

## **SO...You want to Be a Life Coach**

# **So... You Want to Be a Life Coach**

LEARNING THE ART OF GIVING EFFECTIVE FEEDBACK

**By  
Phyllis King**

# **SO...You want to Be a Life Coach**

## **Table of Contents**



2	Table of Contents
3– 9	Introduction
10 – 27	Chapter 1 - What Is A Coach?
28 – 31	Chapter 2 – Why You? Do you have what it takes?
32 – 34	Chapter 3 – Intuitive Development
35 – 38	Chapter 4 - Spirituality
39 - 61	Chapter 5 – Holding Space
62 – 81	Chapter 6 – Marketing – The Life of an Entrepreneur
82 – 85	Chapter 7 – Always a Student While Owning Authority
86	About the Author

# **SO...You want to Be a Life Coach**

## **Introduction**

When I was 13 years old PBS was starting to emerge into a network with quality programming and information. One day I was channel surfing and came upon our local PBS station. There was a lively man on the screen. His name was Leo Buscaglia. Leo was an American author, teacher and motivational speaker. He was first and foremost a professor in the Department of Special Education at the University of Southern California. People referred to him as “Dr. Love.” I would soon learn why.

In the PBS program Leo was talking about the principles of his book “LOVE.” I remember him saying “When I started to write this book I couldn’t believe no one had ever written a book with the title LOVE.”

As I listened to him speak, he was lovely, inspiring and fun. I loved how he made me feel, which was excited about life. Something inside me said “I want to do that someday.” At 13 I had no idea how someone would become a motivational speaker. I hadn’t even heard

## **SO...You want to Be a Life Coach**

the words motivational speaker at the time. I liked the feeling of being inspired. At that young age I had never experienced someone with that kind of charisma and heart. All I knew was that in the back of mind I wanted to be able to do that in some form someday.

I liked that I was learning something new that I had never heard before. I loved how being inspired made me feel. Powerful and happy. At 13 I felt more seen, more validated and more important than I ever had. That validation came from a stranger. He gave a frame to my life that it didn't have before I watched his show. I was simply inspired.

As my life progressed, I was immersed in my teenage life. As well, having been born into a musical family, my parents had me on the fast track to become a solo artist. My instrument was the cello and I was also a vocalist. I didn't have an opportunity to explore any other careers, and life coaching as a profession had not yet been created. The closest I came to understand my inner desires expressed itself in a humanities class in high school. A teacher had us explore career goals in a classroom exercise. I thought then I might want to be a psychologist.

## **SO...You want to Be a Life Coach**

Fast forward two and half decades later, I officially left mainstream professional world. At the time I was an Executive Director for a non-profit mental health agency. Although in some ways it was a good fit, it still didn't fit. I still felt confined. I left that role with the goal of being fully myself in my career space. That meant living my beliefs out loud. Very few people knew the direction I would take because I kept it to myself. I lived two lives. People who knew, and people who didn't know. I became a full-time professional psychic. Psychic reading would become my gateway into coaching. I didn't know it at the time.

I had significant "psychic" experiences as a child, teenager and young adult. It was a world I kept mostly to myself because of all the skepticism and criticism that comes with speaking about psychic experiences. I suspected if I brought it all to light I would be shunned by 50% of the world. I needed to be ready to accept that. It took my deep inner thirst to live out loud that made that deal acceptable to me. I realized I would rather be me fully, knowing criticism was just around the corner, than close myself down any longer. (In all fairness to critics, there are a lot of fake psychics out there.)

## **SO...You want to Be a Life Coach**

My psychic experiences truly shaped me as a person. I didn't have a choice whether to believe. They forced themselves into my life. I tried unsuccessfully to shut them down to no avail. They caused me to view life in a certain way. I couldn't divorce myself from them, nor did I want to try to do so any longer to fit into culture at large. I didn't want to mute myself. It felt completely unnatural to do so.

Upon reflection I would say I was called to do psychic work because I felt I had no other choice. I had other choices in my life but to remain in the roles I had been doing would have meant to shrivel up and die inside. I made the conscious choice to move toward my resonant center. It meant beginning a new adventure in my life filled with many unknowns. Truth be told my previous roles prepared me to launch myself into this new path full of uncertainty.

As I began my psychic career and started getting clients, the job of psychic reading also became too small of a box for me. This is not to say that others who only do psychic readings for a living are small. Not at all. What I mean is that my mind is a solving mind. It needs to create and solve at the same time. I see life as a puzzle to solve. It is one of the reasons I have always been an excellent marketing

## **SO...You want to Be a Life Coach**

person. I see things like a puzzle. A game to solve. That energizes me in the most mundane tasks.

My psychic strength is vision. I see. I am clairvoyant. I have access to other intuitive talents but seeing is primarily how I interpret energy. This serves my creative essence. Yet I still have an analytical solving mind that wants to express. That's how I became the Common-Sense Psychic.

As clients would come to me with their life questions, I wanted to help them unravel their challenge. If I didn't I felt I was only doing half the job. Psychic reading itself is the job. From my solving view there was more to do to bring the person to peace than just give information.

I began using my ability to problem solve with clients. It came about unintentionally until one day I realized I was doing add-ons to my psychic readings. Additionally, people often had spiritual questions. They wanted to know "WHAT" was going to happen, but they also wanted to know "WHY."

The 'WHY' catapulted me on to greater spiritual study. I continue to have a voracious appetite for spiritual information. I

## **SO...You want to Be a Life Coach**

wanted to become as knowledgeable as I could become in life skills techniques but also in spiritual matters. It all served my solving mind.

In time I discovered that all problems have dimension to them that require a spiritual solution and reference point. In coaching we deal with people who are for the most part high functioning individuals. Coaching is not therapy. We are dealing with people whose lives already work well. They are looking to improve or fine tune what they already have. They are looking for deeper meaning to their life. They are not looking to us to heal deep emotional wounds. Spiritual solutions combined with strategies and tactics is often the perfect combination in coaching. It is an extremely reliable process that help people up-level their lives.

As I moved to become a coach myself, I continued to read psychically for others. I still do. I discovered that there was an enormous population around the globe of people who crave both spiritual connection and intuitive insight. I also discovered there were enormous numbers of intuitive practitioners, psychics and other holistic practitioners who wanted to do similar work to what I was



## **SO...You want to Be a Life Coach**

doing but didn't have the pathway to get there. I began to think how amazing it would be to empower practitioners to expand their business, their intuitive skills and learn how to coach. What a difference that could make in the world That's when I created my Intuitive Life Coaching Course. That was in 2010. Since then, I have had the joy of converting many people into coaches and watching their lives and their businesses expand. It is one of my favorite things to do. I still enjoy psychic reading, but empowering practitioners to rise into their potential is where my primary joy lives.

As you move forward in this book, I will provide all the steps necessary to become a great coach and earn a lucrative income.

Enjoy doing you in the world! There's nothing better than living you out loud. You were made for this. The world will be a better place because of you!!

Love,

Phyllis

# **SO...You want to Be a Life Coach**

## **Chapter 1**

# **What is a Coach?**

*A Curious and Compassionate Investigator*



*“We are not in the ADVICE business. We are in the discovery business, and the communication business.” ~*



Yes, you read the title above correctly. Coaches are and must be curious and compassionate investigators. We help people unravel the knots they have tied around their life. Through genuine curiosity, and gentle inquiry people find the courage to let go of what isn't working in their life. They find the permission to embrace what their heart is calling out for them to do.

