



**DISCOVER IF COACHING
IS THE CAREER FOR YOU**

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Called to Coaching?

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INTRODUCTION

Typical Questions

If you are considering becoming a coach, you probably have many questions, including:

- What is coaching all about?
- How do I know that coaching is right for me?
- Is this a good time to be getting into coaching?
- What are the prospects for the profession?
- What does it take to be a successful coach?
- How would I get started with coaching?
- How do I choose a training program?
- What's involved in certification?
- How would I select a mentor coach?
- What could I expect to earn as a coach?

By providing answers to these questions and more, this program is designed to help you discover if coaching is the career for you. If you determine that it is the right path for you, you'll find helpful tips and plenty of resources to get you started in coaching. If you have additional questions, please email grace@balancewithgrace.com or call me at (978) 689-7446 or (888) 833-1903. I'm happy to help!

What Coaching Is and Is Not

"Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

Professional coaches provide an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performances and enhance the quality of their lives.

Coaches are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has."

International Coach Federation, (ICF)

Coaching is not therapy. Therapy deals with healing, restoring, and resolving. It is often focused on the past and moving away from pain. A therapist gets to the "why" of the situation. Therapists do not share from their own personal experiences.

Consulting is not coaching. Consultants are hired to provide solutions or fix problems. They are experts in their field and draw on their knowledge and experience to create plans for the client to carry out. Consultants get to the "how" and the "what" of a situation.

Coaching assumes that clients are naturally creative, resourceful and whole and don't need to be fixed. A coach may share from his own personal experience, and without breaching confidentiality, share from the similar experiences of other clients. Coaching gets to the "who", "what" and "how" of a situation. Coaching focuses on the present and the actions the client is willing to take to move toward a desired future.

How Coaching Works

People often have goals and dreams that they don't pursue. It can be hard to go it alone. As a coach, you are a partner in possibility, helping people achieve their goals and live their dreams. In a partnership, each party plays certain roles and assumes certain responsibilities. This is how the co-creative coaching partnership works:

The client:

- **Shares** her dreams and vision of the life she wants to create. She describes what she's experienced and accomplished, including the highs, lows, wins, and frustrations.
- **Focuses** on what's truly a priority. She clarifies and makes decisions that are aligned with her needs, values, and aspirations.
- **Learns** new things about herself and the way she interacts with the people and the world around her.
- **Commits** to specific actions that will move her closer to her goal. The accountability that's built into the coaching relationship can be a powerful catalyst.
- **Develops** herself, creating change from the inside out. As she works towards specific goals, she may find that many of the shifts will be internal.

The coach:

- **Listens** fully with compassion. She's there as a sounding board, a mirror, and occasionally, a shoulder to cry on.
- **Asks** questions to help the client discover her own answers.
- **Encourages** the client to do her best, to reach her full potential. The coach is a cheerleader and supports the client in trying new things and pursuing true passions.
- **Challenges** the client to "go for it." Coaching requests may stretch a client outside her comfort zone, but taking action is always the client's choice.
- **Shares** strategies and advice from her own life and coaching experience. A good coach is straightforward, constructive, and confidential at all times.

Benefits of Coaching

There are many reasons to work with a coach. Most clients engage a coach because they want more or less of something. Although far from a complete list, here are a number of potential outcomes from working with a coach.

Benefits of coaching:

- * More money
- * More fun
- * Balance
- * Clarity/direction
- * Creativity
- * Smoother transitions
- * Solutions to problems
- * Accountability
- * Wellness
- * Reduced stress
- * Personal and professional development
- * Spiritual development
- * Improved quality of life
- * Enhanced relationships
- * Personal and professional success
- * Values clarification
- * Time management
- * Organization
- * Momentum
- * Simplification

Coaching is a fast-growing field, with good reason. There are many advantages to working in this profession.

