

# Dana Heartman, Master Life Coach to be Featured on CUTV News Radio

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/EINPresswire.com/ -- In her career as a regional sales director, Dana Heartman had one mantra: failure is not an option.

“Failure is not an option because it's how we choose to view failure,” says Heartman. “Any successful entrepreneur or anyone who has had great success in any area of their lives knows that failure is only phase one. Everything that is useful in our society failed before it worked. You never fail if you choose to fail forward. Every time something doesn't have the outcome you hoped for, you can call it failure or you can learn and grow from it, which means it wasn't a failure.”

Today, Dana Heartman applies that same mantra to her clients as a Master Life Coach. She is the Executive Director of [Foundation Coaching Group](#), a public

speaker and has been seen on TV Shows such as, The Marriage Boot Camp, Dr. Drew's Life Changers and Marriage Camp, a 6-week special filmed for the Discovery Network, to name a few.

“When you're successful, you have power,” says Heartman. I've always had a positive message and a positive concept about life. I really want my clients to have a sense of empowerment, a sense of ownership of their lives.

“I can't want this growth for you more than you want it for yourself. You've got to be an engaged, active participant. You're going to put your heart into it. And every time something happens and it's not exactly what you hoped, then we're going to learn from it and move in a forward direction.”

In the beginning, Heartman worked primarily with sales professionals and executives. Now, after more than 20 years of coaching, she works not only with professionals but with everyday people. Heartman works with couples, singles and adolescents. There's not really anyone who couldn't potentially be Heartman's client.

“The most successful people in the world have coaches, executives, entrepreneurs and athletes are just a few. So I've got to be my best.”



Heartman says healing from our wounds can reveal our greatest purpose. It can introduce us to what we're really supposed to do with our lives.

“For me it comes from a place of absolute purpose,” says Heartman. “This is not my job; this is the reason I was put on this earth. When I can see someone really transform, there's nothing in the world like it.”

CUTV News Radio will feature Dana Heartman in an interview with Doug Llewelyn on April 17th at 1pm EDT and with Jim Masters on April 24th at 1pm EDT.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on Dana Heartman, visit [www.FoundationCoachingGroup.com](http://www.FoundationCoachingGroup.com) or [www.DanaHeartman.com](http://www.DanaHeartman.com)

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