

The Rise Of Coaching

What is a coach, and what does a coach do? A coach helps people take next steps in their lives, successfully navigate through transitions, and move up to the next level in their health, relationships, work, and financial lives.

Winners have coaches. Leaders have coaches. High performers have coaches. Successful people have coaches. If you look at people who have achieved high levels of success in life, who are super productive, you'll find a common pattern: They have great coaches.

Coaching has become so popular that even Harvard has a school of coaching, and other well-known colleges are starting to teach coaching at the college level. This is new, and it speaks to the importance and long-term value of coaching.

Wikipedia says that "Coaching is a form of development in which a person called a coach supports a learner or client in achieving a specific personal or professional goal by providing training and guidance."

Your coach WATCHES you, SEES you, and BELIEVES in you. Your coach keeps you accountable to SHOW UP and take action. Your coach INSPIRES you to TAKE THE LEAP.

The business coaching industry is booming. An article in USA Today cited a study discussing a survey about coaches, and what they charge for their coaching. It says that: "On average, they charge \$214 per session, and make \$47,900 per year. The industry brings in an annual revenue of \$2 Billion." Consider this in comparison to the average income in the USA, which is pretty close to the \$47,900 per year (and most people earning this type of income have to work 40+ hours per week to earn it, doing something they don't like doing).

If you do the math, you'll realize that these coaches who charge an average of \$214 per session are coaching less than an hour per day to earn their \$47,900 - because there's something more important to them than work: THEIR LIVES. They value their lifestyle.

An estimated one third of Fortune 500 companies now use coaches. One estimate is that companies pay an average of \$500 per session for these more specialized business and executive coaches.

I have seen a pattern like this before with digital courses and information products, and I believe that coaching is about to explode - as we we need more support for more transitions across all key areas of our life.

It is not expensive to start a coaching business, relative to other models. You don't have to spend \$50-\$100k on a franchise or a college degree, invest in an office building, or pay a bunch of money for technology. You just need the right training, then to go out and get clients.

In our next videos, we'll learn more about the Virtual Coaching Lifestyle, and how to launch and build our coaching businesses. Stay tuned!