Benefits of becoming a coach

- * Fulfilling work
- * Flexibility
- * Ability to work from home
- * Portability—can coach while traveling or outside
- * Financially rewarding—high hourly rate (\$150+)
- * Frequent days/weeks off—many coaches work three out of four weeks a month
- * Enhanced personal growth—coaches tend to be committed to life-long learning (I find the more I know the more I know I don't know!)
- * Ability to take books and conferences as business expenses
- * Sharpened communication skills
- * Stimulating, supportive coaching community
- * Opportunity to synthesize from different areas of interest and experience

Reality Check

Is this a good time to be entering the field of coaching? Yes! From the perspective of the marketing life cycle, we are still in the growth or development stage as an industry. The profession has barely been around for two decades. Coaching clients can be considered early adopters. Many people still haven't heard of coaching or don't understand what it's about. Although coaching is far from a household word, we are moving closer to the day when instead of asking "What's a coach?" people will ask "Who is your coach?"

There is work that we as coaches need to do to create a greater awareness of and demand for coaching. The current supply of coaches may exceed the demand. We need to educate the public more about the benefits of coaching. There's been an increase in media attention with articles in newspapers and magazines, and TV reality shows. Some, but not all, of what's in the media portrays coaching in a positive light. It's said, however, that any publicity is good publicity.

Recent societal trends suggest a bright future for coaching. In the U.S., there's been a marked increase in people searching for more meaningful lives since the tragedy of 9-11. There's a growing movement toward simplification and living according to personal values. The popularity of the Internet has also made us less willing to wait for things—we are used to instantaneous results.

As with any profession, there are some downsides and challenges to becoming a coach. The greatest challenges include:

- Lots to learn: how to coach, how to market, how to run a business
- No structure: you are accountable to yourself
- Income fluctuations, no steady paycheck
- No health care benefits or pension plan
- Isolation, if you choose to work from home
- Unregulated coaching industry: makes the path to mastery more confusing

Features of Coaching

There are many ways to structure coaching. Here are some of the typical features of coaching:

- Sessions conducted:
 - over the phone,
 - in-person (more common in corporate setting--sometimes a coach will shadow a manager, also many therapists who have become coaches prefer face-to-face meetings)
 - via fax or email
- Options include:
 - Individual coaching
 - Partner coaching (works well for couples, business partners, and people with common interests or goals)
 - Group coaching (usually groups of no more than eight to ten with shared goals or challenges)
- Sessions offered two, three, or four times a month, or on an as-needed or just-in-time basis
- Duration of coaching may be determined up front, i.e., for a minimum of three months or for a year-long coaching program, or left open-ended.
- Monthly retainer paid up front
- E-mail or brief phone support in between calls often included in fee
- Assessments may be used (DISC, 360 Feedback, Meyers Briggs and other career assessments)
- Programs may be included (Get Clients NOW!TM, Now What? 90 Days to a New Life Direction.) Programs can be ones that someone else licenses you to deliver or ones that you develop yourself
- Prep form or other structure often used to set the agenda and report progress
- Homework or action steps committed to between coaching sessions

How Do I Know if Coaching is a Good Career for Me?

Please answer the following questions with Y for Yes if it's true or mostly true and N for No if it isn't.

- Do you genuinely care about others and enjoy contributing to their success?
- Are you curious by nature?
- Do you enjoy viewing situations from different perspectives?
- Are you a gifted communicator with an ability to easily establish rapport with others?
- Do others tell you that you are a good listener?
- Are you an optimist, seeing the potential and possibilities in everyone and everything?
- Are you committed to life-long learning and personal growth?
- Do you find that people are drawn to you and seek your support and wisdom?
- Are you incisive—able to get to the heart of the matter?
- Are you honest with yourself and others even when it's uncomfortable?
- Do you recognize and honor your instincts and intuition?
- Do you (or could you) have no qualms about charging for your services?
- Do you respect individual differences and enjoy helping people discover their own unique solutions?
- Do you demonstrate integrity in your personal and professional life?
- Are you able to hold others' agendas and change directions when it's in their best interest?
- Are you open to new concepts, paradigms, and approaches?
- Are you (or could you be) a role model to others?
- Do you have a great life or are you willing to work on making it great?
- Do you enjoy working collaboratively with others?
- Does coaching fit into the vision you have for your life?
- Are you excited about the prospect of being in business for yourself?
- Is coaching a good match to your skills, interests, personality and values?
- Do you have savings or another income source to rely on as you develop your business?
- Do you have business and marketing skills or are you willing to learn them?
- Are you eager to learn new skills in the pursuit of coaching mastery?

