

A close-up portrait of a woman with long, wavy, light-colored hair. She is looking slightly to the right of the camera with a gentle smile. She is wearing a white top with a circular pattern of cutouts. The background is a soft, out-of-focus light color.

SUCCESS STORY

ANITA
WÖSSNER



Originated from a lovely area in Southern Germany, I always lived in beautiful places in Germany and Switzerland where other people would go for holidays. En route I was in a long-term relationship with my partner and an amazing patchwork family with two wonderful children whom I had the honour to accompany for years. One of them called me her "2nd chance mum", a title I am honoured to have. I now live and work in the area of Bonn, the former capital of Germany.

After I completed a financial and tax diploma, I worked as a German Tax Official at the Tax Authorities. Considering my thriving career accomplishments, one would expect that I was happy. Especially after making it through a life-threatening illness. But I wasn't; I knew it was time for me to move on. After more than 20 years, I stepped out of my putative comfort zone and quit my job. Looking back, I now know that illness emerges when you are not living up to who you truly are; in both your personal and professional life.

More than 15 years ago, I started building my business as an astrologer, coach and event host. Only three days after I established my business the first event took place. That's what I call speed of implementation! All along I was working on integrating a vast number of coaching techniques, psychological studies and studies of Eastern and Western alternative healing arts into a coaching practice that I now offer my clients. Combined with the gift of my healing hands, I refer to this method as a deep-going process. I do continuous research on numerous subjects within these fields and adapt my teaching along the way. It is an ongoing process, and I use this fusion to my clients' advantage.

I now offer support services and life- and business coaching to professionals and individuals across the globe. My main focus is to help people process emotional times and experiences from the past so they can turn a new page over and live a thriving life and succeed in their businesses and careers. My clientele stretches over three continents, including coaches, therapists and business owners, members of the European noble houses, and individuals who seek clarity in their daily lives. I often find that, soon after a first appointment, my clients can feel an immediate positive transition in their lives because they open themselves up to change and are willing to receive it.

On a personal level, I am also an outdoor and sports person. I formerly did ski races, coached skiing to children for ten years and led the skiing school in my city in my early twenties. The practice of a variety of sports shows, I just love to move my body.

Tell us about some of your amazing achievements?

One of the greatest achievements to me is that I feel content with my life. I take pleasure in enjoying myself, being who I am and what I do. And, at the same time, being curious about the MORE of people and reaching out to the possibilities.

My most significant achievement is knowing my capacity to start over again and again in every situation that shows up, no matter how uncomfortable it may be. Knowing that I have a tremendous amount of strength, courage, power and laughter and that I can influence people with that. Why? Because that is how you create everything you want to have in your life. I ask open questions, for example: What might be possible here, that I couldn't even imagine? With every question we ask, we are opening a space for what we are asking.

Another achievement I treasure is having my unique business model and seeing the change it has on my clients. I've included my knowledge about the YUEN Method™, created by Dr Kam Yuen. I was one of the first European instructors of this method and he told me that, apart from himself, I was also the one presenting the most classes worldwide. I have given hundreds of classes in all the modalities I combined, and thousands of coaching sessions live and online. But, it is not about the number of sessions presented, it is about the change we created for people and their lives and businesses.

To know and experience a total consciousness and how, with every decision we make, we are creating what will show up in our lives and businesses. To see how it evolves, how change, possibilities and people show up in ways and numbers you couldn't even imagine, and to see how the magic works.

I thoroughly enjoy travelling the world, in private and for business. To have clients in different parts of the world and to have such amazing people in my life. I just love life and being here on this planet Earth with its stunning beauty.

Do you ever get demotivated and what do you do to keep moving forward?

I feel every individual, whether they own a business or not, has days where they lack motivation. When I get demotivated I would ask myself something in the lines of: "What would it take to be happy today?" Automatically my face would brighten up. And then I would ask: "What is the next step from here?" I never fail to get an answer; I don't care from whom or where. I then revisit the situation and say: "Universe, PLOT TWIST!" Then I move on and open myself to immediate change.

It is also always a great idea to call my coach. You need both a personal and business coach. The moral support and contribution from a coach are invaluable. If you don't have a coach yet, get one! The best one you can find.

I know there is always more to achieve, more to explore and experience, new things to learn and better ways to live. It's this innate curiosity that keeps me going. Always this: What else might be possible I haven't yet considered? Where could I travel that I have never been before? Whom else could I talk to today to open up new possibilities?

Asking these kinds of questions is part of several coaching modalities. And in truth, it is a lifestyle.

What three life and business lessons have you learned on your journey so far?

- Even in tough times - and most business owners know them - never give in, never give up, never quit. GO GET IT and BE and DO whatever it takes.
- Walk your talk. If you don't, people will remind you to!
- Always take care of your relationships. Connect with people and stay in contact. Be on a par with people, no matter who they are or where they come from. And never forget where and what you have been through. As a business owner, it's a huge contribution to love people.

What are your core business principles you adhere to?

- Treat people like you want to be treated. That, to me, means to be kind, caring and to be of excellent service.
- Be generous with what you Be, know and are capable of.
- Be grateful to each and every one of your customers, clients and partners.

All of this will come back to you in multiple ways.