## **SO...You want to Be a Life Coach**

It's human nature to deny what hurts us and to try to avoid pain at all costs. When we are in pain, we do our best to turn our attention away from it. It seems to lessen the pain of the moment. There is a cost to that decision. The cost is in the filter we impose on our sensing system. We avoid our reality to varying degrees. Sometimes significantly and sometimes in a nuance manner. Even nuance avoidance can cause us to suffer. This self-imposed blindness is often the culprit that begins our path to confusion when our life doesn't want to work well.

When a client comes to us unclear as to why they are stuck, they don't realize they have the answer, not us. Yet they look to us as the answer people. They are denying the answer because it is too uncomfortable. They need a buddy, someone to face the discomfort together. Just think about it. Many of us want to work out with someone. Or, we want someone to go out to dinner with or to try something new. It's natural to want and even need a wing man/woman. Coaches are clients' wing-person for self-improvement.

## **SO...You want to Be a Life Coach**

### **What We Do**

As coaches we do some intellectual and emotional unpacking. Sometimes we add information or tools clients don't have in their toolbox. Let's be clear coaching is about helping people move closer to their own answers and empowering them to do so.

The first order of business for a coach or mentor is to discover what our client wants to have happen in their life. We need to understand from their point of view what has been working and what isn't working. From there we embark on an expedition to discover what is in the way of their desired outcome and why they adopted the ill-fitting trait. Once we unearth the impediments our focus changes to how we can best lead our client through them. One by one we deconstruct all limiting beliefs, so clients are free to create their life.

To achieve the outcome of freedom every coaching relationship must build a foundation of trust. Without trust we get nowhere. A client must feel safe in order to reveal to you

## **SO...You want to Be a Life Coach**

what they are denying to themselves. Many times, new coaches fear they will say the wrong thing, or do the wrong thing, and the client will lose faith in them. Our clients don't expect us to be perfect. They expect and want us to be respectful, honest, reliable and sturdy. They want to trust us. As with any other relationship trust is cultivated the same way. We tell the truth. We apologize when we are wrong, and we do our best to be responsive. If we don't know something, we simply say so. "I don't know, but I'll go get the answer." These simple human qualities create safety, and then inspire trust.

### **First Steps**

In the beginning of the coaching relationship we embark on an exploration of our client's story to learn critical details about their life, their current problem and their thought process. Story means not just the recounting of their history, but the narrative that runs in their mind that only they hear. As we listen and question with care, and compassion, we create a safe space for someone to relax into their truth.

## **SO...You want to Be a Life Coach**

In that we as coaches must understand what a sacred covenant it is when someone invites us into their world. No matter if that client stays with us for one session or 100 sessions, we as coaches must honor that sacred covenant. We keep their secrets. We honor their process. We give our best with sincerity and integrity.

Through all the trust building, safe space creation, and encouragement, our client finds the courage to face fears, and step by step peel back the layers of thoughts or beliefs impeding their happiness. Some of those layers could be emotional baggage. We all have it. Childhood for most provides a lifetime of healing opportunities. Or, sometimes we are just taught beliefs that are false. When we go to use those beliefs in the world, they fail us. Other times people simply lack information about how to get from point A to point B. Or, there is some combination of all of these.

The formula I offer in this book works 99 times out of 100 to help people progress their lives. We find ourselves in the role

## **SO...You want to Be a Life Coach**

of cheerleader. We must encourage people to reach for their own courage. That requires a lot of validation and recognition of what they are doing right.

We look for the strengths and the vulnerabilities in our clients. We do this to fully understand what is working and what isn't. Once we have a good sense of their baseline, we can begin to help clients navigate their personal constructs. With every awareness a client allows in, and with every wall they allow to come down, they become empowered to act and to create the life experience they desire.

### **People Who Seek Coaching**

Most people come to coaching with a problem or a general sense of not doing well. It could be a relationship challenge, a health challenge, money issues, love life issues, or a career problem. Their lives are otherwise functioning, but the one area they bring to you seems to be giving them trouble. They can't quite get their arms around it. As we get further into the process with the client, we discover that the thread causing

## **SO...You want to Be a Life Coach**

difficulty in their specific situation is also a thread that runs through other areas of their life. The impact is not as pronounced. The client mistakenly believes it is just the one area being impacted. That is one of the ways people avoid getting in right relationship to themselves. They compartmentalize. Therefore, it can take some time to unpack a situation. For this reason, I require a three-month minimum commitment for coaching. Most people can make significant progress in 90 days.

It is our job as a coach to cheer our client on, but the greater job is to help them uncover their answers for themselves. I use the Socratic method of questioning most often. I formulate questions based upon observations I make of a client and when things don't make sense. I do so in a manner that inspires the client to then pose the question to themselves. It's a topic of interest to them. Hence, I am a curious and compassionate investigator. As I honor the client and their experience, they too find sustenance in learning the answers to the questions posed.



## **SO...You want to Be a Life Coach**

### **More About the Coaching Role**

Coaching is also a leadership role. We must walk with our client to the places inside themselves they are afraid to go. We must learn and understand their limits and their pace with growth. There is a fine line between listening and leadership. A time to listen and a time to question. A time to suggest a course of action. Those who follow their clients' lead while encouraging them to stretch their limits just a bit will be great coaches.

When our clients show us something, on purpose or not or tell us something is hurting, we go there. We explore. We dialogue about it. We do that as much as we can until the client has reached their saturation point with the topic or until we have the information needed to fully understand the moment and the thought process. I call this deconstructing a story.

Coaching is often about leaving no stone unturned. Amazing revelations can be found in the smallest statements or

## **SO...You want to Be a Life Coach**

observations. Interestingly people will speak quickly or try to downplay a certain statement. They may mumble. When you ask about the quick pass over it often leads to part of the way people tune out their own voice and avoid.

## **The Coaching Profession Itself**

Coaching is a beautiful profession. It can be very rewarding. It's not for everyone. It can be a wonderful adjunct to those who are already in a serving or healing profession. There is no one size fits all for coaches as with any profession. There are basic guidelines we all follow. We do have the flexibility to coach on our own terms and infuse the work with our style and traits. The need is so vast, there is room for everyone who wants to coach. One style may work for a specific group of individuals and another style may work for a different group. Coaches are in high demand. They are an answer to people who want to progress their lives but don't need therapy.

## **SO...You want to Be a Life Coach**

We live in an age when technological advances are increasing and outpacing our ability to advance emotionally or physically. In our swipe right culture people are dying inside from lack of connection. We are losing skill with how to be with one another in intimate settings. The comedian/actor, and recovering addict, Russell Brand, makes an assertion that all addictions are born from a lack of connection to others.

As organized religion continues to decline as an inadequate spiritual force in people's lives, we are hungry for both connection and a spiritual framework that we can believe in and trust. Intuitive Life Coaching does both these things for people. We help others connect to their spiritual truth, and we help them connect to their heart's true value and desire. In that process they change and grow and become more connected to their life and the people in it.

As I said above, it's an honor and a sacred covenant when people invite us into their lives, their deepest fears and open their hearts to us for help. When this occurs, we have been given a gift.