Scoring Key

Total the number of Y responses.

- 20-25 Go for it! You are naturally a coach; coach training will further enhance your abilities.
- 15-19 You have what it takes to become a coach. Training and experience will develop your skills.
- 0-14 Coaching may not be the best fit for you as a career, however, learning coaching skills could certainly improve your work and life.

What Does it Take to be a Successful coach?

Let's use a success formula to help you discover steps you'd need to take to bridge the gap between where you are right now and where you'd like to be as a successful coach. Begin with the end in mind (your goal or the ideal), i.e., to be a successful coach, and clarify what that means to you. What is needed to achieve this success?

Successful Coach =

qualities + skills + personal development + a coach + experience + marketing
- tolerations - limiting beliefs

Make an equation, adding or subtracting items in your success formula. What's already in place for you? What's not? This is the gap and a good place to start when looking at next steps. Here are some examples of what you might consider in your success formula:

+Qualities:

- listening skills
- directness or the "edge"
- intuition
- empathy
- support
- ability to inspire and challenge
- integrity

+Skills:

- training program
- conferences
- workshops
- books

+Personal Development:

- commitment to "walking your talk"
- dedication to growing yourself as well grow your business

+A Coach:

- mentor to shorten the learning curve
- credibility--you can speak first-hand about the benefits of working with a coach

+Experience:

- after 5 clients you begin to feel like a coach
- after 100 clients there is ease and clarity

+Marketing:

- network
- a way to keep in touch
- referrals
- elevator speech
- credibility
- visibility

-Tolerations:

- things, people, situations you've been putting up with

-Limiting Beliefs:

- fear
- self-doubt

First Steps to Success

How do you go about launching a coaching business?

Begin with the end in mind. Clarify with whom you want to work with and what your ideal coaching practice would look like.

Ideal Client

In selecting a target market consider:

Who are your ideal clients?

What qualities do they have?

What do they do for work?

What are their values?

What are you helping them accomplish?

What are their issues, challenges, or pain?

What is it like working with them?

Ideal Practice

I'd suggest you think of a "fulfilling practice" rather than a "full practice." When you imagine an ideal practice, what come to mind when you consider the following:

What's the ideal number of clients for you?

How much money do you want to make?

What types of services and products do you want to offer?

What percentage of the following would make up an ideal business mix:

- Individual coaching—phone or in-person
- Group coaching—phone or in-person
- Corporate coaching
- Workshops/seminars
- Keynotes speeches
- Passive income from:
 - * books
 - * booklets
 - * e-books
 - * tapes or CDs
 - * membership site
 - * affiliate or referral fees
 - * associate coaches (coaches who work under you)
- Other _____

Getting Started

The bare minimum of what you'll need to start a coaching practice:

- Coach Training—most training programs recommend that you begin coaching while you're training to deepen the learning
- Computer and printer (better yet, a 4-in-1 that prints, faxes, scans, and copies)
- Internet (preferably high-speed Internet access)
- Email
- Phone with answering machine or voice mail, good calling plan
- Marketing materials—business card
- Welcome Packet—may contain contract/agreement, policies and procedures, assessments, articles, complimentary coupon or request for referrals, one-page or bio, business cards

Not essential, but highly recommended:

- Your own coach
- Cell phone
- Telephone headset
- Contact management software—Outlook or ACT
- Accounting software—Quicken or Quick Books
- Copier
- Fax
- Good head shot for marketing materials and referral listings
- Toll-free number
- Website

Eventually these can make running a business much easier:

- Client management software: Here's my affiliate link for Client Compass software which I use and highly recommend.
<http://www.mcssl.com/app/aftrack.asp?afid=36405> Another program is Coach Track www.coach-track.com
- Billing service to take credit cards and automatically debit bank accounts: I recommend Practice Pay Solutions www.practicepaysolutions.com.
- Virtual assistant: I recommend Lorraine Carol www.simplyvirtualworks.com or using the referral service www.assistu.com
- Laptop with wireless card
- Personal Digital Assistant (PDA) or smartphone

