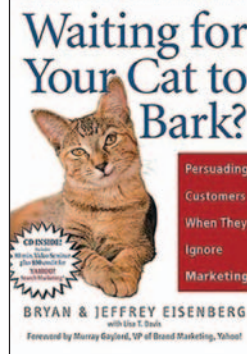
The patchwork includes stories, pictures, inspirational words and sentiments, all woven together in a light and meandering style. Though I read the book in one sitting, I have since found myself

family, beautiful surroundings, and a financially successful enterprise. The icing on the cake is the fun they have hobnobbing with celebrities and all the interesting opportunities those relationships make possible.

At the heart of their story is the decision they made at the beginning of their marriage to be in business together. This decision was not about making a bucket of money or based on some lofty



Andy Wibbels turns the technically challenging aspect of blogs into an easy and fun read. He compares the features of several popular blogging sites and offers a tutorial on how to create and maintain a blog. He shares his expertise and techniques on how to use a blog to market and promote your business. The book is both inspiring and a practical how-to guide. (Portfolio)



The Eisenberg brothers outline a customer-centered marketing methodology that they have dubbed ‘Persuasion Architecture.’ They demonstrate how to develop meaningful interactive relationships with prospective clients through marketing scenarios targeted to different ‘personas.’ Simple, real-world and groundbreaking ideas. (Nelson Business).

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