## **SO...You want to Be a Life Coach**

In this intimate exchange boundaries and structure inspires effective outcomes. Everyone does better when they know the rules. Rules and structure are good. It creates a framework and format for the coach and the client to work within. They create safety.

## **Details About the Coaching Profession**

Our profession is not regulated. Currently there are no required licenses one must possess to coach. I don't expect that will change. Coaching is largely based upon experience. Most coaches I know get certified and continue to be life-long learners. Coaches can be proud of their designation because it indicates a level of life mastery many do not possess, even many with advanced degrees. Most practitioners feel more confident and better about their choice to coach when they go through a process that organizes what they know, how they know it and how they will deliver themselves.

## **SO...You want to Be a Life Coach**

If you want to be a coach, straight up, you must possess the highest level of personal integrity. The coaching relationship is a sacred covenant. You can never betray that covenant. What a client says to you can go nowhere. You are effectively the vault for their secrets forever. You must be able to keep confidence. You cannot even tell your significant other. I do write books and share client scenarios for the purpose of teaching. When I do this, I modify the stories and I change the names so that actual clients cannot be recognized in the story. They are the inspiration for the sharing but completely anonymous and secure.

## **Personal Integrity and Coaching**

Our personal integrity must extend to our interaction with our clients. We can never cross boundaries in terms of developing a romantic relationship with a client or asking them to borrow money or involving them in our personal drama. Our sole role is to be present and hold space for the other person. If we violate the boundaries of that implied and stated agreement,

## **SO...You want to Be a Life Coach**

our work will be forever tainted. We do a disservice to ourselves, to our client and to our profession. It's akin to someone in power taking advantage of someone in a subordinate position. Our clients come to us in vulnerable position. When they begin to trust us and reveal their fears, they become even more vulnerable. To capitalize on that vulnerability is at the least creepy, and at the worst despicable.

It's true that sometimes clients develop feelings for coaches beyond the coach/client relationship. We recognize that sometimes it is simply a reaction to being "seen" and cared about unconditionally. Once their healing progresses often that crush disappears. Call it the Florence Nightingale effect. When someone is feeling powerless, and another person takes care of them it's easy to fall into the illusion that it's more than just the coach/client relationship. The coach as the leader must recognize when this happens and keep the coach/client relationship intact.

Part of our job is caring for people. We are not immune to developing feelings for our clients as people. We as coaches

## **SO...You want to Be a Life Coach**

must maintain proper boundaries in order to protect the coach/client interaction.

I have often said in a general way that I fall in love with every one of my clients. That does not mean I have a romantic feeling of love for them. It means that I love the humanity of the person in front of me. I am deeply invested in understanding their process so that I can serve them. I have had a handful of clients over the years when once the coaching work is behind us, we form a friendship of some sort. We have enough in common. Once I form the friendship, I no longer coach that person. My objectivity is gone. The boundaries are blurred.

When clients have developed romantic feelings for me, I typically do my best to save their ego, and laugh it off as a joke. Or I talk about never dating a client in a very nonchalant manner or that I'm not dating in general. That is usually enough of a signal to the client that they stop growing those feelings. Kindness, care, boundaries and honesty works to navigate these tricky moments.

## **SO...You want to Be a Life Coach**

The trust a client develops with us is the glue that causes our work to come together and for their life to progress. You never want to betray that trust, or waiver as a safe confidant. This security and service that you provide is the foundation of your business and your reputation. People will speak about you in a positive way. They will let everyone know that working with you was beneficial. It ensures your job security. You won't need Yelp reviews. Not that there is any wrong with Yelp reviews. The reviews from your clients speaking fondly about you person to person will bring you more referrals and clients than many marketing strategies. If you want a business and a reputation that endures the test a time, make sure your integrity is in place. Be the real deal. It will serve you long-term.

## **The Many Sides to Coaching**

Although coaching is fun and rewarding it can be serious too. In the past 90 days I have had two clients call me in deep grief because multiple loved ones died in a short span of time.



## **SO...You want to Be a Life Coach**

It can be difficult to watch people grieve. Coaches must be able to witness pain. We all need to be seen in our scariest moments. That's what helps us survive and get through our most challenging times. In western culture people often shut down when others express pain. They feel at a loss for what to say. They avoid acknowledging the pain at all. That sends a clear message of "keep it to yourself." People learn to stuff their pain and not express. This is an extremely unhealthy habit on many levels. The ability to witness the story of someone's life including their pain is part of the job description.

Coaches are caring and compassionate people. If they are also intuitive, they must develop a personal boundary system. We consider in advance what we may do if we get upset or triggered in a session. We may have to stop the session momentarily and use the restroom to compose ourselves. Or, we may be able to hold it in until the session is over and have a plan B to manage our discomfort. There will be times you will be deeply moved by your clients' situation. You wouldn't be human if you didn't have a reaction from time to time.

## **SO...You want to Be a Life Coach**

Coaching as a lifestyle requires that you learn how to run a business. You are forever an entrepreneur. If you have never learned how to run a business you will need to acquire basic business skills, such as accounting, customer service, marketing, technology and basic legal paperwork and requirements. You either must do it or you have to pay someone to do it for you.

Every city and county are different. You must inquire as to the rules of your community for home businesses if that is where you will begin. Sometimes if you are under a certain income limit you don't have to pay taxes to the City. Perhaps you only have to pay a licensing fee. It's different wherever you live. Always check.

If you are opening an office, there will be other details to attend to, such as a lease, and the record keeping that is required in that expense. When you are a smaller business most of these items are straight forward. If it is not in your skill set don't do it. This principle I drill into the heads of all my coaches. It relates to spending your energy where it will best

## **SO...You want to Be a Life Coach**

serve you. I encourage coaches to withhold their energy from tasks that are not in their skill set. They will spend two, three or 10 times the amount of energy learning and executing a task, that would take someone else versed in the task a minimal amount of time to complete. We want to invest our time and energy in tasks that are our forte. This principle will only become more critical as our business grows. We cannot do everything ourselves nor should we. We must allow others to help or our growth will be impeded.

There are many benefits personally, professionally and financially in coaching. A beginning coach must devote a solid year to building and implementing a business platform that will support them. From that place, outreach and expansion will always be part of the job description. If you are a good coach your clients will get better and leave. They may return for a check in here and there. You will always be cultivating clients. Once you have a business foundation in place and your reputation precedes you moving forward is easier. There is no way around start up.

# **SO...You want to Be a Life Coach**

## **Chapter 2**

### **Why You?**

*“be faithful to your calling”*



As we ask ourselves what a coach does, it is worthwhile to also examine why we will be a good coach, and if we truly have the skill sets to be part of the profession. First and foremost, you have to like people. If you don't like people, and are annoyed by people, then you will find yourself being offended and judgmental towards your client's behaviors. You won't be effective in the leadership role.

We all have biases. If you have not examined your biases they will bleed over into your work. The goal we strive toward is to come to coaching as a non-biased and non-judgmental entity. Bias and judgment close our ears and our heart. We want to be neutral listeners. If you can in good conscience say this is you, you are one step closer to be a good coach. If this is not you then you must work to learn how to put your personal beliefs to the side in order to hear

## **SO...You want to Be a Life Coach**

opposing ideas that may emerge from your clients. Our job is to focus on what will help our client get from point A to point B. We have to maintain compassion and the ability to offer validation.

