



COACH U

| www.coachinc.com

Part 1 Practice Support

COPYRIGHTED MATERIAL

Chapter 1




About Coaching and Being a Coach

This chapter is designed to provide information for both the coach and the coachee on the profession. It will provide information on the profession in general, the coaching relationships, focus areas and specialties. Learn about what coaching is, the benefits of coaching, who hires a coach, customs, and foci along with basics of the relationship and coachee situations.

You will find general and specific information, key points, charts, lists, and assessments to guide you.

The following sections are included in this chapter:

1. Client Q&A about Business and Personal Coaching
2. Coachee Q&A about Business and Personal Coaching
3. Benefits of Being a Professional Coach
4. All about Coaching: 100 Key Points about Coaching and the Coaching Process
5. Coaching Customs
6. Primary Foci of Coaching
7. Coaching Focus Areas
8. The Professional Coach Is ...
9. Basics of the Coaching Relationship
10. Things People Want Most
11. Coachee Situations
12. Should You Be a Coach?



Client Q&A about Business and Personal Coaching

What is coaching?

Coaching is a new profession that has synthesized the best from psychology, business, evolution, philosophy, spirituality, and finance to benefit the entrepreneur, professional, and business owner.

Why does coaching work?

Coaching works because of three unique features:

Synergy: Client and coach become a team, focusing on the client's goals and needs to accomplish more than the client would alone.

Structure: With a coach, a client takes more action, thinks bigger, and gets the job done, thanks to the accountability the coach provides.

Expertise: The coach knows how to help entrepreneurs make more money, make better decisions, set the best goals, and restructure their professional and personal lives for maximum productivity.

Who works with a coach?

Entrepreneurs, business owners, professionals, and people in transition use a coach to fix, solve, create, or plan something, personally or professionally.

What is worked on?

Here is what the client and coach work on together:

- Business planning, budgeting, and goal setting
- Integrating business and personal life for balance
- Turning around a difficult situation
- Achieving maximum work performance
- Handling business or personal problems
- Making key decisions and designing strategies
- Prioritizing actions and projects
- Catching up and getting ahead of the business
- Increasing sales substantially or filling a practice



But how does a coach do this?

Coaching is delivered during regular, weekly sessions by telephone or in person whichever is more convenient. Clients bring an agenda of items to the call or meeting. The coach helps them solve problems and make the most of opportunities. When they are taking on a large goal, we help them design the project and provide the support and structure needed to make sure it gets done. We bring out each client's best by offering advice, expecting a lot, helping them strategize and celebrating their wins. A practice can be national, with clients in every area of the country, from big cities to small towns; clients can range from small business owners to CEOs; and coaching can focus on either business goals or personal goals.

What should I look for in a coach?

The right coach brings out your best, consistently. To do this, the coach you select should pass the following three tests: (1) Does this coach have a track record of helping someone like me accomplish the goals I want? (2) Do I feel good and motivated to act when with this coach? (3) Will this coach keep up with me—and stay ahead of me—as I grow? That's it. You can always check references and try out the coach for a month to see if he or she is really the right one for you. I work well with three types of clients: (1) entrepreneurs and small-office professionals who are smart, quick, and ready to do what it takes to reach blockbuster goals; (2) individuals who are making substantial changes in their personal and professional lives; and (3) individuals who are working on an important project.

How much does it cost?


The fee for most entrepreneur and professional clients ranges from \$200 to \$500 per month for a weekly meeting or coaching call. For example, monthly coaching fees may be \$250 for a weekly half-hour call or \$500 for a weekly one-hour call, using an 800 number. There are no other charges, and clients may call in between calls for additional assistance, if needed. For projects, they may be billed at \$125 per hour. For presentations, facilitating, or training, the fee is \$1,500 per day, plus expenses.

How would I get started?

If you feel that this type of relationship could work for you, call and let's talk. Coaching is not something we sell; it is something you buy because you want it.

Where do I start with a coach?

