

The New Client Guidebook to Professional Coaching



Seven Principles You Must Know
Before You Hire a Coach

Craig Carr and
Jil Windsor

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Seven Principles You Must Know *Before You Hire a Coach*

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Introduction

You are about to hire a Personal Coach.

*This book is
for anyone
thinking about
hiring a
Personal
Coach*

Perhaps you even know a Professional Coach or someone who is working with one. Something about coaching feels right to you. And even though it sounds like it might be a good fit, there is a lot you don't know.

This book is in your hands because it is time to find out more. When you are done reading it you will know *a lot* about Personal and Professional Coaching, and you will be ready to confidently and purposefully take the next steps toward finding the best coach *for you*.

Whether you read this book all the way through in one sitting or take your time and digest each of the *Seven Principles* slowly, it is designed to guide you into the mindset of an informed, empowered and prepared client.

It is our strongly held belief, based on our combined 35 years working in the field, that people who are the most well informed prior to engaging in coaching are also the most satisfied clients.

We wrote this book because we want you to go into your coaching journey fully aware both of the pitfalls, as well as the great potential, this amazing process has to offer. We want you to be among those clients who experience the greatest possible success from their coaching.

* * *

Personal Coaching has come a very long way in the three decades it has taken to grow into a complete, bona fide profession in its own right. It has become replete with in-depth trainings, high-grade mentorships, diverse certifications and a wide, wide range of specialties.

“Coaching is about unlocking a person's potential to maximize their own performance.

It is helping them to learn rather than teaching them.”

John Whitmore

Anyone may call themselves a coach, much the same as anyone may call himself or herself a carpenter, an actor or a public speaker. How well they get the job done -- and actually *do coaching* -- will depend on their training, commitment, self-knowledge and talent.

Some people simply have great instincts and are excellent coaches because they are "Qualified by Life Experience." If you find one of those rare individuals who can pull off good coaching with little or no training, you are likely in good hands.

"We are all capable of change and growth; we just need to know where to begin."

Blaine Lee

Most of the time, though, you will be best served by hiring a coach who has committed to professional training in specific skill sets related to Personal Coaching. We'll have more to say about coaching certifications in a moment.

Keep in mind there are no state boards or government agencies that regulate the coaching profession. This is a *good thing* in the opinion of most coaches -- whether they are highly trained

or not -- because free self-expression is important in the context of coaching. Almost all coaches feel non-regulation is more likely to allow the freedom that good coaching requires.

*Coaching
will
challenge
you in
ways you
never
expected.*

Underscoring this, however, is that, just as in many areas of the marketplace today, consumers must be on their toes and ready to ask a lot of questions.

This book, ultimately, is about asking the questions that put you and your coach on a solid foundation for building a powerful coaching relationship. The more you know about the part you play, the more empowered, effective client you will be.

The *Seven Principles* in this book will guide you to hire a coach who will work with you on balancing family, business, health, and the myriad of other aspects that make up "who you are."

You'll find that great coaching will cover a lot of personal territory. In our opinion it is at the pinnacle of the Self-Growth movement. Done well, Personal Coaching is known to stimulate rapid and exhilarating transformation.

And let's be candid: it can challenge you in ways you never expected, too.

It is imperative at this point that we mention the ONE THING that we have consistently seen *as missing* in coaching relationships. We want you to know about it so you will know what's going on if it ever seems like coaching is not working for you.

You see, we've trained thousands of coaches and this area is one that we constantly give feedback to students, pointing out to them: *"this is where your impact as a coach is breaking down"*.

It can be a simple thing to remedy. Often it is not corrected, however, perhaps because it is one of those things that are so easy to overlook! Unfortunately, when not adjusted it results in coach and client going down different routes,

failing to understand each other, and making unnecessary and incorrect assumptions.

Quite simply, the ONE THING coaches fail to recognize is that ***their client may not have a clue about what it means to be in a coaching relationship.***

For example, new clients may equate coaching with going to a therapist. Coaching is not therapy. It is not like going to a doctor, lawyer or business consultant.

Quite likely it may not be like anything you've ever done before. Coaches who make an assumption that clients know what they are in for are making a big mistake!

Coaches who make an assumption that their clients know what they are in for are making a big mistake!

When coaches fail to communicate the critical ground rules and guidelines that are fundamental to successful work, it's like two people in relationship speaking a similar language with different accents, idioms and jargon! Pitfalls are everywhere!

Setting foundations are critical and not that difficult to do. We want you to understand that as a coaching client you get to fully participate in the process, and we'll tell you how later in the book.

You can think of the *Seven Principles* in this book as reference points for both you and your coach.

This information will give you a solid starting place. You'll know what to expect and you'll know what to ask. You'll understand that Professional Coaching is *not a passive activity*: You'll have an accurate idea of what will be expected of you!

And, perhaps most importantly, through coaching you will have initiated an extraordinary opportunity to pursue your own life purpose.