Occasionally differences will arise that cause you to rethink working with a certain person. Most people who come to coaching are open minded. They tend to be spiritually oriented and they are pragmatic. If you find a client that you don't want to work with because of a glaring difference that person will be the exception not the rule.

## **Self Assessment and Personal Inventory**

I think it is worthwhile for all people considering coaching to ask themselves what they bring to coaching, and why they believe they are right for the profession. This is an important step for the following reasons:

1. As with any career choice we want to be sure our temperament and our skills match the job requirements.
2. As we determine compatibility, we can then single out traits and qualities that are unique to us. Those traits will be the foundation on which we build our business.

## **SO...You want to Be a Life Coach**

3. It's important to say out loud who you are to yourself. Coaching is a relatively new profession. It can be misunderstood. When people feel drawn to coaching it is not unusual for them to question their own ability. Many new coaches feel scared to rely upon their experience to coach others. When we outline our unique traits, and when we validate our own history, we can more easily develop a productive and effective coaching method.

Before any coach embarks upon gaining their certification, or as part of their certification as I do, I encourage students to do a once over on their own life. I want students to extend the same scrutiny to themselves as they will to other people. This is best done with another coach, or trusted mentor. We want someone to hear our “inner speak” and hold the mirror up to us.

None of us are free and clear of all our emotional and psychological baggage. But the more aware we can be of the baggage we carry around with us, the better chance we will have to be effective in coaching.

## **SO...You want to Be a Life Coach**

In my coaching process we always unearth the limiting thoughts and beliefs before we do anything else in the course. I use a mapping process. There are many other tools available.

Once we have a present time awareness of our own personal universe, with a clear mind and conscience we can begin to craft the steps toward certification and building a business.

### **Preparing Yourself to Coach**

In my program we do set goals. I discover what the student's ideal vision is for their coaching business. We look at the ideal picture and work our way back from there. I may ask if they want to be on TV, or simply coach one on one in their town to everything in between. Then we craft a template or a map that the student will use forever. That map takes the student to their goals, one by one.

# **SO...You want to Be a Life Coach**

## **Chapter 3**

### **Intuitive Development**

*“The best and most beautiful things in the world cannot be seen or even touched. They must felt with the heart.” ~ Helen Keller*



Not all life coaching programs have a focus on intuitive development. Mine does because of my background. Intuition gives the practitioner another dimension to relate to the client and share information. Depending upon the practitioner’s experience and certainty will determine the degree intuition can be utilized.

If a student has already used intuition on call, my program provides techniques and practices that will help amplify their skills even more. If the student has never practiced using intuition, my program provides step by step practices to create the framework to develop that skill set more fully.

We all have some level of intuition and instinct that works to one degree or another in our life. My program simply provides a



## **SO...You want to Be a Life Coach**

process to enhance the student's experience and ultimately their business.

Intuitive certainty requires a deep familiarity and understanding of your own system, and how it receives signals. Are you auditory, sensory, visual or some combination. Armed with that awareness progress can be made more rapidly. For purposes of this sharing I encourage all people who want to enhance their intuitive skill set to practice meditation, and practice reading for others as much as possible. The ability to "read" on call for the average person is an experiential training ground. We must experience in order to understand. Psychic development cannot be taught through reading text, only through doing.

## **Coaching With or Without Intuitive Skills**

If you don't pursue development of your intuitive skill sets you can still be a fantastic coach. It does not preclude you from being great in the profession. Conversely if you use intuition it doesn't ensure you will be great at the profession. Ultimately it is the ability to create a safe space, communicate well, and lead your client to their



## **SO...You want to Be a Life Coach**

answers that is the craft of coaching itself. All of us continually work to master those steps.

# SO...You want to Be a Life Coach

## Chapter 4

### Spirituality

*noun*

noun: **spirituality**;

1. the quality of being concerned with the human spirit or soul as opposed to material or physical things.



The glue of intuitive coaching is that we frame experiences spiritually. Coaches will discover that our clients lack spiritual dimension in their view of life. It is this deficit that slows their process and outcomes. Our ability to speak to a client in spiritual terms without imposing our belief system upon them is a critical piece of intuitive coaching. We want to help the client connect to their spiritual truth more fully, not ours. We don't abandon our own truth in that process. We thread the needle to support beliefs that are productive in their life, without imposing our beliefs onto them. When we do this successfully we help the client broaden the landscape of their life. Suddenly they have a lot more to work with to create their lives than when came to us for help.

## **SO...You want to Be a Life Coach**

### **The Spiritual ViewPoint**

When people are struggling and in pain is it because they lack a context for their experience. They feel boxed in. From their view they have a bad thing happening in their lives and no way to frame their circumstance to bring peace to their process. When we help generate a larger context relief comes, possibility appears, and a state of empowerment takes over.

When a new client arrives in extreme distress, I will often begin asking them how they make sense of what is happening in their life. I want to understand the framework they are using if any. If there is a very limited spiritual view in these moments it is often appropriate to offer a view I hold. If I do offer a personal view I will preface my comment with *“this is how I would do it in my life, or make sense of it. I’m not you and you are not me. This may or may not work for you, but you can try it on.”* I will tell them the idea or belief. They can choose to keep it or reject it. Typically, if it works to bring relief the client will also adopt the point of view.

If the client has their own spiritual information, then I redirect them to that. I simply remind them to practice what they know. I will

## **SO...You want to Be a Life Coach**

ask them why they abandoned that point of view. Their answer will determine next steps.

Other times if I know my client has a vastly differently point of view than I hold I don't try to add more information to what they have. They are not open to new information. Rather I will use the information that they have and apply it differently through example.

For example, a couple years ago in a coaching class I was talking about the benefits of meditation that some people can experience. One of the students indicated that certain people in her life would be completely closed to that idea. They were devoutly catholic and would not stray from traditional methods. Rather than debate that topic I asked her to describe a way she became calm and centered when she felt uneasy. She indicated that she would sit quietly with the rosary. I encouraged her to use that as a technique to help people in that population. I removed the conflict by being creative. It was a win for both of us. We meet the client where they are.

Part of the job of intuitive coaching, which includes spiritual coaching is to help clients frame their life in a way that brings peace and clarity. There is no one way to do that. The ability to broaden a viewpoint is where we find relief. When our awareness expands to



## **SO...You want to Be a Life Coach**

incorporate a new idea or a thought we hadn't considered, growth and healing can occur.

## **SO...You want to Be a Life Coach**

### **Chapter 5**

## **Holding Space**

Think of it this way; when you **hold space**, you are creating a container for the other person's emotions to come up, be seen without the interference of your own and be released.



I call the act of coaching Holding a Space because that is exactly what we as practitioners do when people come to us seeking solace, guidance, or insight. We create a safe environment that makes it possible for a client to be vulnerable, show their pain and struggles. Clients rely upon us to make it safe. As we create safety it becomes possible for clients to receive help. This process of holding a space is beautiful, sacred and essential to life coaching.

### **All About Boundaries**

## **SO...You want to Be a Life Coach**

In the simplest of terms boundaries are a definition of space and needs. This is my space, and that is your space. This thing “A” is acceptable, and this thing “B” is not. Boundaries allow each of us to have autonomy over our life and our choices. When our boundaries are encroached upon life begins to feel less authentic and safe. We become confused about how to behave. We begin to focus on emotions or feelings that have nothing to do with the business of doing our life on purpose.