What do you think is more important, motivation or execution?

Find out why you are here, what is it you are meant to be and do, and what's your purpose. Take that as your motivation every day. If you don't know what your purpose is, you will lose motivation, and there will be nothing to execute. You will stay in a routine that isn't yours. Stop meandering through your life and take care of your purpose. Allow yourself to leave behind what holds you back from your ultimate purpose.

Finding your purpose is about listening to the whispers of your being. It is allowing yourself to realise what makes you happy. When you start to smile, and your body relaxes, and you have the urge to do that what makes you feel lighter. If you go with this lightness, you will find out who you are and what you are here for. Life isn't about taking the hard road. That doesn't mean to be lazy. It means, if you do what you love, working a lot can be an ongoing creation, so satisfying and enjoyable.

What has been your biggest fail to date and how did you overcome that and what did you learn from that?

I thought, as a tax and revenue official, I knew everything about business. And I did for years. It was only until I owned a business that I realised I didn't know enough about it, especially in these fast-changing times. It took me a while to get that I needed business coaching and more time to start with it. Without being coached for running my business, it wouldn't exist anymore. You never know everything. Always seek to learn more. Not only about your field of business, but also about running it. From my point of view, this is an absolute must. If I could start over again, I would hire a business coach from day one.

From your experience as an influential entrepreneur, what is the best way to market your business or yourself?

It's all about the branding of yourself and your business; going out and showing up in every possible way with who you are and stand for. This helps you building and keeping relationships. People know what they can expect from you and your service. It's about letting your light, your uniqueness and the value you contribute shine into the world.

What is the secret to your success? What advice can you give fellow female entrepreneurs on the same journey?

It's the value people get from my unique coaching combined with my infectious giggling, laughing, smiling along with the courage to face everything. People just love that. It reminds them that, even in tough times, there is always a way for change and always time and space for a good laugh.

Really, even in the toughest days of my life, there has always been a reason to laugh. People can sense that. My clients know, they can entirely rely and count on me.

My advice is: GO ALL IN! Enjoy yourself while being in business. If you could change the world with YOU being YOU, would you? It is not about being perfect, because who decides what perfect is? Perfect doesn't exist. It is just a point of view that could be a box for you if you believe it. In truth, that box is none of your business; it belongs to others. So, allow yourself to be your unique version, also in business.

How do you handle haters or people that don't support you? What advice do you have for fellow female entrepreneurs?

Most of the times, haters send some inquisitive people your way, so they may be a free ad! I know some business owners whose businesses flourished after being vilified. Haters and nay-sayers spend a lot of energy on what they are doing, and that energy can support YOU.

Firstly, I wouldn't give that much alertness. You know, your energy flows where your attention goes. What you can always do is say: "Hello beautiful energy, what would it take for you to work to my advantage?" Let that energy in, instead of refusing it. What you are resisting, will persist.

It is just the label you're giving it that is causing the damage. Use that energy to lift yourself and your business and to become a stronger version of you.

If you know the people, you always can talk to them. If people continue defaming you or your business, make it public on your own. Tell people who you are, what you do, how you act and what is going on. And remind people, that they know the truth. Ask them to ask themselves: "Who tells the truth?" People know.

I experienced this years ago. A guy copied a considerable part of my homepage, but he couldn't deliver the service. I went out and let people know about it on social media. I made that part of my website public again, and also that it was used without written permission. I encouraged people to book the service. It worked. The copied homepage didn't exist that long!

Sometimes these people are throwing at you what was thrown at them. Even if they hated it, they have this inner force to project it onto someone else. Also, be aware, you experience what you have inner resonance for. Clear your own stuff, and it will become better and easier.

How do you differentiate yourself from your competitors, what makes you unique?

I received this letter of appreciation recently, which sums it all up:

"What I value the most and what makes you so different from others, is your kind of approach to topics clients bring with them. One never ever hears a word of judgement from you. And you see so much in the field of a person with precision so that the limitation can leave. That is just wonderful. In our online class series in the mornings you got exactly what we all needed. Your work is so different from others. The class with you and the tools you gave us, are so helpful for everyday life and initiated such an ongoing and continuous change. Most of the time, the effects of a class are gone very soon, that's different from your class. It was one of the best, if not the very best, class ever. We all arrived with a huge backpack of topics and went home with a lightness, loping and in a great mood. The change is unparalleled. Thank you!"

What can we expect from you in the next 12 months?

First up, I will be on a German TV Talk-Show, Ways to Success, on Saturday, 6 October, primetime 7 pm. I am in the process of developing an entirely new website with fresh content and a beautiful modern look. The site will be in German and translated into English shortly after.

I am currently writing two books. The first will be published in German as an eBook this November, and will also be available in English soon after that. The second one will be released as an eBook and as a hard copy, probably in spring, summer 2019.

I will now start travelling the world again! Meet me at Mega Success in LA, November 5 - 10. From Mega Success on, we will open a new business which will be announced on stage. Stay tuned!

Who knows what else might unfold by travelling, making new friends and building new business relationships? Opening doors always creates more open doors for what you're choosing. It is up to us to initiate this. We ARE the creators and leaders of our lives and businesses, even when we're not aware of it. So it's up to us to set our mind for success.



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