Let's get started... Enjoy the journey!

Principle 1:

A Coach and a Friend Are Different

It is fascinating that this principle is something coaches forget and new clients fail to understand:

A coach and a friend are different!

You are entitled to have someone in your life that will tell you the truth and stick around when “stuff” gets gritty, mucky and hard to be with.

You might be lucky and have a friend who can separate his or her own agenda from yours and support you 100%. But in general, friends don't really know how to do this. They haven't been trained and often just go forward based on their desire to be helpful to you.

You need someone to tell it like it is and not sugarcoat things for you.

In order to make real and meaningful progress in your own personal development, you need to have

a partner who will help you to *move beyond your current perceived limits*. This person has to tell it like it is and not sugarcoat things for you. This is one of the primary roles of your coach.

Your coach should be someone who has lived a full life, earned a point of view, and will let you know what they see and feel. You want to know that she is holding you in the highest regard possible, fiercely loving you, always putting you first, and capable of getting her ego out of the way even when she is expressing her passion.

Any Coach who allows you to settle for being less than your best isn't doing the job you are paying him to do.

When you hire a coach, you are hiring someone to call you on your bad habits. If you habitually whine, manipulate or play games, you can expect your coach to let you know about it. If your coach doesn't call you on your stuff, and you know you are getting away with it, then you need to find a better coach. Any Coach who allows you to settle for being less than your best isn't doing the job you are paying her to do.

Your coach must be perceptive and courageous.

It's his job to tell you what he sees and he can't do that if he is invested in having you like him.

This is one of those places where a coach and a friend differ. Most friends won't tell you the hard truth for fear of damaging your friendship; but a coach is in your life for the purpose of supporting you to see the truth.

*“Only those
who will risk
going too far
can possibly
find out how
far one can
go.”*

TS Eliot

There may be times where you get scared about the changes that lay ahead, and you might want to “bail”.

Don't do it.

Hang in there and trust the process even if a part of you can't do anything but think of all the reasons to quit coaching.

These moments often come right before a breakthrough, so stick with it. Lean on your coach

more and get the support you need from her.

An effective coach will support you in dealing with the part of you that is good at sabotaging your dreams. Coaches recognize that this part of you only wants to protect you from harm, although the result is often that you don't get what you really want.

Your coach is very experienced at seeing this *Saboteur* at work - even when you do not - so she can help you learn to recognize it and move beyond it. Good friends, however, often cannot see past their own fears and concerns enough to support you to reach for *your dream*. The result is that they often unknowingly collude with your saboteur.

*Your coach
is the one
person you
can count
on to see
your vision
for you
when you
forget.*

A good coach also knows how to self-manage his connection with you and makes sure all of the energy that you create together remains focused on *your* personal and professional growth. It may sound unusual, but your coach is the one person you can count on *to*

see your vision for you when you forget, or are distracted by the circumstances of your life.

Great coaches from the world of sports become legendary because players honor them for the life lessons they inspire. John Wooden, often spoken of as one of the greatest coaches of all time, was known for his ability to help young basketball players see beyond personal challenge and achieve great things. He famously said, "It isn't what you do that counts, but how you do it."

"Success is never final, failure is never fatal. It's courage that counts."

John Wooden

Wooden was a coach who knew how to push his players to do the things they didn't want to do -- but had to -- if they were to become champions. He was there to support them to take risk and to fail, if necessary. He was known for being able to show them how to get back up and how to go for it again with a new plan.

An effective Personal Coach must have some of John Wooden running through their veins! She

may be the only one in your life who is willing to be disliked by you in order to get you moving in the direction you say you want to go!

Use your coach to push you and support you like no one else can.

Principle 2:

You Can Design Your Way to Success

Have you ever looked back at a personal or business relationship and thought, “if only I had said...” or, “if only I had asked about...”, and think that things would have worked out better?

Chances are there wasn't permission in the relationship to say the things you needed to say. Smart and successful coaching, on the other hand, begins and ends with a powerful design that makes space for everything.

It's that simple.

When you hire a coach, one of the most important things to look for is someone who is curious about not only what makes you tick, but also how to build a coaching relationship that is grounded in the best ways to work with you.

If your coach doesn't have time to be curious

about the unique way you live your life, it's quite likely he or she will not have time for you in other ways, as well.

As a coaching client, you'll be asked to talk about yourself in new ways and in greater depth than you ever have before.

As a client it is important for you to *feel heard and understood*. That means talking about yourself in new ways and perhaps in greater depth than you ever have before.

We're going to help you get started right now by asking you to answer a few questions that will help you design the relationship with your coach. If at first it feels scary to imagine talking about these things, remember that fear is only a sign that *resistance to change* is already beginning to surface.

That's OK. It's a good thing and it's perfectly normal. A good coach will know how to talk with you about "resistance" when you meet for the first time.

Look at the following questions and answer them to the best of your ability in this moment. Don't

worry about whether or not your answers will be accurate tomorrow, just focus on answering them *in this moment*.