How do we hold a space for someone? It is a combination of elements. The first element is in how we create boundaries and structure for our client. What are boundaries? What does boundaries really mean? We hear the word boundaries, but many don’t connect to their function. Some think boundaries simply mean telling people off or standing up for yourself aggressively. These can be examples of boundary setting but most often boundary setting is more subtle



## **SO...You want to Be a Life Coach**

and nuanced. That's why boundaries can easily become encroached upon or misconstrued.

Boundaries mean a structure that creates a common idea about the relationship, what to expect and how you two will navigate your way through the process. It is the creation of a shared understanding. When the structure is in place at the beginning of the relationship rarely will we have to intervene with an aggressive action to secure our safety. Coaches must learn to set up a structure of communication and shared understanding from the beginning of the coach/client relationship.

Let me offer a fairly common example of a boundary encroachment that many don't see coming. Take your temperature as you read this story to see if you have found yourself falling into this situation.

Let's say a good friend or co-worker pulls you aside one day and they embark upon telling you a story about a problem they have. That

## **SO...You want to Be a Life Coach**

person vents and vents their frustrations...they literally dispose their emotional angst into your energy. After they leave you feel drained. Later you find yourself avoiding that person because they “took” so much from you...whether it was your time, or your emotional support, or your spiritual support. Either way you feel opposed to that person now.

In this scenario we allowed a person to encroach upon our boundaries. It began to feel unbalanced at some point, but we did not stop the encroachment. Whatever is in the “reason” we did not stop the interaction is our personal business to resolve.

In any interaction, whether personal or professional, we should strive for balance in the flow between us. It is not selfish, harsh or cruel to insist upon balance. It is when we relinquish balance that we begin to feel discomfort. Knowing your boundaries before you get into coaching is very important. Such as, how much email support do you give between sessions? How much phone support? Is there a

## **SO...You want to Be a Life Coach**

cost for that? What topics are off limits in your session or are inappropriate. Who runs the session?

When we create structure for our client, they feel safe. Clinets don't want a sense of fluidity. Flexibility perhaps, but not a free for all.

### **Boundary Encroachment**

When we come upon people who encroach upon our boundaries they have likely been doing it with others as well, and don't recognize the pattern in themselves. They've become accustomed to getting a pass with the behavior and so it continues. Even though confrontation takes skill and can be uncomfortable, we serve the other party when we bring light to the truth of the matter. In this statement remember that truth is not truth unless it is delivered with compassion.

## **SO...You want to Be a Life Coach**

In a coaching session, from the very beginning with our clients we educate them on how the process will work. We ensure they understand how we will interact with them in a session and when they are not in session. We ensure they understand our rates, and how we handle cancellations. As we educate our client we are clean and clear with our intention and our language.

Our clients are looking to us for guidance and insight. They will respond favorably to boundaries. People appreciate knowing what they can expect and what is expected from them.

## **How to Coach, Listen, and Hold Space,**

Once we have the format/boundaries in place, and our clients understand what is going to happen, and what is expected coaching begins. As we put on our listening ears, this is process:

## **SO...You want to Be a Life Coach**

1. Pay attention to every word that is spoken,
2. Pay attention to body language...what isn't spoken
3. Track every process and every exchange that occurs between you and your client. Be fully present.
4. We are curious investigators. Whenever we do not understand what a client is saying to us, or how they are arriving at their conclusions we inquire until it is clear to us. We need to understand our clients' perspective as if it were our own.
5. We respond with intentional feedback. This means we have listened; we have observed and we have developed a point of view about what we have heard and observed.

If you use this approach it will guide your sessions with purpose, connection and impact.

## **Breaking the Story**

## **SO...You want to Be a Life Coach**

After boundary setting our next step with a new client is to help them do what I call breaking the “story.” The story is the inner narrative someone tells themselves. It’s what defines their life and their choices. When people are immersed in their life story, they begin to believe they are their story. They feel powerless to effect change in their life. Their story tells them what is true. The story is full of limiting statements and inflexibility.

This is an example.

I had a session with a woman who was depressed and in a sad state. Her entire dialogue centered around what wasn’t possible. No matter what I would say to her, or suggestions I offered for relief, she would tell me why it wasn’t possible, and how bad things were. I listened for a time because she was lonely and needed someone to hear her vent. But eventually I needed to intervene and stop the loop she was in. It was not in

## **SO...You want to Be a Life Coach**

her best interest for her to keep repeating the same negative dialogue. Venting is one thing. There comes a point when it turns to self-sabotage.

When we begin to wake people up to their internal dialogue it can be a little shocking but relieving at the same. This client was in the middle of a pity party. I wanted to lift her out of it. Gently, but firmly I said *“Listen, stop. Do you recognize that everything you are telling me is about what you “can’t” do?” “Do you recognize that in order to shift your life you have to stop telling yourself you can’t? You have to begin to talk in terms of things you can do or can try.”* At first she was taken aback. Then she became relieved because I opened a door for her. Suddenly there was a new way to view her situation. The mere act of stopping the self-sabotage empowered her. In that exchange her first goal was born. To cease negative commentary about her life.

## **SO...You want to Be a Life Coach**

This type of mirroring exchange is extraordinarily helpful when it's done with compassion. It can't be done with judgment or criticism but rather with gentle inquiry, "did you know?" "Are you aware that you are doing x,y,z?" It's not an accusation, it's a sincere question? Do you know you are stabbing yourself in the leg? At times coaches simply state the obvious. The obvious has become illusive to our client owing to a habituation of their thought patterns.

## **The Highest Vision**

After we help a client break their story, the goal then becomes to help them formulate and hold the highest vision. This includes things they want to accomplish as well as the view they hold of themselves personally. In holding the highest



## **SO...You want to Be a Life Coach**

vision for a client, no matter what they say to us, our job is to keep showing the higher vision to them in all of our conversations. No matter what is spoken highest vision is reflected back.

I have had rare moments when a client has looked me square in the eye and said “I don’t believe that.” *My response is “you don’t have to believe it. I’ll believe it for you until you can believe it for yourself.”*

## **Goal Setting**

From holding the highest vision, we move into goal setting. When a client finally believes change is possible, we add in an element to change. We look for those signs of change readiness.

## **SO...You want to Be a Life Coach**

Goals can be as simple as asking a person to stop using self-defeating language. Or to take five minutes to center themselves during the day. Or it can be a full-blown plan of action around work, love or money. It all depends upon the state of mind and emotional condition of our client. Each client's tolerance for growth and change must be measured in the moment. It is our job to assess how much they can handle, and then work together to create goals that feel good to the client. Our client will show us their tolerance for growth. The key to our clients' success is when they have the wisdom of and have the readiness to take a step we agree upon together. It is their choice to change not ours. When they see the wisdom and feel the readiness they will take their next steps. The result will be improvement in their life.

After you send your client on their way with their plan the next important phase occurs when they return for their next session.