Selecting a Mentor Coach

Steps in Selecting a Mentor Coach

1. Clarify what you are looking for in a mentor coach.
2. Gather names of potential coaches
 - ask for referrals
 - search on-line coach referral listings: www.coachfederation.org, www.internationalcoachdirectory.com, www.coachville.com
 - look for Professional Mentor Coaches and Certified Mentor Coaches or other coaches with track records of mentoring coaches
 - check to see if the training program you chose includes or offers discounts on mentor coaching
3. Research—go to different coaches' websites to get a sense of their styles and approaches
4. Interview and set up complimentary sessions, ideally with three or more coaches
5. Use your intuition to select the coach who feels like the right match for you

What to look for in a Mentor Coach

Look for a coach who you'd like to emulate. Choose someone who coaches the way you'd like to coach, works with the types of clients you'd like to coach, and/or has a practice to which you aspire.

Look for a coach who markets the way you would like to—i.e., someone who writes a newsletter, has written a book or e-book, has a website, does public speaking or conducts workshops. He/she can give you tips to shorten your learning curve.

Look for a coach who will bring out the best in you, who inspires and energizes you, and with whom you'll have fun. Think back to favorite teachers, bosses, and mentors and choose a coach with similar qualities.

Look for a coach who is a good resource, who's well-connected within the coaching community, and can recommend books and other materials to supplement your coach training.

Look for a coach who offers extras—in-between call support, discounts on teleclasses, products, or programs.

Coach Training

Coach training is crucial. You may feel that your life experiences and natural abilities alone qualify you as a coach. Since coaching is an unregulated industry--unlike lawyers, for instance, coaches don't have to pass Bar exam, before practicing--there really isn't anything preventing people from tacking the title "Coach" onto their business cards. Would you, however, feel comfortable in the hands of a surgeon who wasn't formally trained? Likewise, clients deserve to work with trained coaches or those who are engaged in training.

There are many fine coach training programs and new ones continue to emerge. To narrow your search, I'm only including information on the US-based coach training programs that are accredited by the International Coach Federation, ICF. The ICF is the non-profit professional association which certifies and sets the standards and code of ethics for coaches. If a training school has been accredited by the ICF, you can feel comfortable in knowing that it's met rigorous criteria. I know people who have gone to just about all of these programs and would be happy to put you in touch with them if you want to find out more.

Take your time to research and choose a coach training program. You can begin your research by following the links to explore the various websites. Many coach training programs offer free preview opportunities such as free teleclasses or live events. You can learn more about the approaches of the different programs by buying books published by coaching schools or written by their founders. I've listed some of these in the resources section. It's helpful to speak to graduates or current students to get the inside scoop on a program. Consider your learning style as well. Are you a visual, auditory, or kinesthetic learner? Do you prefer in-person or distance training? What's your budget and timetable? There's really a lot to consider!

Coach Training Programs

ICF accredited programs and pricing as of May 2008

Academy for Coach Training (ACT)

www.coachtraining.com

This coach training firm is based in Bellevue, WA and offers a \$8499 Coach Certification Program with comprehensive coaching skills training, resource manual, and marketing support. The training takes about a year and is conducted on-site and via teleclasses. There are 3 enrollment periods a year.

Academy for Coaching Excellence www.academyforcoachingexcellence.com

The \$8650 training consists of four 4.5-day intensive workshops in Sacramento, CA or Omaha, NE followed by a certification package, which includes teleclasses on building your business, ethics, and a practicum.

Adler School of Professional Coaching www.adlercoach.com

This school offers three 5-day in-person courses with follow-up independent work, \$1,895 each in Toronto and Phoenix, followed by a practicum with in-person and telephone labs for \$4,050.

Coach for Life www.coachforlife.com

This spiritually-based coaching program, offers a basic 5-day training program on-site (in San Diego) program followed by teleclasses. Cost is \$3,395. There's an additional six-month certification course for \$3300 that's required to meet ICF certification standards. The total for their one-year Master Certified Life Coach (MCLC)Program™ is \$4,500.