To assist you in grounding this concept of design even more, you can download these questions in worksheet format from our website at: www.dangersexmagic.com/client-worksheet. Go ahead and print it out now and fill in the spaces provided on that worksheet:

1. *When I fail at something, how do I want to be interacted with?*
2. *When I succeed or have a big win, how do I want to be celebrated?*
3. *When I'm stuck in a negative pattern, how do I want my coach to work with me?*
4. *What inspires me, motivates me, and gets me moving?*
5. *When and/or how can my assumptions be challenged without my becoming defensive?*
6. *What are my "don't go there" buttons that the coach needs to know about before we start?*

A good Professional Coach is likely to ask you questions similar to these early on in your coaching relationship. Begin working on them now and you'll have a head start on this powerful, thought-provoking conversation.

Successful coaching begins and ends with a powerful design that makes space for everything.

Are you beginning to see why we call this process "designing the relationship", and why it is so relevant? Answers to these questions form the basis for how you want your coach to interact with you, how you want to be known by her, and how you are thinking about the process of getting the most that you possibly can from the coaching.

The vital thing is that you *consciously construct* the communication between you and your coach knowing that your coach will also contribute her part to the conversation.

And it's important to keep in mind that this *design conversation* is never complete or over.

Design is not a one-time, you do-it-and-it's-done

kind of deal! If any work within a relationship is to grow and be effective over time, there must be design – *and then re-design* -- along the way.

Look for a coach, then, who is upfront and diligent about consciously designing your relationship from

A coaching relationship is about being in a 100% confidential conversation that is constantly immersed in a personally-focused learning environment.

the very beginning. On-going attention to this process is the backbone for successful coaching, yet it is an area that can easily be stepped over or forgotten. Flat or ineffective coaching may be the result of failure-to-design, and that is a rut you and your coach *definitely* want to avoid!

Fortunately, the fact that people can change their thoughts and beliefs also means that they are not locked-into things being *only one way*. When relationship is clear, trusting and dynamic, the power to change and grow is unlimited.

And *that* is a key to successful coaching.

* * *

Are you excited about having conversation that goes to the depth we are describing – conversation that is focused on you, your dreams, and your potential?

Are you excited about having conversation that is focused on you, your dreams, and your potential?

We want you to know it is natural and wonderful to be in a place in your life where you crave communication that is this considerate of *who you are!*

Once you've learned the process of designing your coaching relationship you will know how to apply this process to all your relationships. *This alone is one of the most exciting life-skill benefits you will derive from your entire coaching experience.*

We encourage you to open up to the idea that a good coach will walk a delicate edge with you. *Together* you create a safe and courageous space for self-exploration.

Remember, coaching is about constantly being in a learning environment, and with that it is fair to say that *risk* will always go with the territory.

Principle 3:

You Are Already Whole: There Are No Treatment Plans, Problems, or Blame

It's up to you to take full responsibility for the choices you make and the results you receive.

It is absolutely essential to understand that Coaching is NOT a profession that evolved from a Western, medical-model paradigm. That means coaching is not a *healing profession* and a coach is not someone who *fixes* your problem with his or her expertise. That is the purview of consulting, therapy or just plain advice-giving.

The roots of Coaching grow from *personal empowerment* paradigms. That means that even though your coach has expertise to share with you, it's up to you to take full responsibility for the choices you make and the results you receive.

Sometimes this is hard for clients to accept, but in the end it is personal responsibility that makes all the difference to your sense of achievement, fulfillment and empowerment.

In your coach search, you will find people making all sorts of claims about how they can help you. You have to trust your gut and be careful. Listen closely to the language that is used and allow your senses to feel how power in the relationship is likely to be used.

If it sounds like the coach is out to fix you, solve your problems for you, make you different, advise you, or teach you their better way, it's likely they have confused *their* agenda with *your* agenda, and they are misinformed about what professional coaching is all about.

Good coaching empowers a client to solve her own problems, rather than teaching her to rely on someone else to solve problems for her.

Good coaching will always hold your personal empowerment as the ultimate outcome of the professional relationship.

But let's be clear about one thing: Coaches are under no illusion that people hire them because they want their problems to be resolved, diminished and eliminated.

Good coaching will absolutely address your issues but it will do so in a way that *empowers you* -- not someone else -- to resolve the issues going on in your life.

For some people the coach approach is very different from what they are used to, and sometimes it can be hard to understand what is happening when they just want a problem to go away.

Think about it this way: when you go to a car mechanic with a problem you know nothing about, you give him temporary power to take over control of your vehicle and fix the problem. This is a good thing and hopefully he gets the job done right.

When you get your car back and happily drive away, you leave with no idea how to fix the problem if it happens again. This is a “medical-model” approach and it plays a common and vital role in society.