## **SO...You want to Be a Life Coach**

What do you do if they haven't followed through with the goals you've discussed? First you don't take it personally if they didn't follow through. Rather these moments offer some of the most powerful opportunities for insight into your client's process. Whatever is in the way of your client moving toward their goals shows up when they try to act and cannot. When your client explains why they didn't do their work it provides a lot of information about their process. We may learn the task was simply too much for their schedule. Or we may discover they have a habit of excluding themselves from being a priority in their own life. Either way most of the reasons people don't fulfill their tasks center on some limiting belief they hold about what is possible. This shows us that most people don't need goals, they need to confront their own limiting beliefs. Once they do and become comfortable identifying their limiting beliefs they automatically act. Action brings relief. In the meantime, goal setting

## **SO...You want to Be a Life Coach**

is an effective tool to uncover residual limiting beliefs that didn't emerge when we originally broke the story.

### **In Their Own Time**

A final point about holding a space for others is this: When people come to us, they are seeking solace, insight, support and resources. As healers and nurturers we want to help others move away from discomfort. Sometimes we may want more for our clients than they want for themselves. The coaching space is by nature one of proactivity. Many times the most powerful action with our client is that of doing nothing but listening and being a witness while they process their life.

Each person has a pace we must honor. When someone shows up in pain you may know the exact five steps it will take to free them

## **SO...You want to Be a Life Coach**

from it. The client may only be able to hear one step or no steps. We have to be patient and let the client come to their answers in their own time.

There may be occasions when our client is in pain or having a rough day or cycle in their life. They may just need someone to be there with them who will not judge and be a soft place to land. This is a powerful way to give. As practitioners we want to see movement. Movement to us means we are helping the client change their life. Movement isn't always possible. Movement isn't always necessary. Presence is enough. The validation of the person's experience is often enough to generate healing.

## **Group Work**

I'm going to touch briefly on how to run a group. Running a group is different than one on one. There are many people in a

## **SO...You want to Be a Life Coach**

group. Each person in a group has needs. They may all be different from each other. The group leader must define verbally and energetically the goal of the group and inspire each participant to meet the goal and match the energy. It is exciting to do group work, but also does take more energy. Use these guidelines for successful groups:

1. **Create an outline and time your segments.**

One of the most important aspects to running a successful group is to have a good rhythm. Very few people are natural speakers and seminar leaders and don't need to follow an outline. One in 10,000. Do yourself a favor and set up a structure you can follow. If the content in the group moves too slowly or too quickly people won't receive your information, and the group will not gel as nicely.

## **SO...You want to Be a Life Coach**

### **2. Partner content deliver with group sharing and ample**

#### **Q & A.**

When a group has participation it simply goes better. People feel heard and as if they are part of the experience and that their participation matters.

### **3. Practice and Discuss Techniques**

It is very effective to partner group members with each other to practice techniques or discuss topics. This helps people get things off their chest and dialogue for several minutes unrestricted. If a participant engages with the leader, that interaction has to be minimal to maintain group attention. The participant to participant dyad is a great answer. It reduces the amount of interruption during your content delivery sessions.

If you have been teaching for 20 minutes, give the group a chance to respond and ask questions or pair people together.

## **SO...You want to Be a Life Coach**

### **4. Take breaks, stretch and eat.**

Make sure you have adequate bathroom breaks so people can stretch their legs and get something to eat or drink. Don't oversaturate your group. Keep the pace gentle on their body and their mind. Have water and healthy snacks available to keep the energy up.

### **5. Don't oversaturate**

Don't cram too much information into a workshop. This is a huge mistake. People can only absorb so much information in a day, or a weekend. It is a common practice for practitioners to completely saturate an audience. They do this because they want to feel they have delivered enough content, and that it is good content. In this delivery model most people will only retain about 15% of what is delivered. Go small on content delivery. Deliver the goods on one or two topics per day. More than that frankly is a waste of time and energy. If people come



## **SO...You want to Be a Life Coach**

away with something of value, rather than feeling exhausted and blown out, they will appreciate the experience much more. When we blow people out the effects of the workshop don't hold within a week of the workshop.

### **6. Hold space for the individual by holding space for the group**

As the group leader you must hold a space for each person and for the group. This is what takes the most energy. It requires you connect with each person in the room. In small groups this is possible. In groups of 20 or more, it becomes more difficult, and the dynamics change with the structure. In groups of 20 or less, what I would call intimate groups you have tremendous capacity and opportunity to move a lot of energy with people.

### **7. Bond the group together**

## **SO...You want to Be a Life Coach**

I typically begin a group with personal introductions to establish rapport among group members. I ask them their name and why they came. I make sure I interact with every person if just for a few moments. This begins the bonding process not only with you and the person, but the individual and the group. This helps begin the group bonding process and develops a comfort level with participation moving forward.

The overriding message here is that participation is one of the best tools to assure a successful group event. When people feel heard, and that their contribution was valued they also feel the experience was successful.

### **Keep it safe**

As with one on one coaching as a group leader you hold a safe space for everyone there. You set the tone, the ground rules and the energy of the event. It is your job to make sure to control the group,

## **SO...You want to Be a Life Coach**

and the flow of information. Occasionally you will come across people who may want to jump in and control the group. It is typically a well-meaning participant who feels they know more than you, or a person who wants their own platform but hasn't yet created it. Always maintain control, and never retreat from owning and claiming the group space as yours. Participants want to know who is in charge. They want you to be in charge.

Groups are wonderful. They are not for everyone. You must be comfortable in front of people to enjoy the group dynamic and the group process. You must also be comfortable with managing many different dynamics all at the same time. If you like that you will like group work. If not, I would encourage you to stay with one on one until such time group work sounds appealing and you want a new challenge.

## **SO...You want to Be a Life Coach**

### **Different types of groups**

When you get into groups beyond 20 that begins to fall under the category of a speaking situation or presentation, where you are primarily teaching. The feedback is very structured and limited. Q & A happens at the very end, or you have teams of practitioners who assist you in delivering the content.

### **Speaking with purpose and intention**

I have found the most successful formula for speaking engagements is a combination of teaching and humor. You are still focused on rhythm. Organize the right combination of content delivery with breaks to maintain a good rhythm and keep the

## **SO...You want to Be a Life Coach**

audience engaged. The goal should be to have fun with the presentation but provide solid information at the same time.

To be a successful speaker you must be fully committed to the content you are speaking about. You have to be 100% focused on giving the message you came to give to the audience. You cannot be focused on your appearance, or what people are thinking, but rather the message you are delivering. That sincerity and care for the process will translate to being received in a positive manner.

The best speakers deliver their content through story. Learn to become a great storyteller and you will become a great speaker.

Finally, don't be afraid to practice your presentations. Record them and listen back. We are often our worst critics. If you become comfortable listening to yourself and your delivery, and being able to self-correct, you will be stunned at how quickly you can advance yourself.

## **SO...You want to Be a Life Coach**

### **Marketing Your Business** *Being Seen, Being Heard, Earning Income* *Your Message!!*



Across the board most “healer” type people have the greatest difficulty in their coaching business when it comes to the business. This is especially true if the individual has never worked for themselves or worked on a commission payment structure. If you have performed in a job where you make the difference in whether or not you get paid, those individuals will have an easier time transitioning to an entrepreneurial lifestyle. That most often includes sales jobs, or when the performance of a task resulted in a bonus or commission. If an individual has only worked in situations where they collect a paycheck after putting in a set number of hours, they can struggle the most with both time management, and relating

## **SO...You want to Be a Life Coach**

to an income flow that is relationship based. Once you get the hang of self-management and relating to your business as a living entity money can become consistent and reliable in a manner you can trust.