Coach U www.coachinc.com

This teleclass-based training, takes one to three years to complete. Their three-pronged path includes: work on self—personal development, coaching skills development, and practice development. They offer several training options: The 77-hour Core Essentials training \$2195 + \$248 (for textbooks) is the first step and a prerequisite for advanced training. Both Coach U's Advanced Coaching Program and Corporate Coach U's Advanced Training Program are an additional \$3,295. A \$750 Lifetime Learning Membership allows you unlimited access to classes in your program. The (limited space) in-person Fast track Core Essential program is \$3995. These programs are held several times a year in various locations around the world.

College of Executive Coaching www.executivecoachcollege.com

These 60-hour beginning level (\$3295) and 75-hour advanced level (\$4800) programs combine in-person (offered in numerous locations around the country and world), video, and teleclass-based training. Students are required to hold a graduate degree.

CTI—Coach Training Institute (CTI) www.thecoaches.com

This San Francisco-based institute offers in-person training weekends throughout the country and world, i.e. Boston, New York City, San Francisco, Chicago, Toronto, Denver, Los Angeles, Washington, D.C. Their training program consists of five training weekends: Co-Active Coaching, Fulfillment, Balance, Process, and In the Bones and costs \$4275 or \$1095 per weekend. An additional six-month teleclass-based certification program costs \$4200 or \$7,675 when packaged with training.

Georgetown Universitywww.cpd.georgetown.edu

The Center for Professional Development Leadership Coaching offers a certificate program with 136 hours of instruction that gives 13.6 hours of CEUs. It's especially suited for Organization Development consultants, Human Resources and Performance Management professionals. On-site classes meet from 8:30 AM to 5:30 PM on three consecutive days, Wednesday through Friday, approximately once a month. There are five courses that span over six months. Tuition is \$10,250.

Hudson Institute of Santa Barbarawww.hudsoninstitute.com

This institute offers on-site (mostly in Santa Barbara but occasionally in other, not usually East Coast, locations) and distance training for \$8250. Their program is based on adult development and human systems theory.

Institute for Life Coach Trainingwww.lifecoachtraining.com

Often referred to as Therapist U, the Institute specializes in training therapists to become coaches. Cost of their forty-hour teleclass-based training, manual, and twenty-hour practicum is \$3290 which will satisfy the educational requirements for the ICF's ACC certification; the cost is \$2795.00. Additional training is required to be able to apply for the PCC level certification. Total training costs for this level are approximately \$6500.

Institute for Professional Empowerment Coaching (IPEC)www.ipeccoaching.com

This program offers 300+ training hours through four live modules, weekly teleclasses, group work, peer coaching, home study, Internet support, and one-to-one mentoring/coaching supervision. On-site trainings offered in Matapan, NJ, New York, NY, Atlanta, Chicago, Westborough, MA, North Carolina, Chicago, and Sacramento for \$8,795. Graduates are eligible for part or full-time employment through the Empowerment Coaching Group.

New Ventures Westwww.newventureswest.com

This year-long in-person and rigorous self-study curriculum is \$8,500 and has more of a somatic (body) focus than other programs. Their Coaching to Excellence workshop is a prerequisite to the program and is \$545. They offer year-long programs in Boston, Sacramento, and sometimes Chicago.

Success Unlimited Networkwww.successunlimitednet.com

SUN Offers a 125-hour rigorous training and certification program that lasts between 1-3 years. The training is in-person and ranges from \$5-8,000. It's

offered in various U.S. locations. Students are required to have a strong spiritual foundation. They also offer a forty-hour advanced coach training program for ICF-certified coaches who want to learn SUN methods.

The Newfield Networkwww.newfieldnetwork.com

Coach Training consists of Foundations, a core personal transformation program, for \$4875 and TAPOC, The Art and Practice of Ontological Coaching for \$5525. These are offered through conferences, often in Boulder, CO, then participants work in small groups by email and teleconferences and complete monthly learning guides.