When you have an emergency, you want an expert

around to fix it. Generally speaking, the medical-model approach works very well when a problem is objective, such as when fixing a car, having a surgery, or implementing a financial plan.

Unfortunately, though, it is a model that is often applied in areas of personal development -- where the process is *subjective* -- and the issues being addressed are not easily quantified.

A tragic result of applying an objective approach to a subjective matter is that people become

*The truth
is that
there is
no expert
on your
own life
other
than you.*

dependent on an "expert" to tell them what to do. Much too often the result actually undermines the long-term well-being of a client.

The truth is that there can be no expert on your life other than *you*.

Anything else is a cop-out and will tend to turn you into a victim or a martyr. Both are very painful ways of living which your coach will likely point out to you if she sees you doing it!

Professional Coaching, by contrast, has more in

common with experiential learning models than it does with therapy or medicine.

*There is a common denominator at the source of everything that is going on in your life...
...YOU!*

These models, where learning and change is based on cognitive understanding, risk-taking and action, are designed to result in not only lasting skill but also a deeply felt sense of *personal empowerment*.

For example, an *Empowerment Model* that is catching on around the world today is *micro-lending*, such as administered by Kiva and other organizations, including some banks. Through it, skilled indigenous people in developing countries are lent very small amounts of money to start small businesses in their communities.

Lenders who participate know that it does not take much to inspire a talented person to follow their dream. The model operates from the perspective that given a chance to look in a new direction, and an opportunity to take a step forward, people will work diligently to pursue their passion and happily repay anything they owe as soon as possible.

The Empowerment Model is dynamic. And it works. Participants in an empowered relationship feel good about their involvement and the work that is being done together.

*“Knowing
yourself is
the
beginning of
all wisdom.”*

Aristotle

If the coaching you are getting is empowering, you will feel good about the work you are doing. Don't get confused with thinking it will be easy, because no one is saying that. The bottom line will be your discernment of whether or not you sense more power in the *aliveness* you feel in your life.

It may sound obvious but if you truly want to reclaim your personal power and achieve your dreams, you will have to eventually give up the notion that any person, system or circumstance has control over you.

There can be **NO EXCEPTIONS.**

You will have to stop blaming others or looking for an external cause of your problems.

The payoff on this path is extraordinary: There is Peace, Confidence, Joy, Balance and Happiness. And that is just for starters! YOU are the creator of your Life and you will know it!

*You are
the
creator
of your
life!*

This will take diligent work and that is what your coach is there to help you do. He or she must trust that you already have all that you require -- or can go after it -- and that you can handle all the things you need to do. If your coach falls into the trap of telling you *how to* do it, or worse doing it for you, you are no further along than when you started.

Look for a coach who understands this paradigm and is working with it in his or her own life. You will be able to tell by the language she uses, the questions she asks, the patience she shows and the esteem she holds for you.

We'll say it again: A key indicator that you have found the right coach is that you feel *empowered*, never diminished, diagnosed, or "treated," by

someone who comes across as smarter, wiser or better than you.

You absolutely must insist on this!

And, remember, it is absolutely up to you to train your coach how best to work *for you*.

Principle 4:

Commit to the Coaching: How to Know How Long to Stay and When to Stop

Have you ever noticed yourself being hesitant to start something new because you were uncertain how it would end or how you would get out of it?

It's natural.

Think of any investment, a job choice, a large purchase or a move to a new location...hesitation is a common part of the decision making process, and it is a good thing.

But when hesitation turns to fear and stops you from moving forward and taking a calculated risk, it isn't such a good thing anymore.

*Growth happens when we risk success **and** failure.*

Growth happens when we risk success *and failure*. Intuitively, you already know this. As a child you

learned to walk by falling forward frequently, and this process of learning by trial and error never stops for as long as you live.

“Failure is not fatal, but failure to change might be.”

John Wooden

In the marketplace, hesitancy is the reason customers are offered guarantees, discounts, warranties and generous return policies. As shoppers we have learned to look for these features before making a commitment. It sends the message: “Yes, you *can* go back. If you don’t like what you are buying you can reset to where you were before!”

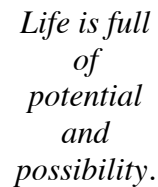
But in the realm of personal and professional growth the rules of the game are different. Once you start learning about yourself and are gathering new personal development skills, *there is no going back.*

The only thing that is truly optional about personal growth is *when you decide to make it a priority.* You may have noticed that Life has a relentless way of giving you “lessons” that keep you growing. The fact is that personal growth is going

to happen with your awareness or without it!

We can literally guarantee that when you remain unaware or resistant to changes that are around you -- or within you -- that your personal development will proceed far more slowly and be much more uncomfortable!

You can either take the long road and go kicking and screaming into your future, or you can begin to realize that what comes to you is created by you and -- very *especially* -- for you!



*Life is full
of
potential
and
possibility.*

This worldview of Professional Coaching reflects a commitment to see life as full of potential and possibility. You'll learn to continuously see challenges as opportunities to explore courage and to grow confidence.

