

COACHING AUTHORITY

HOW TO START YOUR OWN
COACHING BUSINESS ONLINE



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Introduction And What You Will Learn



Welcome to Coaching Authority, a guide to starting your own coaching business online. This book will give you the information and the tools that you need to start your own coaching business, and detail some of the ways that you can set it up so that you can be successful.

What is Coaching?

Coaches are people who have had enough success in their life in a particular field that they feel they are qualified to coach others. Sometimes, coaches are educated or certified in a particular area and sometimes they just rely on their own experience.

Coaches generally compile a list of tools and resources that they can use to help other people reach their goals. You would be surprised how many people can actually benefit from having a coach help them through some of the more challenging tasks that they have set for themselves. There are many different topics that coaches help people with including all of the ones on this short list.

- Weight loss
- Exercise (personal training)
- Starting their own business
- Becoming a better salesperson
- Becoming a better parent
- Becoming a better spouse
- Picking up girls/boys
- Improving themselves
- Learning a new language
- Coping with a major tragedy
- Overcoming an addiction
- Becoming better at sex (yes, really)
- Having more confidence
- Many, many others

Why do People Hire Coaches?

There are a number of reasons that people hire coaches, but as an analogy, people hire coaches for the same reasons that some writers hire editors. They need an objective person to take a look at what they are doing, point out any mistakes that they are making, and advise them on what to do to fix them and achieve their intended end result. In short, coaches provide a brand new and invaluable perspective.

Coaches can be a person that you can say things to that you might not be able to say to family or friends. They keep what you tell them completely confidential and they listen without judging.

In the entertainment industry, coaches are standard. Singers have vocal coaches, actors have acting coaches and even professional athletes have coaches. That's because a coach is able to help you see the things that you just aren't able to see – your blind spots – and then provide you with advice on how to improve.

A coach is also someone who will hold you accountable. If you set goals and then try to achieve them yourself, you are probably not going to hold yourself very accountable. But a coach will be disappointed when you don't do what you committed to, and this can be very motivating.

A coach also provides a reflective surface for you to talk to. Sometimes, all people need is for someone to listen to them, and they can figure out the solution themselves. If not, the coach can come up with some ideas that you might not have thought of yourself and can give you advice that they know is good advice.

A coach is also a great resource if you aren't good at planning or keeping track of things. Coaches can help you with things like weight loss, making money or many of the other things that would benefit from spreadsheets, journals and other tracking materials. Finally, a coach will be there when you succeed, to help you celebrate, and this also can be extremely motivating.

Some Facts about Coaching

In the United States, coaching is a billion dollar industry that employs over 20,000 people every year. In the last few years, the industry has grown by around 10% and is expected to grow by about the same amount over the

next few years. A percentage of the population, usually the higher income brackets use personal coaches for everything from self-confidence to learning to play tennis and a study by the Chartered Institute of Personal Development found that more than 90% of organizations have used coaches in some capacity in the past and 70% were planning on continuing or even increasing their coaching within the company.

What This Book Will Teach You

The goal of this book is to give you the tools that you need to become a life coach over the internet. The first couple of chapters deal with one-on-one coaching and group coaching using face-to-face, personal sessions, and the others deal with coaching over the internet and some of the important aspects of coaching. Here are some things that you will learn from this book.

- **What coaching is, and what topics you can coach people in:** This book is intended to define for you the job of coaching people and help you decide what sort of topics you want to specialize in so that you can best help your clients. Some people prefer to be “life coaches” without specializing, and the book has a great deal of information on that as well.
- **Understanding why people hire coaches and how it can help you to grow your own business:** Once you understand why it is that people hire coaches to help them, you can better understand how to attract the clients that you want, and how to eventually attract the highest paying clients. The more you understand your clients, the better you’ll be able to get them to hire you as a coach.
- **An overview of all of the different methods you can use to coach people and some advice to get you started in each one:** There are so many methods out there to coach people, from using the internet, telephone or even the old fashioned face-to-face method.

You'll familiarize yourself with all of the methods out there so that you choose the best ones for your coaching practice.

- **How to choose a coaching style and how to incorporate multiple styles to build the perfect coaching practice:** This book will describe the different coaching styles that are out there such as email, one-on-one coaching and group coaching, and go through the advantages and the disadvantages of each one. That way, you can decide which styles you are most comfortable with and how you can use them best to help your clients.
- **How to use the internet to maximize the amount of money that you make while minimizing the amount of time that you put in:** You might be getting into the coaching industry to help people, but odds are, you want to make money doing it, and hopefully at least enough to make a comfortable living from, if not more. This book will help you to maximize your income and develop multiple income streams as well as help you reduce the amount of time that you actually have to work so that you can spend more leisure time doing thing you enjoy or hanging out with your family.
- **How to make coaching work synergistically with other self-help projects you have:** This section of the book will explain how you can make your coaching boost your other income streams and then turn around and make those streams boost your coaching right back. You'll understand what sort of streams are out there and how you can use them to promote the other products and services that you have.
- **How to coach people that want to increase their income:** There are many people out there who need a coach that will help them increase their income, and that's exactly what this section is all about. You'll learn about some of the ways that people can make money and what you'll need to do to coach them effectively at something that you haven't tried or had success at yourself. You'll also learn about some

very interesting income ideas that you may want to pursue yourself.