Accomplishment Coachingwww.accomplishmentcoaching.com

The Coaches Training Program is a one-year program conducted through monthly Weekend Training Intensives in San Diego, Chicago, Seattle, and New York City. Their \$1250 monthly fee includes two days a training and weekly mentor coaching.

Coachvillewww.coachville.com

The Center for Coaching Mastery is teleclass-based training offered in spring and fall semesters. The first two levels of coach training curriculum are \$5576. For additional fees they also offer a certification process, a continuing education program, and a leadership program.

There are new coach training programs being accredited all of the time. Visit the coach training section of the ICF website for a complete listing.

Certification

Although you certainly don't have to be certified to be a successful coach, certification shows your commitment to the profession and will add to your credibility. I've rarely had potential clients ask me about my credentials, perhaps because that information is on my website. My hunch, however, is that as public awareness of coaching increases, the demand for certified coaches will rise. Recent magazine articles on coaching encourage consumers to factor training, experience, results, and certification into hiring decisions.

What's confusing for coaches as well as consumers, is the dizzying array of certifications. Most coach training programs offer a certification program for graduates who have met certain requirements. The standards, however, vary from school to school. The Coaches Training Institute, for instance, requires coaches to have five paying clients before they can become certified, whereas Coach U's Certified Graduates must have 500 client coaching hours. Since 1999 the ICF, which has no affiliation to any coach training program, has independently certified coaches who adhere to their Code of Ethics and demonstrate Core Competencies. Check the site www.coachfederation.org for detailed information on certification requirements. Here's a thumbnail sketch of the three levels of ICF certification:

Credentialing requirements for ICF certification

A. ACC-Associate Certified Coach (ACC)

60 hours of Coach Specific Training and 100 hours of Client Coaching Experience with at least 8 clients, letters of reference from two ICF-certified coaches who have heard you coach, oral exam

B. Professional Certified Coach (PCC)

125 hours of Coach Specific Training and 750 hours of Client Coaching Experience, documentation of having been coached for at least 10 hours, letters of reference from five clients, letters of reference from two ICF-certified coaches who have heard you coach, oral and written exam

C. Master Certified Coach (MCC)

200 hours of Coach Specific Training and 2,500 hours of Client Coaching Experience, letters of reference from 10 clients, letters of reference from three ICF-certified coaches who have heard you coach, oral and written exam, documentation of how you are contributing to the coaching profession

IAC Certification Requirements

The IAC, International Association of Coaches <http://www.certifiedcoach.org/> began certifying coaches in 2005. This route to certification doesn't have a coach training requirement. Certification is awarded based upon demonstrated coaching proficiency and involves these three steps:

- Step 1. Written examination.
- Step 2. Submission of tapes of two coaching calls that demonstrate mastery of The 15 Proficiencies.
- Step 3. Verification, which may include an interview with reviewers.

Even if you're not sure that you'll pursue certification, it's a good idea to keep accurate records of your training and coaching hours and periodically get feedback on your coaching. This documentation will make it easier if you do apply for certification.

How to Find Clients

There are many ways to let people know about your coaching and to attract clients. For the best results, choose a few marketing strategies that appeal to you and stick with them. Here are some proven ways for coaches to get clients:

Give samples of coaching

Offer a complimentary session as a way for prospects to try before they buy. Make a list of everyone you know whom you might be interested in coaching and invite them to experience coaching. In the beginning of your practice, consider offering a month or two of pro-bono coaching so you can begin to gain experience and testimonials. You can also donate to fundraising silent auctions. Periodically offer coupons to clients to pass on to friends and colleagues.

Barter with other professionals

Many professionals are open to barter arrangements. Think of the professionals you use or would like to use for personal or professional services and approach them about bartering. I've bartered or know others who have bartered successfully with professional organizers, interior designers, massage therapists, graphic designers, office assistants, financial planners, and web designers.