It is vital that the coach you choose has an attitude that balances the specific results you seek *with the process of achieving them.*

For example, if you want to make a bucket-full of money, you have to start by knowing *why* you want that pile of money. Your coach will support you in determining whether the desire for that bucket-full is truly yours or if it is actually someone else's directive that you have taken on as yours.

Success comes from commitment grounded in your authentic, uniquely personal, point of view.

When your desires are not your own or when they are out of alignment with your values, your commitment to your journey will falter and you will not reach your goal.

Commitment is something that your coach will work on with you for the entirety of your coaching relationship. She understands that *desire* is a powerful driver toward results, and she'll work with you to ground that desire in an authentic, uniquely personal, point of view.

If you lose desire or you find it shifting in another direction, your coach may notice that your work together is going flat or lacking results. When this

happens it is the responsibility of *both of you* to call it as you see it. It is vital that no one be considered *bad* or *wrong* when this happens as impasse and hesitation can be expected, and should be welcomed when it shows up.

You and your coach will work through these times together and discover new levels of power in your coaching relationship. Remember, when it comes to personal growth and development *the only way you can fail is to give up!*

Most commonly -- and here's the really good news -- a lull in action is often the calm before a storm of creativity, accomplishment and break through. No one knows how long a lull will last, but in the care of a good coach your wavering often signals the last gasp of a personal saboteur.

A lull in the action is often the calm before a storm of creativity, accomplishment, and breakthrough.

There will, however, come a time when the work with your coach *is over*. This moment is meant to be one of Joy and Celebration!

After you have reached a pinnacle of success and achievement while working with your coach, we suggest you take some integration time to deepen your understanding of what has been accomplished. Often this is best achieved when you go off on your own, flying solo.

Closing a coaching relationship in completion and celebration is an ecstatic experience and one of the joys of coaching. It can't really be explained in words but it feels something like saying good-bye with absolutely no regrets and the best possible wishes for someone else's future.

There can be no money-back guarantee, because when you put yourself into a coaching relationship the outcome you reach is directly related to your commitment *to you*. The greatest coach or the greatest coaching program cannot make you change or go into action if you aren't committed to going for the results that you want.

Many coaches will ask for an initial commitment of three months when you start coaching. After that,

usually there are few rules about how long a coaching relationship should last.

As we've said elsewhere, one thing to watch for is if your coach is letting you become dependent on her for too many things, or if too many details about the relationship are being ignored or swept under the rug.

The bottom line is that your coach will help you to determine when it is time to move on. As you become more expert at being a coaching client you will gain clarity on when it is time to complete a coaching relationship.

Principle 5:

Know Some Basic, Fundamental and Essential Communication Skills

Part of what makes an exceptional coaching experience is the upgrade you receive in your everyday vocabulary.

Words are powerful.

Use them well.

Words are powerful, and obviously they are a primary way you communicate with everyone in your life, including your coach. If empowerment and effectiveness are your goals, you can expect your coach to direct you to become more aware of the words you use and how you use them.

Communication is a complex art that involves listening, connecting, being curious, reflecting what you hear, and many other overt and subtle skills.

Wealthy and successful people have the ability to

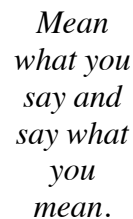
communicate effectively. It's important that you fine-tune *your* communication skills, and coaching will get you started and keep you learning.

As a coaching client one of the many benefits you can look forward to is feedback on how well you communicate the messages you intend to send. Your coach may explore different communication tools, depending on your current needs, and in this chapter we highlight three skills that are likely to come up. We think they are important for you to know and understand before you start coaching.

Bottom Lining

There is an art to getting to a point.

This may be a big shift if you are in the habit of surrounding what you want to say with a long story or lots of words. You pay for your coaching time so you might as well get right to where the action is! If you need to tell



*Mean
what you
say and
say what
you
mean.*

stories (and for some people being wordy can be a vital part of the thinking process), be aware of that and make sure you *design it* into the relationship with your coach. Otherwise, she will probably press you to say what you mean (and mean what you say) in a direct and non-mitigating way.

Once you've mastered the art of bottom-lining you will be able to more effectively use story-telling to add color and power to your communication.

Speak in First Person

When you start listening closely to how people speak about themselves you will be amazed at how often they'll say "you" when they really mean "I"!

If that sounds like something you do, be aware that it can be disorienting for your listener when they are attempting to track *who you are talking about!*

Your coach will probably ask you to start noticing this habit and ask you to shift your vocabulary to first person. In the beginning, this may seem insignificant and even a nag (after all, *you* know who you're talking about and, besides, it seems like *everybody else* talks this way!).

In short order, however, you'll feel the big difference this little change makes in the power of your speech.

Use "Ownership" Language

This is an extension of the *Speak in First Person* skill but with greater awareness on the words you use. There are specific language patterns that sustain victimization, passivity, co-dependence and other ineffectual ways of being in the world.