Most coaches begin with a special client meeting to get to know each other. The coach wants to hear about the client's goals, needs, and problems. The client wants to get comfortable with the coach. During this meeting, both parties design a list of goals and a game plan to reach these goals. Prior to this meeting, the client will have received a welcome package containing checklists and assessment materials to make the most of the meeting. Some coaches spend extra time (gratis) with new clients getting to know them and coaching them to set the best goals for themselves, and together they design the best way to work together as a team to accomplish the goals.



Coachee Q&A about Business and Personal Coaching

What is coaching?

Coaching is a new profession that has synthesized the best from psychology, business, evolution, philosophy, spirituality, and finance to benefit the entrepreneur, professional, and business owner.

Why does coaching work?

Coaching works because of three unique features:

Synergy: Coachee and coach become a team, focusing on the coachee's goals and needs to accomplish more than the coachee would alone.

Structure: With a coach, a coachee takes more action, thinks bigger, and gets the job done, thanks to the accountability the coach provides.

Expertise: The coach knows how to help entrepreneurs make more money, make better decisions, set the best goals, and restructure their professional and personal lives for maximum productivity.

Who works with a coach?

Entrepreneurs, business owners, professionals, and people in transition use a coach to fix, solve, create, or plan something, personally or professionally.

What is worked on?

Here is what the coachee and coach work on together:

- Business planning, budgeting, and goal setting
- Integrating business and personal life for balance
- Turning around a difficult situation
- Achieving maximum work performance
- Handling business or personal problems
- Making key decisions and designing strategies



- Prioritizing actions and projects
- Catching up and getting ahead of the business
- Increasing sales substantially or filling a practice

But how does a coach do this?

Coaching is delivered during regular, weekly sessions by telephone or in person whichever is more convenient. Coaches bring an agenda of items to the call or meeting. The coach helps them solve problems and make the most of opportunities. When they are taking on a large goal, we help them design the project and provide the support and structure needed to make sure it gets done. We bring out each coachee's best by offering advice, expecting a lot, helping them strategize and celebrating their wins. A practice can be national, with coachees in every area of the country, from big cities to small towns; coachees can range from small business owners to CEOs; and coaching can focus on either business goals or personal goals.

What should I look for in a coach?

The right coach brings out your best, consistently. To do this, the coach you select should pass the following three tests: (1) Does this coach have a track record of helping someone like me accomplish the goals I want? (2) Do I feel good and motivated to act when with this coach? (3) Will this coach keep up with me—and stay ahead of me—as I grow? That's it. You can always check references and try out the coach for a month to see if he or she is really the right one for you. I work well with three types of coachees: (1) entrepreneurs and small-office professionals who are smart, quick, and ready to do what it takes to reach blockbuster goals; (2) individuals who are making substantial changes in their personal and professional lives; and (3) individuals who are working on an important project.

How much does it cost?

The fee for most entrepreneur and professional coachees ranges from \$200 to \$500 per month for a weekly meeting or coaching call. For example, monthly coaching fees may be \$250 for a weekly half-hour call or \$500 for a weekly one-hour call, using an 800 number. There are no other charges and coachees may call in between calls for additional assistance, if needed. For projects, they may be billed at \$125 per hour. For presentations, facilitating, or training, the fee is \$1,500 per day, plus expenses.

How would I get started?

If you feel that this type of relationship could work for you, call and let's talk. Coaching is not something we sell; it is something you buy because you want it.



Where do I start with a coach?

Most coaches begin with a special coachee meeting to get to know each other. The coach wants to hear about the coachee’s goals, needs, and problems. The coachee wants to get comfortable with the coach. During this meeting, both parties design a list of goals and a game plan to reach these goals. Prior to this meeting, the coachee will have received a welcome package containing checklists and assessment materials to make the most of the meeting. Some coaches spend extra time (gratis) with new coachees getting to know them and coaching them to set the best goals for themselves, and together they design the best way to work together as a team to accomplish the goals.



Benefits of Being a Professional Coach

The professional coach benefits in six special ways, given the level of commitment it takes to become one. This article describes these benefits unique to our profession.