Network to widen your pool of prospects and potential referral partners

You can network anywhere where people connect. Here are some networking venues to consider:

- Professional associations—you'll be even more visible if you take on a leadership role
- Live networking events— sponsored by Alumni Associations, Chambers of Commerce, American Business Women's Association, Friend of Fast Company, E-Schmooze, etc.
- Online networking—Ryze, LinkedIn, IN-WEEK-ItsNotWhatYouKnow
- Online communities-chat and discussion boards give you a chance to showcase your expertise
- Sporting, cultural, and social events
- Attending classes
- Classes at adult learning centers or colleges
- Leads groups such as BNI-Business Network International and Le Tip
- Health clubs
- Social and/or service clubs
- Houses of worship

Speak in Public

Engaging, inspiring presenters find that public speaking is an effective and efficient way to spread the word about what they do and enroll clients.

There are many opportunities to get in front of an audience, including:

- Offering free talks at bookstores
- Delivering speeches at Toastmasters meetings
- Teaching classes at an adult learning center
- Speaking at meetings of professional or service organizations, i.e. Chamber of Commerce, Rotary, Kiwanis, Junior League

Lead Teleclasses

If you want to reach an international audience or prefer speaking over the phone to speaking in front of a live group, consider offering teleclasses. A teleclass is an interactive class held over the phone, using a bridge line to connect multiple callers, as in a conference call. You can be trained as a Teleclass leader and list Teleclasses through the following:

- www.teleclass.com
- www.teleclass4u.com
- www.teleclassinternational.com

Write articles, newsletters, or a book

A different, yet equally effective way to reach a lot of people with your "voice" is through writing. Writing a weekly or monthly email newsletter (e-zine) is a great way to keep in touch with people who may then hire you or refer clients to you. Pick topics to write about that will add value to your readers and showcase your expertise or insight. Writing articles for magazines, newspapers, or on-line article banks will give you visibility and credibility, as of course will writing a book.

Use referral services to reach a wide audience and to attract clients

Many coach training programs offer on-line referral services to connect prospective clients to their students and graduates. In addition, here are several other popular referral services:

- International Coach Federation, (ICF) www.coachfederation.org
For an additional fee, ICF members can be listed on this Coach Referral Service.
- Coachville www.coachville.com
Basic lifetime Coachville membership is free and includes a basic referral listing. There is a fee to upgrade to a premium listing.
- 24-7 Coaching www.24-7Coaching.com
This coaching community offers different levels of membership and a global directory of coaches.

- There are many specialized coaching referral services springing up, ranging from:
 - World Association of Business Coaches www.wabccoaches.com
 - The Coach Directory www.peer.ca
 - Coaches Portal www.coachesportal.com
 - Unitarian Universalist Coaches www.UUcoaches.net
 - Christian Coaching Network www.christiancoaches.com
 - Lawyer Coaches Directory www.lawyercoaches.com
 - Teen Coach Directory www.teencoach.com

Target Markets or Niches

Coaching specialties or niches

This is by no means a complete list of current coaching niches. Coaches come up with new ones every day. I even know of someone who is a Survivor Coach. He coaches people how to be chosen for and win the Survivor reality TV show! Some types of niches:

Personal/life coach

Corporate coach

Professional coach

Executive coach

Small business coach

Relationship coach

Wellness coach

Success coach

Financial coach

Wellness coach

Teen Coach

Career coach

ADD/ADHD coach

Sales coach

Leadership coach

Relocation coach

Retirement coach

Weight loss coach

Spiritual coach

Creativity coach

Retreat coach

Parenting coach

To niche or not to niche? Should you focus on a particular niche or let the niche find you? I recommend a combination approach, targeting a certain clientele, while remaining open to the types of clients you attract.

It's certainly helpful to be able to concentrate your marketing efforts in a particular area and to begin to position yourself and distinguish yourself from other coaches. It's common to want to specialize in an area you know well and with a segment of the population that may mirror yourself. Consider whether or not the people in your chosen market(s) will be willing and able to pay for coaching.

Your ideal client profile may change over time. Initially, I thought I only wanted to coach women. Now, although the majority of my clients are women, I really enjoy my male clients. It's important to pay attention to the types of clients who come your way. You'll attract the type of client you'll learn from.

Next steps

I hope that Called to Coaching? has helped you determine if coaching is the career for you. I'd love to hear from you and be one of the first to welcome you to the profession if you have decided to become a coach! If you have additional questions, please contact me and I'll be happy to help you find answers.