*How you
use
language is
a big step
toward
owning your
life and
fulfilling
your
dreams.*

Your coach will point these out when he or she hears them. Together, you will build a vocabulary that trains you to claim

ownership, creatorship, dominion and pro-activity in your life.

How you use language is a big step toward claiming a life of empowerment and fulfillment. When you practice this skill, you will become very aware of where and how you tend to dis-empower yourself simply by the words you use.

Here are just a few examples of phrases your coach will have you adjust:

"You always...."

"They always...."

"You never...."

"They never..."

"I gotta...."

"I can't..."

"I should..."

"You should..."

"They should..."

"I'll try!"

You will learn to reform your language and use more of the phrases that reflect an attitude of personal power and reliability. Such as,

“I want...”

“Will you...?”

“I prefer...”

“My request is...”

Use these three basic skills and your communication will immediately be transformed!

Principle 6:

Know How to Select a Coach

There are a few very important items to focus upon when it comes to selecting a coach, a coaching team, or a coaching program.

Clearly, the first is to make a decision that coaching is what you want. If you are reading this guide, you likely have already reached that conclusion. The information in this book will grant you the confidence to give yourself the green light to take the next step.

*Take your
time, but
not too
much time.*

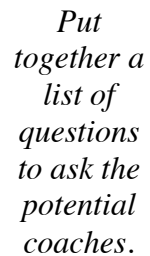
The second thing is to just get into the game and get involved. Spend some time interviewing coaches or weighing programs, but don't take too much time or you risk second-guessing your decision to go forward.

Narrow your search as soon as possible to a *short list* of 3 or 4 coaches. Again, we have noticed that for people who are new to coaching, looking too long tends to confuse the process and may

actually suppress decisive action.

One way to find coaches for your short list is to get recommendations from friends or colleagues. You can also visit the websites of coach certification and training programs to find lists of potential coaches. We have included a list of these resources in *Appendix A* to help you get started.

While looking at certifications is not the only way to choose a coach, it does give a measure of reassurance that the coach you choose has received training in the type of coaching that you are hiring him/her to do.



Put together a list of questions to ask the potential coaches.

Once you have created your short list, put together a list of questions for the coaches you are going to interview. Include things like:

- What is your philosophy regarding coaching?
- How do you know when it is time for your client to graduate from your coaching?
- How long will it take me to see the results I want?

These types of questions will help you gauge whether the coach's philosophical and business practices are a match for you.

Then, create a list of statements about yourself. For example: "I am a goal-oriented person but I don't seem to do very well unless I have a lot of structure and accountability" or, "I like being around people but sometimes I think I could be a recluse, too", and " My career has stalled. I feel I've been climbing the wrong ladder and I don't know what to do next".

The way a prospective coach responds to your statement about what you want will help you to determine if she is a good match for you.

Third, write out a statement about *why* you are looking for a coach and *why now is the time* to hire a coach.

Here are some sample statements:

- "I want a coach to support me in taking the next steps necessary to finding an ideal mate."
- "I'm ready to confront the truth about what's

held me back and I'm ready to do the work necessary to get past that, even if it's hard."

- "I matter, and living a life up to my potential and on my terms is important to me."

This last statement list will be the most important to your coach search.

It states *what YOU want*.

When you clearly communicate *what you want* to a prospective coach, the way that she responds will help you determine if she is a good match for you. Remember, as you work with your coach you will learn how to bring this kind of clarity to all of your communication.

The next step is to schedule sample sessions or interviews with each of your prospective coaches. You'll be able to ask your list of questions and share your statements about yourself.

*Have fun
and be
yourself in
the sample
sessions.*

You'll probably get into a coaching dialog, also, and get a bit of a sense of how that coach applies her skills.

This time together will help both you and your prospective coach determine if you are a good match for each other.

Have some fun on these calls and be yourself. If you don't find a good match in your first 3 or 4 prospective coaches, go back and create another short list.

Your search for a coach will in itself be instructive of how you go about doing everything in your life.

Don't give up. It is important to practice discernment and find the best and right coach for you. You don't want to *over-think* into non-action, either! Balance a discerning approach with a willingness to take a leap and jump, even if you remain a bit uncertain.

The bottom line is that your search for a coach will in itself be instructive of how you go about doing everything else in your life.

The search and choice can be full of learning and

personal growth, and we invite you to share the process with the coach you eventually hire. It will give her some great insight into how you operate in the world.

An important thing to remember at this point is that the further you stretch yourself in the selection of a coach -- that is, you select characteristics that you think may challenge you -- the greater the payoff will be down the road.

Guaranteed!

Principle 7:

Let's Talk About Money: Coaching is Worth What YOU Say it is Worth!

When you hear a person talk about something that was a valuable experience in their lives, often their only regret is that they didn't do it sooner.

