

## **Intro to Creating a Coaching Practice**

### **A Path to Deepening Your Grounding**

“There’s no one way to do this!” - Life Experience (LOL)

#### **The Basic Building Blocks of Growing a Coaching Practice**

- **Get In Front of People & Share What You’re Up to**
  - There’s so many ways to get in front of people and to share what you’re up to. Listening within and following your inspiration and instincts are really powerful in taking action and learning as you go.
  - The most important part of growing a coaching practice, in my eyes, is knowing that most of this is an inner game. For example, are you willing to be seen? Are you willing to share what you’re up to with others?
  - If anything comes up for you in this, that is where you will want to deepen your grounding and get support if that feels helpful to you.
- **Being of Service through Complimentary Enrollment Conversations**
  - We are enrolling people into the possibility that they see for themselves (i.e. Feeling less controlled by anxiety, Changing a habit, Having a better relationship, etc.)
  - To have these types of conversations with people, we need to invite them in as we’re inspired to!
- **Pricing & Packaging**
  - There are so many ways coaching services can get packaged and there are so many different fee structures that exist, so it can be helpful in the beginning to keep it simple and feel into what feels good and right and of service.
  - Shorter packages can be good in the beginning so that you can learn and change things. Think 4 to 8 sessions (if you’re wanting to offer more than one session at a time).
  - You can raise your fees as you go. For example, in the beginning, after I coached 6 people for 6 sessions for \$600, I raised my fee with each client thereafter for awhile.

## **Some Ways of Getting in Front of People**

This list is here to support you in feeling into what inspires you and what feels aligned for you! And, it can be helpful to remember that clients get created from within a conversation.

- Be in Your Life & Share What You're Up to!
- Get in Front of People (i.e. Podcasts, IG Live, Conferences, Guest Speaker/Expert, Past Employment, etc.)
- Be a Part of Your Community (Church, Yoga Studios, Kid's Schools, etc.)
- Collect & Share Testimonials & Online Reviews
- Host a Complimentary or Paid Workshop / Event
- Host a Complimentary or Paid Small Group Experience
- Be Visible & Offer Value on Social Media
- Use Existing Apps (i.e. Insight Timer, etc)
- Collaborate with Other Coaches / Professionals (This will grow your REACH!)
- Set up a Referral / Affiliate Program
- Gift a Session (To Clients who can send you referrals, To friends who value you and what you do, etc.)

## **Process for Offering and Holding Complimentary Coaching Conversations**

This is one approach to growing a coaching practice. Offering complimentary coaching conversations gives people an experience of your coaching, and you can assess if this feels like a good fit for you and your services. Some people do something similar inside a shorter timeframe and hold it as more of a consultation.

- **Invite people into a complimentary coaching conversation**
  - Again, there are so many ways to do this, but the most important thing in my book, is that this is all about common sense and service! Here are just a few ways we might wind up inviting someone into a complimentary coaching conversation:
    - You're out in your life, and it comes up naturally in the context of the conversation.
    - Someone resonates with your post and it makes sense to offer them a conversation based on what they're sharing.
    - At the end of a workshop that you host, you can offer that the first 3 people who reach out to you can have a complimentary coaching conversation. I recently did this for people who referred 3 or more people to my workshop.
    - You can let your clients know that they can gift a session to someone that they think could benefit.
    - The options are endless! And it can be helpful to remember, this isn't about being pushy or salesy. It's about being of service in ways that align for you! You are always in this equation!

- **Provide Context as needed**

- A lot of people don't know what coaching is. So to keep this simple, let people know what it is you're offering them and what they can expect in a coaching conversation with you!
- For example, if someone in your life is telling you what they're up against and you feel inspired to offer them a conversation, you can say, "This is what I love to support people with in my work as a coach. If it would feel supportive to you, I would be happy to gift you a conversation."
- Or, if someone is telling you that they hated therapy, so they don't know that coaching will be right for them, you can say, "Therapy and coaching are different. Therapy tends to look at the past, and the coaching I do is really about helping you understand how the human experience is being created so that you can create something different moving forward."
- Or, if you are letting someone know how to prepare for the actual conversation, you can let them know that this conversation is all about them and what they are wanting to create or experience more of in their life and that they will want to have this time uninterrupted and in a space where they will not be distracted.
- Or, at the top of the call you can let people know how you work. For example, I tend to say some version of, "This conversation is completely for you! I'll ask you questions that will help me understand what had you say yes to this and what will make this a really transformative conversation for you. I'll just get really curious and then when I think i can be of service to you, we can take the conversation a little deeper at that point."

- **Connect (Rapport is our best friend!)**

- We do this throughout the conversation, but especially when we first get on a call with someone, we want there to be a warm and relaxing feeling present. This does so much of the heavy lifting. AND, it has nothing to do with whether you feel nervous or not! It has to do with being there human to human with an open heart.

- **Show them what coaching is! (gap between now & what they want)**
  - I sometimes ask one question and then let that conversation take us where we need to go. That one question is, “What had you want to have this conversation?”
  - Other times, I do a more formal Gap Conversation, which is based on the work of Steve Chandler. In this, we focus on three areas. I’ll demonstrate this next week.
    - Where are they now? What is their current experience/life like?
    - Where do they want to be? What do they want their future to be like?
    - What might get in the way of them creating that?
- **Make an offer**
  - If it feels aligned, towards the end of the coaching conversation, you can move into offering coaching. This could sound something like, “Was this helpful for you? What really landed for you? Would it help you to hear how I work with people? (A lot of coaches recommend doing this live on the call, but if I get the sense that the person wants to work together and they just need to take it in, I’ll offer to send it to them via email. You can find what works for you!)”
  - If they say yes, then you share the details of how you work with people. I tend to say something like, “My one to one work is like a masters program curated just for you. Transformation takes time, so I tend work with people over either 6 months or 12 months. We have 3 conversations a month that are a lot like this one, and you also have access to spot coaching and email support as needed. Do you have any questions about that? (People will sometimes ask about spot coaching, so I answer those.”
  - After they are clear on how you work with people, you can say, “And the investment for 6 months is X and for 12 months is X, which gives you a bit of a savings.” Then you stay silent. LOL
  - They will either say yes, no or maybe and you can use your common sense to navigate that. If they say yes, you go ahead and schedule the launch session and let them know about your agreement, if you have one, and payment. If they are a clear no, celebrate that! Most people aren’t that clear. If they are a maybe, you can support them

with whatever comes forward from a place of service, helping them get to their genuine yes or no.

## **Packaging & Pricing**

Packages = length of time you work together + Structure

Pricing

Business Model

Start where you are

Increase as you go

### **Example Package #1**

6 Month Coaching Container

60 minute sessions - 3 weeks on + 1 week off

Spot coaching as needed

Email Support as needed

### **Example Package #1**

3 Day Intensive + 3 Month Coaching Container

60 minute sessions - Weekly

Spot coaching as needed

Email Support as needed