I offer individual, co-op, and group mentor coaching, as well as other products to help you and your business grow. I'd be delighted to help you create a profitable and fulfilling coaching business. Please contact me for more information or to schedule a complimentary exploratory call.



BALANCE *with* GRACE

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Resources

Books from Coach Training schools:

- [The Coach U Personal and Corporate Coach Training Handbook](#)
- [The Coach U Personal Development Workbook and Guide](#)
- [Coach U's Essential Coaching Tools: Your Complete Practice Resource](#)
- [Co-active Coaching: New Skills for Coaching People Toward Success in Work and Life](#), by Laura Whitworth, Henry Kimsey-House, and Phil Sandahl of CTI, The Coaches Training Institute
- [Coaching, Evoking Excellence in Others](#), by James Flaherty of New Ventures West
- [Coaching with Spirit](#), by Teri-E Belf of Success Unlimited Network
- [Simply Live it Up: Brief Solutions](#), by Terri-Belf and Charlotte Ward of Success Unlimited Network
- [Therapist as Life Coach: Transforming Your Practice](#), by Patrick Williams, Deborah C. Davis of the Institute for Life Coach Training
- [Personal and Executive Coaching: The Complete Guide for Mental Health Professionals](#), by [Jeffrey E. Auerbach](#) of the College of Executive Coaching
- [The Handbook of Coaching](#), by Fredric Hudson of the Hudson Institute available through www.hudsoninstitute.com/pages/products.asp

Books written by other coaches:

- [Masterful Coaching: Extraordinary Results by Impacting People and the Way They Think and Work Together](#), by Robert Hargrove
- [The Portable Coach: 28 Sure Fire Strategies For Business And Personal Success](#), by Thomas Leonard
- [Take Time for Your Life](#), by Cheryl Richardson
- [Life Makeovers: 52 Practical & Inspiring Ways to Improve Your Life One Week at a Time](#), by Cheryl Richardson

- [Stand Up for Your Life: A Practical Step-by-Step Plan to and Build Inner Confidence and Personal Power](#), by Cheryl Richardson
- [Living Your Best Life: Discover Your Life's Blueprint for Success](#), by Laura Berman Fortgang
- [Take Yourself to the Top: The Secrets of America's #1 Career Coach](#), by Laura Berman Fortgang
- [Making your Dreams Come True](#), by Marcia Wieder
- [Doing Less and Having More: Five Easy Steps for Achieving Your Dream](#), by Marcia Wieder
- [Coach Yourself to Success: 101 Tips from a Personal Coach for Reaching Your Goals at Work and in Life](#), by Talane Miedaner

Business Building books:

- [Get Clients NOW! A 28-day Marketing Program for Professionals and Consultants](#), by C.J. Hayden
- [Getting Business to Come to You: a Complete Do-It-Yourself Guide to Attracting All the Business You Can Enjoy](#), by Paul and Sarah Edwards and Laura Clappitt Douglas
- [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#), by Michael Gerber
- [Four Steps to Building a Profitable Coaching Practice: A complete Marketing Resource Guide for Coaches](#), by Deborah Brown-Volkman
- [The Business of Coaching: A Comprehensive Guide to Starting and Growing Your Coaching Practice](#), by Dorcas Kelley
- [Kick Start Your Dream Business: Getting It Started and Keeping You Going](#), by Romanus Wolter
- [Getting Started in Personal and Executive Coaching: How to Create a Thriving Coaching Practice](#), by Stephen Fairley and Chris Stout
- [Power Networking: 59 Secrets for Personal and Professional Success](#), by Sandy Vilas and Donna Fisher

- [Power Networking: 59 Secrets for Personal and Professional Success](#), by Sandy Vilas and Donna Fisher

E-books

- [InfoGuru Marketing Manual](#), by Robert Middleton
- [Boost Your Business with E-zines](#), by Alexandria Brown

Learning Programs

[Success with Grace: Grow a Profitable and Fulfilling Coaching Business](#), by Grace Durfee—this is a self-paced practice-building program of eight CDs and a 95+ e-book