Benefit #1: You double your rate of personal development.

One of the fastest ways for a person to grow is to coach others. When you are accountable for results, share distinctions, and give advice, you learn, learn, and learn. In fact, you'll learn 80 percent of what you need to know directly from your clients. (A mentor coach or coach-training program gives you the critical 20 percent, but you should consider your clients as your real trainers. You spend a lot of time with them and learn much about yourself in the process.)

Benefit #2: You can make an extraordinary living.

Coaches earn between \$25,000 and \$200,000 per year. A few earn even more. Hourly fees range from \$25 to \$225. It takes a lot of training and experience to earn the higher numbers. After about five years, you can start making that kind of money if you are extraordinary, if you attract entrepreneurial or corporate clients, and if coaching is the right profession for you. If \$50,000 a year is the right income for you, that can take between one and three years to reach.

The point is that with proper training, having the gift of coaching, and being part of a strong network, coaching can be a well-paying profession.

Benefit #3: You build close friendships and empowering relationships that will last a lifetime.

People who coach and clients who want to be coached are special people because they understand and value the power of synergy and partnership. They are at a place in life where being a lone ranger is not effective and not fun.

There is nothing wrong or unethical with having a client be your friend, assuming both of you are up to it. Clients become your partners in life, because they are contributing to you just as you



are contributing to them. (Be careful, though; some clients need all the focus on them right now, particularly if they are going through a transition or challenging time. Be selective.) Notice that new clients usually are preoccupied with themselves and their issues. If a friendship occurs, it will develop over time.

Benefit #4: You become a master of life.

A full-time coach is on a path of development that leads to mastery. If you've learned the distinctions of coaching, managed a full practice for several years, and taken care of your own life accordingly, chances are you'll be extraordinary. (Having clients and keeping them straight and in integrity will send you to the funny farm if you don't honor yourself and your life accordingly.)

Benefit #5: You are well positioned for the next opportunity.

Some coaches are built to coach for a lifetime. Others love the profession but will move on after four or five years. The profession is full of opportunities—many of which are not yet revealed.

The skills you learn, the growth you experience, and the great group of people you meet (colleagues, clients, and friends) set you up to notice, participate in, and benefit from opportunities such as:

- Pursuing new business opportunities
- Getting involved in national issues
- Writing, speaking, and more

Benefit #6: You get to give your gift.

We all have a special gift—a set of skills, a unique ability, a natural passion. Most coaches have a strong desire to empower others and contribute to them. Being a professional coach gives you license to do just that, full-time; what could be better? And you learn how to share your gift without hurting, depleting, or costing you—while you make a living.

Benefit #7: You will be appreciated.

Coaching another person is a contribution—and many clients will love you for it. Coaches shouldn't coach to get love, but you will get it. So enjoy!



All About Coaching: 100 Key Points about Coaching and the Coaching Process

This section should come in handy for anyone preparing a brochure, presentation, or story on coaching. It lists the key elements that comprise the coaching process and describes the purpose and focus of coaching. Obviously, each point can—and should—be a course of its own; however, you can use this as a helpful summary.

1. Why Coaching Works

What makes the process effective?

- Creative synergy/spark

- Emotional support/caring

- Type of questions asked/discussion

- Intellectual challenging/evocation

- Outside influence/objectivity

- Interdevelopmentalism/exchange

- Complete confidentiality/safety

- Continual/immediate access

- Frequency of interaction

- Convenience/accessibility

2. Who Hires a Coach

What are the primary markets?

- Entrepreneurs/business owners

- Consultants/trainers/coaches

- Coaches from other disciplines

- Psychologists/counselors

- CEOs/executives/human resources departments

- Managers/supervisors

- Professionals (legal, financial, sales)

- Career changers/transitioners

- Creative types (writers/artists)

- Project managers



3. Driving Demand

Why is coaching becoming so popular?