*“Start now.
Tomorrow
never
comes.”*

The best advice about making money, getting a degree, beginning a career, writing a book or starting a business is: *Start Now!*

Beginning a coaching relationship is no different.

When you hire a coach you are making a decision about three things:

1. You want what is offered.
2. You are certain you are ready to go further into your personal exploration.
3. The risk involved in growing is less than the risk of living with what is holding you back.

When the moment of decision arrives the cost of hiring a professional coach can become a secondary concern. The money you spend on coaching *is not* meant to be the discretionary funds you would use on a vacation or dinner out. The money you spend on coaching is an investment in you, your family, your business, and *your future*.

The money you spend on coaching is an investment in you, your family, your business, and your future.

In this way, the value you receive from coaching becomes a necessity, and you make provisions in your budget to pay for it.

How much of your financial resources you commit to coaching will reflect your willingness and capacity to take risk, create results, and expand.

The effort you put into your coaching is a reflection of how much you believe the coaching is worth to you. Your coach's job is to provide you as much space to grow as you can possibly handle. In exchange, she will receive from you some of the money she needs to stay in business.

You will find that coaching fees will vary widely. Generally speaking, the most experienced and busiest coaches have the highest fees. This is due

Spending more money on a coach will actually save you money in the long run since you'll reach your goal faster.

to the fact that they have proven to the marketplace that they can help you move from Point A to Point B faster than coaches just starting out.

When you are truly ready to get to work, you may find that spending more money on a coach will actually *save you money* in the

long run since you'll reach your goal faster.

If you find a coach that you feel compelled to work with but whose fees seem out of reach, go ahead and contact them anyway. Some coaches may be willing to negotiate their fees under certain conditions (and some won't). The point is to not give up or let money be the reason you don't approach the coach you really want to work with.

The best coaches are selective in their choice of clients. This is because they have a clear understanding of who will get the most out of working with them. They also have an interest in seeing their clients be successful. Coaches love it when clients talk glowingly about them or give testimonials about working with them. They enjoy your success as much as you do.

If you stretch yourself more than you think you can, you will expand to meet your expectations.

So don't be shocked if after a sample session or interview with a prospective coach she seems eager to refer you to someone else. This is not a rejection of you. She is simply doing what she does best, which is supporting you to get what you want as quickly as you can!

Meanwhile, keep in mind that most coaching is paid on a *retainer basis*.

That means you pay ahead of the service being rendered, not afterward (like you would a massage therapist, bookkeeper or hair stylist).

One way this type of financial arrangement helps you get the most value from your coaching is that there is a cost to not showing up or not participating fully in the work you say you want to get done.

For many people it is absolutely essential that the coaching fee be big enough to push them to go after the results they say they want. From this point of view, it is quite literally possible that your

*Are you
willing to
pay your
coach
more
than they
are asking?*

coach may not be charging you enough!

Ask yourself: "What is the price I need to pay to *really* get off my assumptions and into my new life?"

Once you're engaged in the coaching experience -- and if you find yourself not moving forward -- it may be time to look at your financial commitment. You may need to adjust *your "price-point to action"* a bit higher, and *start paying your coach more*. This may be all the change you need to bring about the breakthrough you desire.

The value gained from coaching is unlimited and priceless. Experience shows that if you stretch yourself more than you think you can, you will expand to meet your expectations!

Some Final Words

Your decision to make personal and professional growth a priority in your life is tremendously important.

*Coaching
will enhance
your
achievement,
focus your
action, and
short-circuit
your
mistakes.*

It is completely accurate to say that the entire reason Coaching exists as a profession is to support you in making the most of that decision.

You can be sure that Professional Coaching is ultimately about getting results and accelerating your success.

Although there is every possibility that you will eventually achieve your goals on your own -- *Coaching works* -- and it can work fast and deeply for you. You don't have to learn to do everything on your own anymore!

Professional Coaching will enhance your achievement, focus your action, and short-circuit your mistakes.

As you search for your own personal coach, remember these key points we talked about:

- If you are looking for advice, therapy or instruction, seek out those individuals who are up-front that *that is what they offer*. Although many teachers, therapists or advisors may use some coaching skills, do not confuse what they do with what a trained Professional Coach will do.
- A good coach will *always* empower you and turn authority and responsibility over to you. He or she will allow you to come up with your own answers and always see you as capable of reaching your goals.
- A Professional Coach can tell you the *hard truth* if they see you operating on assumptions that do not work. He or she is trained to know the difference between giving advice and reflecting back to you what she sees going on, *without having to be right*. The choice about what to do with the feedback you receive from your coach

will always be up to you.

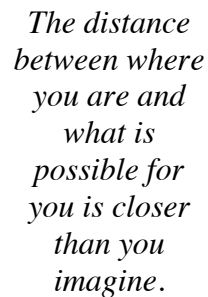
- In regard to friendship and coaching: strong bonds can be formed during the coaching relationship. If you and your coach wish to be friends, let it happen *only after* the formal coaching relationship has ended. If you have a friend who is a coach-in-training and needs a client to practice with, keep it short and make one of the goals you work on be about finding your next coach.

