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Publishing Company: WE Shine Media
Solutions

ISBN: 978-1-257-03897-8

Printed in: The United States, First Edition

Table of Contents

Abstract.....	4
Background.....	7
What is Market Ready Lifestyle?.....	10
Five Progressive Stages of Readiness:	
Foundation.....	13
Awareness.....	17
Activation.....	21
Alignment.....	25
Empowerment.....	29
Recap.....	33
Service Offerings.....	35
Contact Information.....	35
Who is Coach Law?.....	36
Professional Summary.....	37
Personal Summary.....	39

ABSTRACT

Living a Market-Ready Lifestyle is a transformative journey designed to help individuals overcome self-doubt, limiting beliefs, and navigate personal growth with clarity and purpose.

Rooted in five progressive stages—Foundation, Awareness, Activation, Alignment, and Empowerment, this framework equips people to show up emotionally, professionally, and personally with confidence and impact.

Inspired by human development models, it moves individuals from surviving to thriving, creating a legacy of purpose-driven living that influences families, communities, and future generations.

Each stage reflects a personal evolution.

- Foundation begins with meeting emotional, physical, and psychological needs.
- Awareness deepens self-understanding and clarifies values.
- Activation shifts reflection into action through goal-setting and habit-building.
- Alignment integrates personal and professional aspirations with authentic living.
- Empowerment prepares individuals to express and live their purpose with conviction.

Through personal stories of resilience, leadership, and spiritual connection, this book offers a blueprint for intentional growth. It challenges readers to take ownership of their lives, reconnect with their values, and build habits that support lasting transformation.

Market Ready is not just a mindset—it is a lifestyle that empowers others to rise, lead, and live with purpose. Once embodied, it becomes contagious—igniting change in every life it touches.

BACKGROUND

My name is Lawrence Chambers, also known as Coach Law, and I have been coaching and mentoring individuals for over 10 years—both informally and formally—as an International Coaching Federation (ICF) certified Federal Internal Coach. Over time, I have learned that my clients often struggle with three distinct internal challenges: self-doubt, limiting beliefs, and navigating personal growth and change. By implementing the T-GROW coaching model—Topic, Goal, Reality, Options, and Way Forward—and drawing on my own personal experience, I have witnessed considerable positive transformation in those I have worked with.

Drawing on psychological research, my experience in senior leadership, my combat veteran background, and years of coaching and mentoring, I set out on a journey to create a lifestyle framework that could be applied to any issue or topic.

The goal is to help people move from surviving to thriving. That lifestyle is called the Market Ready Lifestyle, a way of living where individuals are fully prepared emotionally, professionally, and personally to show up with clarity, confidence, and impact in every domain of life.

The key to unlocking greatness within the Market Ready Lifestyle lies in five progressive stages of readiness. Stage one is Foundation, addressing core emotional, physical, and psychological needs. Stage two is Awareness, cultivating self-understanding and identifying personal values. Stage three is Activation, setting goals, building habits, and developing resilience. Stage four is Alignment, integrating aspirations with authentic living. And stage five is Empowerment, being fully prepared to express, promote, and live one's purpose with impact.

Through this journey, I have discovered that when individuals build from the inside out, starting with a solid foundation and progressing through intentional stages of growth, they do not just change their lives. They become Market Ready to lead with purpose, resilience, and lasting impact.