### **Mindset**

The first element practitioners want to address in their approach toward marketing is in their mindset. Many practitioners hate the word marketing and loathe the idea of marketing. That is in part because of how they view marketing. Most see marketing as an imposition to the person who is the recipient of the marketing message. If that is the vantage point, of course it will be distasteful. No one wants to be an irritant, on purpose.

A new practitioner must adopt the mindset of ***offer***. Rather than marketing, they are offering, with no strings attached. We simply have something of value, and we want to improve someone's

## **SO...You want to Be a Life Coach**

experience in life. That is the mindset. It is up to the receiver of the offer to decide. There is no persuading, pushing, or pressuring someone to buy your product or services. When the only agenda is to make the offer clear and explain the merit we empower the recipient with permission to choose. It is out of our hands. The answer will either be “Yes I will receive” or “No I will not.” That is a decision between the recipient and themselves. It has nothing to do with the offeror. Whatever the choice it is a good one. It’s right for them. If they choose to accept our offer, great. If not, that’s fine too. We just move on. We never want to force a relationship of any kind. We especially never want to force our offer onto someone who isn’t ready. Not only is that unethical but it doesn’t work.

### **A Change Business**

Coaching is a change business. People must be ready to commit to change. That is a personal decision. Rather our goal is to search for good matches. That’s what we hope to achieve in our



## **SO...You want to Be a Life Coach**

marketing/offer outreach. We look to create good matches. If we don't match well our client will not be successful because they aren't truly ready, willing or able. When we want to be successful, we understand that the coming together with like minded people to collaborate on a shared goal is what makes for a successful interaction.

I liken the word "offer" to an analogy of inviting a guest to our home. We welcome the guest into our home, and then perhaps offer them food or beverage. We do this because we want our guest to feel comfortable and to enjoy their visit in our home. We can similarly approach potential clients with the same respect and inclusivity in our marketing offer as we would someone we welcome into our home. In our home we may present a plate of cookies to our guests. We have a guest who is diabetic or otherwise cannot consume sugar, so we don't offer the cookies to that guest. This is the same in our business.

## **SO...You want to Be a Life Coach**

We don't offer to people who don't match the criteria of our offer.

Or, if another person turns down our offer of cookies we aren't offended or rejected. We are not invested in their decision to eat the cookies or not eat the cookies. We only have our guests' comfort and well-being as our goal.

### **The Offer**

In our business our responsibility lies in the quality of the offer. The quality of the match is what we pay attention to when we pursue places to share our offer. As with the guest and cookie analogy we aren't going to offer to people who can't eat sugar. That doesn't make sense. When we determine the correct place to make our offer we completely detach from the outcome. We do our part to participate as needed, but we allow matches to form authentically and organically. This makes for relationships based upon mutual need, desire and readiness.

## **SO...You want to Be a Life Coach**

Quality match making is the foundation of authentic marketing through magnetism. This is the only form of marketing I teach to my students. Any other form does not value the client in my view. It must be a client choice to embark on a journey with you. There is no arm twisting nor should be. There is no deception. Your marketing offer is only about sharing the value of your offer and then presenting it to people who match. This is where we become creative and try different mechanisms and methods for people to experience and understand the value of our offer.

### **Self -Worth**

Another element that effects many new practitioners is when they bump up against their own issues with value and worth. That is often an underlying cause as to why they hate marketing. They feel they will be perceived poorly. That is the ultimate intolerable reaction

## **SO...You want to Be a Life Coach**

healer types fear experiencing in the marketplace or any other place. I remind coaches that coaching others is also for us because we can't get away from looking at our own shadows. We shouldn't try. Any shadows that drive our creative process will impact our business. As we evolve our shadows will emerge. That's a good thing. Then we can clean them up, heal them and expand ourselves. If low value and self-worth are part of a creative process use that awareness to heal any limiting beliefs. *Our value is inherent and never changes.* Only how we view ourselves and our reaction to life determines how valuable we feel.

Marketing and outreach are simply part of the job. I encourage all my coaches to find a way to like it. I encourage them to pore themselves into creative methods that they can enjoy. Whatever mechanisms they may be drawn to are typically the right ones to best

## **SO...You want to Be a Life Coach**

deliver their message. If it is not possible to find a way to enjoy marketing then we have to pay someone to do it for us.

### **Become Available – Create an Avatar**

If the world at large is unaware a product or service exists they can't buy it. They can't take advantage of the value that is in the offer. The way we understand matching is by understanding our service, and the type of people who gravitate toward our service. Before we create any offer, we create an avatar of our ideal client. We do this by asking questions such as:

- a) Are most of my clients men or women?
- b) What is the age group of my clients?
- c) Are my clients educated? How much or how little?
- d) Where are my clients located? Locally? Globally?
- e) What kind of interests do my clients have?

## **SO...You want to Be a Life Coach**

- f) How much disposable income is required for someone to purchase my product or service?

This line of questioning helps us paint a picture of the type of individuals we are looking to match with. They create a picture of the type of individual who is also looking for us. Once we have an avatar that generally reflects our client the task turns into how to describe our product or service to a potential client. This is best accomplished by speaking to the problem we are solving. I generally say in ad creation to *“define the problem and offer the solution.”* That’s how we express our value. When we do so in these simplest of terms, a potential client can see themselves in our offer. They can relate.

## **Define the Problem Offer the Solution**

## **SO...You want to Be a Life Coach**

We don't give away all our wisdom in an offer, not could we. We say enough to allow the client to see we have something that will meet their need. We speak in specifics. We break it down to a very human and basic level. My favorite example is *"do you have a headache?"* *"We have Excedrin, the best headache medicine available."* In that statement we define that our customer is someone who gets headaches. We shared that we have the best headache medicine out there in our view. For someone who struggles with headaches at the very least they are going to pay attention. They are going to want to research what Excedrin is about. They may not try it until they have a headache, but with enough exposure to the ad they will very likely try it at some point in time.

Our coaching business is the same. If we speak to common needs and vulnerabilities people experience in daily life and we make it relatable any reasonable person who is striving to better themselves will take note. For instance, a common complexity for many people

## **SO...You want to Be a Life Coach**

occurs in their love life. Whether they are single or partnered, relationships test us to the core. What follows is an example of an effective love coaching offer:

### **Below we define the problem:**

*Do you keep attracting the same person with the same issues over and over?*

*Would you like to feel content in your relationship but don't know why you aren't?*

*Are you ready to fall in love again but don't know how to start over?*

### **Below we offer a solution:**

- Many of us have an autopilot working in our life. I will help you get out of autopilot so you can choose a partner who matches who you are now.



## **SO...You want to Be a Life Coach**

- Relationship skills are learned, yet we aren't taught them. They are only modeled to us from other unskilled people. There are tools I can share that help anyone unravel relationship complexity
- Starting over isn't easy. There are proven formulas that work to bring new love into your life. They begin with doing things a bit differently. I offer expert relationship tools to support you as you re-enter the dating world.

Study the examples above and look for the rhythm of describing the problem and creating a solution. Your creativity comes into play as you make it your own.

## **SO...You want to Be a Life Coach**

### **Nuts and Bolts**

What follows now are the pieces and tools all business owners use to run their business, grow their business and maintain their business.

