

SHOWING THE WAY FOR WOMEN ENTREPRENEURS TO CHOOSE SUCCESS

JOY BUFALINI, WOMEN'S BUSINESS COACH, HAS ACHIEVED UNEXPECTED SUCCESS AND KNOWS ANY WOMAN BUSINESS OWNER CAN DO IT TOO.

“NO MATTER WHAT TYPE OF BUSINESS OR WHAT LEVEL OF BUSINESS YOU ARE AT, IT'S EASIER THAN YOU THINK TO UPGRADE TO THE NEXT LEVEL.”

As owner of Upgrade Your Business, a women's business coaching and consulting service, Bufalini is highly recognized and regarded in the Pittsburgh area and beyond for her ability to help women entrepreneurs get clarity on the steps they need to take to get the big business results they want.

FROM TEACHER TO COACH

A former elementary school teacher, Bufalini found herself navigating a difficult life transition in 2010, and began looking for work that would let her use her teaching experience and that offered meaning, purpose, and flexibility. “I was learning about this whole industry called coaching that I didn't know existed,” she says. “It really appealed to me because I was going through a personal journey and

I wanted to help others. I realized that coaching was the best of both worlds and that I was naturally gifted in it.”

“It doesn't matter what type of business you have or where you are in your business, there's always a way to take it to the next level,” says Bufalini. “So often, you're so close to it that you can't see the smoothest, quickest, path to achieve your goals. I help my clients discover why they are really stuck, whether it's sabotaging behaviors such as avoidance or over-analyzing, or over-scheduling less important things. “

SMALL CHANGES FOR BIG RESULTS

Bufalini is a firm believer that success and confidence in business are choices that women business owners make; they're not achieved by chance. Leveraging four key steps - gaining clarity, changing mindset, creating strategy, and taking action - she's found that in most cases, her clients can unleash their business potential by making just one or two changes.

Bufalini's success has not come without her own struggles. She launched Upgrade Your Business in 2011, but soon realized she had to start making more money to afford thing she wanted for her children, one of whom is a special needs daughter. She finally realized that she had to commit to her success and “stop playing small.” Once she made that line-in-the-sand decision, her business took off.

“My biggest obstacle was seeing myself as someone who could make good money owning her own business. Getting out of the hobby mindset and into a business owner mindset was a huge shift.”

Last year was a landmark for Bufalini. In addition to receiving the Pittsburgh Empowering Women in Business award, she generated a multiple six-figure income that was a testament to

her coaching expertise.

In April of this year she was the recipient of the Business Choice Award for Business Coaching at the Annual Pittsburgh Business Show.

These days she's traveling more often to speak and lead retreats nationally and is building her reputation as a thought leader. She's also creating new events, courses, and one-on-one and group coaching programs. While her confidence and commitment to helping women business owners is stronger than ever, she can still easily relate to the neophyte business owner who's taking her first tentative steps.

“I still do feel some fear and doubt when I take another big leap forward,” Bufalini says. “Now that I know that fear is normal, I don't avoid it. I learn more about myself and re-dedicate myself to my growth when it comes up. No matter what, I'm in this for the long term.”

TO LEARN MORE ABOUT JOY BUFALINI AND HER BUSINESS COACHING SERVICES, CONTACT HER AT JOYBUFALINI.COM.