- Entrepreneurism/self-employment
- Increased selfishness/hedonism
- Lifestyle preferences/dreams
- Self-determination/individualism
- Wanting it all now, with no delay
- Desire for self-expression
- Rapidly changing world
- Competitive advantage
- Hipness of having a coach
- Increased isolation

4. How to Fill a Practice

What are your keys to becoming a successful coach?

- Building a strong network
- Marketing letters
- Electronic newsletters
- Web site/web presence
- Apprenticeship/skill sets
- Coach/coachee referrals
- Public relations/media
- Specialties/reputation
- Teleclasses/workshops
- Writing books/tapes/programs

5. Key Coaching Skills

What types of skills work the best?

- Listening/hearing
- Clarifying/prioritizing
- Truth telling/integrating
- Messaging/languageing
- Gapping/distinctions
- Correcting/educating
- Challenging/evoking
- Directing/guiding
- Caring/supporting
- Training/demonstrating

6. Coaching Foci/Goals

Where do clients want to focus?

- Revenue/profitability
- Marketing/promotion
- Communication/thinking skills
- Personal foundation/development
- Management/organizational skills
- Home/family life
- Integration/prioritization
- Personal lifestyle/freedom
- Financial independence
- Problem solving/tolerations



7. Benefits of Coaching

Why is coaching worthwhile?

- Better, more rewarding goals
- Faster, easier results, advancement
- Rapid personal evolution/development
- Clearer, sharper thinking
- More money, security
- Meaningful accomplishments
- Happier, more fulfilling life
- Far fewer problems
- Higher profits and profitability
- Better optimization of ideas

8. Future of Coaching

What is on the horizon?

- Group/common-interest coaching
- On-call/as-needed coaching
- Annual-fee coach-training packages
- Web/e-mail/QuickCam coaching
- Teach via TeleClasses
- Specialty coaching/experts
- Niche markets
- Hosting virtual communities
- International/global coaching
- Multiple-coach/single-coachee coaching

9. Client Priorities

What will coachees want more of?

- Willingness/optimism
- Openness/flexibility
- Love/energy
- Creativity/experimentation
- Commitment/dedication
- Communication/relating
- Effectiveness/efficiency
- Integrity/responsibility
- Integration/balance
- Organization/space

10. Source of Coaching

Where do coaching principles come from?

- Business/management theories
- The sciences/nature/life
- Psychology/self-help practices
- Common sense/proven wisdom
- Education/teaching skills
- Sports and teamwork skills
- Awareness/eastern philosophy
- Parenting/community skills
- Communication/relating skills
- Motivation/inspiration techniques



Coaching Customs

Every profession has distinct ways of operating, and coaching is no different. Described here are the emerging customs of the professional coach. Not every coach follows every custom, but most coaches have experimented with most of these standards, procedures, policies, and ways of doing business. Some are business oriented and others reflect who the coach is and how they profoundly affect others. If you enjoy a custom, please write and let us add it to this list, so that all coaches and clients can benefit.

We work weekly.

Professional coaches work weekly, or more often, with our clients. We believe an ongoing, nurturing, and developing relationship works best for the client and coach and encourage all clients to see us regularly. We offer three to four sessions per month.

We gift coaching to clients.

Professional coaches work with up to five special clients who need the coach's services yet cannot pay full fare. We are in business, yet we recognize helping others is a way to show our gratitude.

The client's needs come first.

Professional coaches place people with the coach who can help that person the most. We don't keep clients we cannot do a great job for.

We share our community.

Professional coaches are a resource for our clients, and we do our best to put our clients in touch with people in our community for mutual benefit.

We are paid in advance.

Professional coaches are paid monthly, in advance, for individual coaching. We don't bill for each session.

We have our own coach.

Professional coaches always have a coach of their own. We believe that to be a developing coach, one must have a coach.

We walk our talk.

Professional coaches walk their talk. We maintain high scores (over 90th percentile) on Clean Sweep and related programs. We ask our clients to grow as we do.

We maintain a full practice.

Professional coaches maintain a practice that is 50% greater than needed to pay business and personal expenses. We believe in maintaining a healthy reserve so that we can give straight, empowering advice.