#### **1. Presence.**

Every business needs a store front or a virtual storefront, or in some cases both. Coaches need a website. Or, we need a landing page. We need some place that people who want to learn about us can type our name or business into google and research who we are. We must be discoverable.

#### **2. Communication.**

All businesses need to keep track of their clients. Coaches typically do this by an email list. When we can track our clients' behavior and responses to our outreach, we can see real

## **SO...You want to Be a Life Coach**

time what they resonate with. In the era of social media it can be easy to overlook this potent and valuable tool. You do not want to make the mistake of only relying upon social media. Email lists comprise your warm leads. People who already like you, or have used your service, or have expressed interest in your service. This is how you define a “warm” lead. These people serve as a great barometer for how your message plays in the public. The sooner a new coach can start developing their list, the better. The list is your bread and butter.

### **3. Free gift.**

Every business, especially an online business has to have something free to gift your website visitor. People protect their privacy. They don’t want to give up their email address for no good reason. Every practitioner must give something away in

## **SO...You want to Be a Life Coach**

exchange for the website visitor email address. This is one tried and true method that attracts new clients.

The gift should be something of reasonable value.

Meaning the recipient learns something valuable, watches something useful, or listens to something that moves them. It is their first introduction to who you are. You don't want to give away everything. You want to give something substantial.

When that visitor downloads your free thing and it is potent and moving, they will say to themselves *"wow this person is amazing and look what I got for free! Imagine what I would get if I paid for something."* This is the beginning of your relationship with your client. You want to make a good first impression. As they learn more and more about you eventually, they will buy something when they are ready.

## **SO...You want to Be a Life Coach**

### **4. Define Your Niche.**

It isn't that you can't do more than one thing. You want to have one thing that you are known for. It can be love coaching, money coaching, matchmaking, etc. Define your niche by what you are already good at. Even if you are just becoming certified as a coach, it's likely you have been coaching unofficially in some way for a long time. People gravitate to you for a certain type of support. Identify your natural inclinations and build your business around that. That is another element of authentic marketing through purpose and magnetism.

### **5. Create Service Packages.**

When people want to purchase your services have a system or a package they can look at to understand how the processes will work for them. Help them understand what they will receive.

You want to sell packages more than you sell single service

## **SO...You want to Be a Life Coach**

sessions. Coaching takes time, and you want your client to understand they are stepping into a process.

### **6. Create marketing materials.**

When people want to know what you do, you want to have something to give them. This is a golden opportunity for connection. This includes business cards, pamphlets, flyers, etc. Invite people to peruse the landscape of what you do and offer. Create adequate materials you can give away.

### **7. Learn how to disseminate your information in multiple formats.**

In today's market video is very important. Become comfortable being in front of a camera. Stop focusing solely on your appearance, pay more attention to your energy and your message. Even in video production one of the most important

## **SO...You want to Be a Life Coach**

elements is the quality of your audio. People eventually tune out the image and listen. With that idea consider making audio recordings that people can listen to in their car. Learn to write in some form. The ability to express your message in various formats will help you advance your business and your reach. A video message on your website is one the most powerful tools you can add to your site.

### **8. Learn how to get interviews on radio and TV.**

There is some planning and skill that goes into soliciting TV producers and radio show hosts. Primarily it is in succinctly providing information about yourself, and what you offer. Then, suggesting topics of discussion that match with the theme of the show. Then there is follow up. Producers are busy. You must be patient and develop a rapport with them. You can do this by watching or listening to the shows you want to be on. It's not

## **SO...You want to Be a Life Coach**

rocket science, and hosts are always looking for interesting guests. It's important to note that TV shows interview for a very brief period, usually no more than six minutes. On radio shows you can be interviewed for 20 to 40 minutes.

Under this heading, speaking engagements are also good sources for new clients. Look for local community groups who always needs speakers, or you can even sign up with speaker bureaus that are both statewide and national. These bureaus provide listings of organizations looking for speakers.

### **9. Set goals.**

Keep to your goals or amend them. Don't ignore them. Create a map to the destinations you want to reach. Depending upon what it is you want you must build your way there. Few people, if any open their doors for business and then step out on to the



## **SO...You want to Be a Life Coach**

Ted Talks stage. The preparation for Ted Talks was likely years in the making, with rare exception. It is the ability to understand and see the value in our experience and transfer that wisdom to the marketplace that causes the “big” moments to occur. In the meantime, every practitioner, known or unknown works the small moments of their life. They build their business, their reputation and their outcomes brick by brick, moment by moment. It’s a marathon not a sprint to realize your biggest goals in this business.

## **SO...You want to Be a Life Coach**

### **Chapter 7**

#### **Remain a Student but Own Your Authority**

*“Everyone is ignorant, only on different subjects ~ Will Rogers”*



Most of us get into coaching because we already have a lifestyle that embraces learning and personal growth. We see the value. When you become a coach, learning does not end. We may find at times a client come to us with a concern where our knowledge and experience is limited. We may need to brush up on a subject matter to adequately guide our client. Overall, the more well-rounded we can become, and the more diverse the resource information we have, the better. It makes us more accessible to broader groups of people with varying interests and challenges.

## **SO...You want to Be a Life Coach**

No one knows everything. Many beginning coaches fear they will say the wrong thing or not have an answer. No one has all the answers. That does not mean you cannot coach nor that you should not. If someone asks us a question and we don't know the answer, then we say, "I don't know, I'll do some research on that." What clients are seeking is reliability and trustworthiness. They don't have an expectation that we need to know everything. Coaches must give themselves permission to be where they are and honor that. Yes, we are always evolving and growing, as is any good steward of personal growth. Don't allow the false belief that you have to be the Dalai Lama stop you from coaching. There are always people you can help no matter where you are in your development. You will only attract people into your business who match your level of expertise and awareness. That's how it works. The more you progress the more you will see sophistication in your client cases. There are plenty of people who need coaches who don't need to be Tony Robbins or

## **SO...You want to Be a Life Coach**

whoever is the latest greatest personal coach. They need someone they can trust who will give them objective feedback and be a soft place to land. They need someone to hold space. Coaching is as much about caring as it is anything else. It's about being interested in what people go through in their life. It's about a genuine desire to serve. It's not about you or whether you are perfect. Your role is to make the wisdom you have available to someone who hasn't achieved the understanding you have achieved. That's it.

Take the pressure off, enjoy the process, and trust that as you move into a self-less centered life, your business will organize around the gifts and talents you have so you can deliver them in the world with confidence and joy.



## **SO...You want to Be a Life Coach**

Keep learning, keep growing, and always honor the path you are on. Don't take yourself too seriously. Be part of a flow that brings joy and relief to the world. You will be a great coach and serve many.

## **SO...You want to Be a Life Coach**

### About the Author

Phyllis King is a Life Management Expert also known as the “Common Sense Psychic.” She has coached tens of thousands of people in 30 countries. As a speaker and radio host, she is known for her practical and down-to-earth approach. She has been featured on CBS, NBC and ABC TV, as well as radio programs across the country. She is the author *The Energy of Abundance*, *The Heart of the Matter*, and *Bouncing Back; Thriving in Changing Times* with the late Dr. Wayne Dyer. Phyllis holds a B.A. in sociology. Her home and private practice are in the San Francisco Bay Area where she resides with her children.