

The Joy Of Coaching

The “Coachable” Mindset: To get real benefit from coaching, a person must be open to being coached. Some people are too set in their ways to actually receive feedback and support from others, or to use new ideas that come from others. Start by asking your new clients “Are you open to receiving coaching?” Tip: The best way to demonstrate this principle to clients is to remember a time when you were open to coaching, and how it helped you get better results.

The Distinction Between “Transition” And “Transformation”: A transition might last for 3-6 months or so. But transformations take longer. Think 1-3 years as a rough guideline. Once you support a client through a transition, then go to work on helping them make a real life transformation. Tip: Learn about the transition that your client is going through, and get them to imagine a vision of them accomplishing or completing it. Then refer back to that vision as if it’s going to happen. This transmits motivation and confidence.

Automate Your Client Attraction System: Create a PDF report that your prospective clients can download (think about this simple PDF report that you’re reading now as an example). Give away this report in exchange for an opt-in or a follow. Tip: Your coaching clients are looking for you right now online. Use tools like the Google Keyword tool to see exactly what they’re searching for most, so you can include it in your “Client Magnet.”

Turn A Conversation Into A Client: Remember that people often need to be persuaded to do what is in their own best interest. The way to persuade a prospective client to become a paying client is to deeply understand their needs, and then explain how taking a particular action will help them get what they want - and avoid what they don’t want.

Don’t Offer Sessions, Offer Packages: This is the fastest way to multiply the income you make from each coaching client (often by 10x or more). Many coaches give away or sell individual coaching sessions. This doesn’t help clients, as it takes much longer than one session to actually make a transition in life. Tip: Sell a “results package” - don’t sell coaching.

Write Down The Words Your Clients Use: Listen as you speak with your clients, and write down the exact words and phrases they use to describe what they want, and what they want to avoid. Tip: Use the words that your clients use to describe the outcomes they want (and make sure you understand what their words mean, so you’re on the same page). This is extremely powerful and persuasive, especially when you need to motivate someone to do something that’s best for them.