We practice coaching, not therapy.

Professional coaches work only with clients who can use us well. We are not therapists, parents, caretakers or financial planners. We refer clients to the best available professionals for their psychological, health and financial concerns. We help clients reach goals.

We live a balanced life.

Professional coaches are models for their clients. We live a great life!

We are completely confidential.

Professional coaches don't talk about their clients to anyone. We protect everything our clients tell us.

We have a national practice.

Many clients work with us on the telephone—from next door, across the state, and around the country. Generally, clients use the coach's 800 number.

We know many other coaches.

We've gotten to know at least 20 other coaches for mutual support, cross-referring, and professional development. Some coaches are members of the International Coach Federation (www.coachfederation.org).

We are on a path of mastery.

We understand that the technology of coaching is growing rapidly, and we keep ourselves continuously growing, personally and professionally. Some of us are preparing to be Professional Certified Coaches (PCC) or Master Certified Coaches (MCC).

We have money in the bank.

Professional coaches maintain an emergency savings account of at least \$10,000 so that money concerns do not interfere with coaching our clients.

We are available.

We recognize the importance of the relationship we have with our clients and strive to keep ourselves emotionally, physically, mentally, and spiritually available, so we can assist our clients fully.

We protect relationships.

Coaches complement the work of other professionals. We do not knowingly interfere with other professional relationships the client has. If a client is changing coaches, all parties are in full communication.



Primary Foci of Coaching

You will pass on three things to your coachees:

Become internally motivated versus externally prompted.

You've heard of Pavlov and his dogs? Well, we're all a lot like that, and most of us don't even realize it. One of the benefits of good coaching is that the coachee becomes self-generative and motivated, rather than relying on outside influences or circumstances to get and keep him or her going. Major areas to work on that provide this shift are:

- Trusting one's own intuition (self), even in the face of disagreement, circumstances, or reality.
- Becoming fully responsible for one's self, life, and problems, because responsibility permits choice.
- Accepting what is so, telling the truth, and knowing that everything is exactly as it should be right now.
- Placing one's emotional and physical balance as the number one focus.

Take all of the necessary actions effortlessly versus just talking and struggling about it all.

No pain, no gain? Sorry, that's an old paradigm sponsored by the aspirin companies. No pain, more gain is closer to how it really works, and without the angst of side effects. Your coach motivates you to take courageous actions but not suffer about them. Working on the following areas helps make taking actions much easier and lets them turn into results faster.

- Make a simple plan with little steps with many opportunities to win. Don't make it hard.
- Get all unfinished business or integrity items out of the way, so miracles can happen.
- Design goals that mirror or express your Tru Values rather than shoulds, coulds, or oughtas.
- Keep enjoying your personal life in the midst of major projects. You're worth it.



Develop an extraordinary community versus just knowing people.

The one with the biggest Rolodex may get a bigger bank account or ego, but the one who has developed key relationships and gone seven layers deep with these finds that success can come. Areas to develop include:

- Build an effective network of 100 colleagues, key coachees, centers of influence, close friends.
- Strengthen personal boundaries and honor high personal standards to feel good about yourself.
- Attract people who wish to interdevelop with you, rather than folks who just need a lot.



Coaching Focus Areas

What would you like to work on?