- A Professional Coach will never, EVER, force his or her agenda on you. You can know this is happening if you feel bullied and the coach does not stop when you ask him to. In this instance, be certain you have fully heard the coach's position as he may be taking a very strong stand for something that is out of your awareness. A good coach will have a reason for pushing you in a certain direction and will be able to tell you why he is doing it.

- A Professional Coach will focus on solutions,

not problems. He or she will work with you to find what works and will support you to make more of it! There is a lot going on in your life that *is working*. It's the coach's job to build on that in ways you may not even know are possible.

Professional Coaches view success and happiness as a birthright. Your coach will tell you that the distance between where you are and what is possible for you is closer than you imagine. When you hire a personal coach you are doing something magnificent *for yourself*. You are making a statement that what you want is important and that you are ready to go out and get it.



*The distance
between where
you are and
what is
possible for
you is closer
than you
imagine.*

We feel certain that when you go forward as a smart consumer and take the steps outlined in this book, your coaching experience will be greatly beneficial and exciting in more ways than you can even anticipate right now.

Go for it. Be Bold. Enjoy *every step* of the Journey and let your life be forever changed with the power of coaching.

Appendix A

Coaching Organizations

As Professional Coaching expands, more prospective clients looking for a Coach inquire about credentials and “coaching specific” training. In response to needs within the profession, as well as growing interest from the marketplace, a variety of credentialing organizations have been formed.

The oldest and most established is The International Coach Federation (ICF). ICF is currently the largest and most broadly recognized credentialing body in the world. It was formed in 1995 and currently boasts over 16,000 members. ICF has been diligent about setting standards, ethics, accreditation for schools, and continuing education. You can be sure that a coach with an ICF credential is committed to professionalism in coaching, and has completed coach-specific training.

The International Coach Federation (ICF)

888.423.3131 (toll-free)

[Find a Coach Service](#)

www.coachfederation.org

Some other coach organizations that you might want to check out are:

International Association of Coaching (IAC)

Email: membership@certifiedcoach.org

www.certifiedcoach.org

choice—the magazine of professional coaching

Phone: 416-925-6643

www.choice-online.com

Center for Credentialing & Education

United States

Phone: 336.482.2856

Email: cce@cce-global.org

www.cce-global.org/bcc

The European Mentoring and Coaching Council

United Kingdom

Phone: +44 (0)1628 661919

www.emccouncil.org

Coaching Schools

You can learn a lot about the field of coaching, as well as find directories of certified coaches, by visiting the websites of established coaching programs. Many coach training programs are ICF certified.

Coaches Training Institute (CTI)

4000 Civic Center Dr Suite 500

San Rafael CA 94903

415.451.6000

www.thecoaches.com

Find a CTI Trained Coach: www.coactivenetwork.com/ctiFindACoach

CoachU

11523 Palm Brush Trail #354

Bradenton FL 34202

800.48COACH

www.coachinc.com

The International Coach Directory: www.findacoach.com

Center for Right Relationship

866.435.5939 (toll-free)

www.CenterForRightRelationship.com

Fearless Living Institute

1630A 30th St #603

Boulder CO 80301

877.663.3270 (toll-free)

www.fearlessliving.org

Certified Fearless Living Life Coach Directory:

www.fearlessliving.org/support_system/coach_directory

inviteCHANGE

United States

Phone: 877.228.2622 (toll-free)

Email: info@invitechange.com

www.invitechange.com

Newfield Network

6654 Gunpark Dr Suite 102

Boulder CO 80301

303.449.6117

www.newfieldnetwork.com

There are many more than what we have included here. This list is just to give you a place to start in your search for a coach. You can find others by searching for “life coach training” on the Internet. We do not recommend one coaching school over another, but rather support you to find the coach that is right for you.

About the Authors

Craig Carr and Jil Windsor are the co-founders of DSM Life Trainings and the authors of the program *Danger, Sex and Magic: Coaching Beyond the Forbidden and Taboo* (DSM).

Craig and Jil are pioneers in the training of Professional Coaches. They have led over 300 seminars for coaches and served as senior faculty for the Coaches Training Institute from 1997 to 2010. They are both certified by the International Coach Federation (ICF), and maintain a coaching and teaching practice from their office in Austin, Texas.

They have created a variety of ways to share DSM and are proud to be able to offer coaching at price points that serve as many people as possible. A mission of their company is to take the coaching paradigm to the masses, and to do that they are innovating new ways to deliver quality, high impact, coaching.

Craig and Jil also train experienced coaches to deliver the powerful DSM model in various formats. If you are a coach and interested in these opportunities, you may find out more at DangerSexMagic.com.

You can reach Jil and Craig by writing to them at contact@dangersexmagic.com. They would love to hear from you.