Personal Foci	Coaching Foci	Business Foci
Financial stress/problems	Increase awareness	Revenue growth
Personal organization	Personal polish	Profit growth
Happier/more fulfilled	Creativity/innovation skills	Value added for customers
Communication skills	Legacy identification	Productivity/effectiveness
Personal evolution track	Acceptance of events	New business start-up
Relationship problems	Acceptance of others	Marketing plan
Relationship enhancement	Higher learning rate	Internet marketing
Life purpose clarification	Stronger boundaries	Team/collaboration
Salary/income increase	Higher standards	Project management
Stress reduction	Grace/style development	Product quality
Personal life plan design	Compassion/empathy	Negotiation skills
Blocks/limits removal	Reserves/security increase	Professional network
Spiritual development	Confidence/the edge	Selling skills training
Time management	Ease/effortlessness	Vision/mission
Internet/cyber skills	Integrity improvement	Internet/cyber skills
Decision making	Fear/resistance reduction	Management skills
Adrenaline reduction	Life simplification	Reputation development
Motivation/inspiration	Character development	Employee retention
Structure/support	Relating skills	New economy orientation
Finding Mr./Ms. Right	Strengths identification	New client acquisition
Problem resolution	Passion identification	Leadership skills
Balance improvement	Peace/harmony	Improve staff morale
Career change/transition	Selfishness/pleasure	Improve company culture
Career advancement	Receptiveness/flexibility	Improve intangibles
Goals identification	Self-awareness	_____
Setting priorities	Attraction approach	_____
Personal foundation	Bandwidth expansion	_____
Values clarification	Life makeover	_____
Needs identification	Personal turnaround	_____
Needs satisfaction	_____	_____
Toleration reduction	_____	_____
Postrecovery track	_____	_____
Self-care skills	_____	_____
Truth identification	_____	_____
Family communication	_____	_____

The Professional Coach Is ...



The professional coach is all of the following:

- Your partner in achieving business and personal goals
- Your champion during a turnaround
- Your trainer in communication and life skills
- Your sounding board when making choices
- Your motivation when strong actions are called for
- Your unconditional support when you take a hit
- Your mentor in personal development
- Your codesigner when creating an extraordinary project
- Your beacon during stormy times
- Your wake-up call if you don't hear your own

and most important ...

- Your partner in helping you have all of what matters most to you



Basics of the Coaching Relationship

The trained coach is able to do so much with the client that both parties sometimes forget what they are there together to accomplish. Here is our view of the coaching relationship.

Who	The coach works with a client who is up to something and who is willing to include another party in the design, implementation, and success of it.
What	<p>The coach works with each client to:</p> <ol style="list-style-type: none"> 1. Become fully self-generative by being whole and well. 2. Take the smart actions rather than just be busy. 3. Build a sustaining community for love, resources, and support.
Why	<p>The coach is hired by a client in order to:</p> <ol style="list-style-type: none"> 1. Accomplish something specific, whether personal or professional. 2. Restore their heart, soul, and quality of life. 3. Contribute well by discerning, developing, and sharing their gifts.
How	<p>The coach coaches, using the following methods:</p> <ol style="list-style-type: none"> 1. Sharing information <ol style="list-style-type: none"> a. Drawing distinctions b. Teaching principles c. Offering perspective 2. Providing structure <ol style="list-style-type: none"> a. Asking for a lot b. Expecting the client's best c. Being unconditionally constructive 3. Training <ol style="list-style-type: none"> a. Being a model for the client b. Walking the client through the growth steps c. Giving specialized instruction
Where	<p>The process of coaching occurs daily, regardless of how often the sessions are held:</p> <ul style="list-style-type: none"> Coaching conversations Scheduled calls Emergency calls Success calls Client support structures Buddy system Seminars led by coach Social events hosted by coach Homework Making promise of actions to take Increasing scores on program like Clean Sweep Reading and studying

Things People Want Most



Individuals

Make and Keep More Money

- Start saving or investing 10 to 30 percent of income
- Get a handle on spending, lifestyle, and habits
- Increase income by 20 to 200 percent
- Handle debt, financial problems, and crises
- Stabilize cash flow

Get More Done in Less Time

- Get focused on what you most want to have
- Simplify your life, responsibilities, projects
- Automate systems for peak efficiency
- Permanently eliminate inventory of to-do's
- Reduce the shoulds, coulds, and oughtas in life

Communicate Much More Effectively

- Say everything you need to; withhold nothing
- Motivate others better (by speaking in messages)
- Respond better in the moment (by hearing it all)
- Be able to ask more for what you want
- Ask the right questions

Feel Better Physically and Emotionally

- Get your home, office, and car in perfect order
- Recognize and eliminate any high hidden "life costs"
- Establish a reserve of time, energy, money, and love
- Redesign eating and lifestyle habits
- Get personal needs met



Substantially Increase Quality of Life

- Establish the perfect balance between home, work, play
- Increase personal standards
- Strengthen professional network and personal community
- Have a whole lot more fun

Become Closer with Others

- Attract and deepen relationships with quality people
- Become more intimate with spouse and family
- Learn to enjoy people more
- Develop adult-adult relationships, nothing less
- Know what you want for others

Eliminate the Hassles of Life

- Stop suffering, tolerating, waiting, hoping
- Stop having problems (really)
- Calm down, eliminate adrenaline, stress, procrastination
- Complete unresolved matters, unfinished business
- Extend boundaries

Get on a Path

- Develop your spirituality
- Discover personal mission, purpose, vision
- Reorient life exclusively around values
- Develop stronger relationship with self or God
- Be internally peaceful

Business

Have a Successful Small Business

- Start a new business
- Increase profitability by 20 to 500 percent
- Increase sales by 50 to 1,000 percent
- Develop a strategy and an action plan
- Strengthen the internal management systems



Corporate Work

- Build cooperative culture of self-managing teams
- Establish 5 to 20-year vision, mission, and strategies
- Train nonsales staff to sell, too (and enjoy it)
- Strategic repositioning in markets/industry
- Double firm's sales volume and profitability

Professionals

- Develop a full, successful practice
- Develop a strong reputation; be known as a model
- Manage clients better
- Increase sales and profitability
- Recognize and eliminate high hidden delivery costs

Coaches

- Get trained and master the craft of coaching
- Develop a full, successful practice
- Grow through resistance, blocks, the unknowns
- Achieve coach certification
- Develop a strong reputation; be known as a model

Benefits of Having a Coach

- You'll reach for much, much more because of the support and structure the coach provides.
- You'll start making and keeping more money and get on the path to financial independence.
- You'll make better decisions because you can run your ideas by an objective listener.



Coachee Situations

Read the following list of coachee situations, foci, and goals.

<input type="radio"/>	Personal foci
<input type="radio"/>	Financial stress/problems reduction
<input type="radio"/>	Personal/paper organization
<input type="radio"/>	Happiness/fulfillment
<input type="radio"/>	Communication skill development
<input type="radio"/>	Personal evolution
<input type="radio"/>	Relationship problems/enhancement
<input type="radio"/>	Life purpose clarification
<input type="radio"/>	Salary/income increase
<input type="radio"/>	Stress reduction
<input type="radio"/>	Personal life plan design
<input type="radio"/>	Blocks/limits removal
<input type="radio"/>	Spiritual development
<input type="radio"/>	Time management improvement
<input type="radio"/>	Internet/cyber skills
<input type="radio"/>	Decision making
<input type="radio"/>	Adrenaline reduction
<input type="radio"/>	Motivation/inspiration
<input type="radio"/>	Structure/support
<input type="radio"/>	Finding Mr./Ms. Right
<input type="radio"/>	Problem resolution
<input type="radio"/>	Balance improvement
<input type="radio"/>	Career change/transition
<input type="radio"/>	Career promotion/advancement
<input type="radio"/>	Personal goals identification/prioritization
<input type="radio"/>	Personal foundation strengthening
<input type="radio"/>	Values clarification



<input type="radio"/>	Needs identification/satisfaction
<input type="radio"/>	Toleration identification/elimination
<input type="radio"/>	Postrecovery track
<input type="radio"/>	Self-care skills
<input type="radio"/>	Truth identification/reorientation
<input type="radio"/>	Family communication/relationships
<input type="radio"/>	Awareness/contextual improvement
<input type="radio"/>	Personal polish/professionalism
<input type="radio"/>	Creativity/innovation skills
<input type="radio"/>	Legacy identification/creation
<input type="radio"/>	Acceptance/endorsement of events/others
<input type="radio"/>	Assimilation/learning rate increase
<input type="radio"/>	Generosity/bigness increase
<input type="radio"/>	Boundaries extension/management
<input type="radio"/>	Standards setting/management
<input type="radio"/>	Requirements identification/management
<input type="radio"/>	Grace/style development
<input type="radio"/>	Compassion/empathy development
<input type="radio"/>	Reserves/security increase
<input type="radio"/>	Confidence/edge
<input type="radio"/>	Ease/effortlessness
<input type="radio"/>	Events/resources integration
<input type="radio"/>	Integrity improvement
<input type="radio"/>	Fear/resistance reduction
<input type="radio"/>	Life simplification
<input type="radio"/>	Character development
<input type="radio"/>	Relating skills/effect on others
<input type="radio"/>	Strengths identification/development
<input type="radio"/>	Passion identification/expression
<input type="radio"/>	Peace/harmony improvement
<input type="radio"/>	Selfishness/pleasure



<input type="radio"/>	Receptiveness/flexibility
<input type="radio"/>	Self-awareness/understanding
<input type="radio"/>	Attraction approach/methodology
<input type="radio"/>	Bandwidth expansion
<input type="radio"/>	Life makeover/personal turnarounds
<input type="radio"/>	Business foci
<input type="radio"/>	Revenue growth
<input type="radio"/>	Profit growth
<input type="radio"/>	Value added for customers
<input type="radio"/>	Productivity/effectiveness improvement
<input type="radio"/>	New business start-up
<input type="radio"/>	Marketing plan
<input type="radio"/>	Internet marketing
<input type="radio"/>	Team/collaborative environment
<input type="radio"/>	Project management
<input type="radio"/>	Product quality improvement
<input type="radio"/>	Negotiation skills
<input type="radio"/>	Professional network expansion
<input type="radio"/>	Selling skills training
<input type="radio"/>	Vision/mission development
<input type="radio"/>	Internet savviness
<input type="radio"/>	Performance enhancement
<input type="radio"/>	Management skills
<input type="radio"/>	Reputation development
<input type="radio"/>	Employee retention increase
<input type="radio"/>	New economy reorientation
<input type="radio"/>	New coachee acquisition/development
<input type="radio"/>	Leadership skills
<input type="radio"/>	Staff/morale problems/conflict
<input type="radio"/>	Company culture improvement



Should You Be a Coach?

Coaching is not for everyone, but it may be for you. Coaching is becoming a popular profession. Business consultants, therapists, teachers, entrepreneurs, trainers, and other advisors find the quality of work and clientele appealing enough to invest in the training and time required to become a coach. It will take about five years to become a master coach, but a number of entrants earn six figures by the end of year two, so they must be doing something right! But take this little quiz to see if coaching is the right profession for you. (If not, perhaps you will enjoy it as a hobby or an opportunity to contribute to others.)

Check the box that most applies. Then score yourself using the key at the end of the test.

Yes	Umm	No	Statement
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I truly enjoy people just as they are.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I am not afraid of anyone.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Folks have been coming to me for counsel for a long time.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I love to help and am willing to relearn how to do it right.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I don't mind the ups and downs of being self-employed.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I am truly fine just the way I am, but I like to grow, too.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	As far as I am concerned, people do not need fixing.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I am on a rewarding spiritual or self-awareness path.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I have a good grasp on how life works effortlessly.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	People consistently listen and respond to me.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I can easily charge a lot of money for my coaching.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I could <i>tell</i> people to work with me; I don't mind selling.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I am well connected with a strong network.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I'll do whatever it takes to get a full practice in one year.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	I can invest \$1,000 to \$5,000 in the first year for training and expenses.
			Totals for Yes, Umm, and No boxes



Yes	Umm	No	Statement
x 3	x 1		
			Points for Yes and Umm answers (no points for No answers)
			Total of Yes and Umm points

SCORING KEY

- Yes 3 points
- Umm 1 point
- No 0 points

Minimum score to seriously consider becoming a professional coach is 30 points (maximum is 45).