- **Information on how much coaches actually make and how much you can expect to earn from being a coach:** This is the money section of this eBook where you will learn just what coaches are making these days and where coaching salaries might be tomorrow. You'll also learn how to price yourself so that you can still compete in the market without devaluing yourself or your services, to help you make as much money as you can with coaching.
- **How to do life coaching on the internet:** This chapter will detail how you do life coaching on the internet including what sort of things a life coach helps with. It will give you the tools to be the most effective life coach that you can be and help your clients with all of the different aspects of their lives.
- **How to promote your coaching business using the internet and how to get your very first clients:** You'll also need to learn how to promote your coaching business so that you can start to get clients. This section is all about the different ways that you can promote yourself online and how you can even earn some extra income from many of these promotional methods. It is a comprehensive plan to help you promote your coaching practice and start making enough money to do it full-time.

Chapter 1: Coaching Can Be An Added Benefit for Your Customers



If you work in a niche where you give advice to people – even indirectly – you can probably parlay your efforts into coaching. If you write a blog on a specific topic where you share information and techniques, you can convert that into coaching, and you can do it with the same customers that you are helping now.

What Coaches Can Do For Their Clients

Sometimes, people just can't do things on their own. They might have tried in the past and found limited success, but a coach that is helping with a specific problem, or a set of problems, creates a brand new environment for them to make the changes they desire, and gives them an entirely new perspective. A coach can be the difference between wishing they could

reach their goals and actually doing it. Here are some things that good coaches can do for their clients:

- Identify where the client actually is and how far they have to go to reach their goals. Many people are closer than they think (and of course, some are farther) but they can't see it themselves. It takes an outside, objective perspective to allow them to see things clearly.
- Create a safe environment for them to reach their goals. Often, people don't reach their goals because they don't feel as if they should be striving for them. Someone in their life may be keeping them from achieving success and working with a coach gives them a safe place to be themselves and do what they want.
- Give them permission to achieve their goals. Some people are their own worst enemies. They feel as if they are not supposed to achieve what they want, and feel guilty about pursuing it. But as a coach, if you tell them they are permitted to follow their dreams, they might just believe you and go ahead and do it.
- Set higher standards than they would have set for themselves. People that are afraid of failure will set lower expectations of themselves, and then wonder why they don't achieve the success they desire. Having a coach to hold them to a higher standard can often be just what they need.
- Help them build a structure for success. It can be difficult to achieve a big goal if you aren't sure how to get there, and many people don't know how to structure a plan that will result in their success. For example, some people aren't even aware of the relationship between the small, daily actions they choose to take and how it relates to big goals that are to be achieved months or years down the road.
- Give them the support that they might be lacking. Sometimes, all it takes for someone to believe in themselves is for someone else to

believe in them first. Your clients may not be getting the support they need from friends or family and that's where a coach can be useful.

- Give them tools to make changes. Tools like spreadsheets to keep track of progress or journals are highly useful when it comes to setting and achieving goals and making life changes.

What Niches Are Best for Coaching?

You can start a coaching business in any niche where people need advice. There are literally hundreds, and thousands of even smaller sub-niches. Here is a list of just a few of the niches that you have to choose from.

- Losing weight
- Dating
- Starting an online business
- Improving your personal relationships
- Becoming a better leader
- Improving your brain power
- Increasing success at work
- Raising children correctly
- Reducing stress
- Transitioning from one phase to another
- Increasing productivity
- Achieving a lifelong goal (such as writing a book)

How is Online Coaching Done?

The benefit of coaching over the internet is that you have so many options. Coaching can be done using just about any medium. Some people prefer to have face time with their clients via an instant messenger platform and others work exclusively over the phone.

You can choose any method of coaching that you prefer. You can even send out emails or do recorded videos, posted online for your clients to view. Online coaching is done however you prefer to do it, with whatever medium you prefer to use, and many people use multiple mediums, charging more for personal sessions than for the ones that are pre-recorded.

How Much Should I Charge?

The great thing about being a coach is that you get the benefit of cross-promoting the materials that you already have like eBooks, audio files, videos or various other media as well as affiliate recommendations. You'll still be able to sell these items, and in fact, you'll end up selling more because some of the people that you'll be coaching will also be buying these products.

On the other hand, the people who buy your products or see your affiliate links might also sign up for coaching. So, the two methods have a symbiotic relationship where your sales go up no matter what.

As for how much you can charge, this is entirely up to you. Of course, you should definitely do your research and find out what other coaches are charging, so that you have a general idea of what people are paying, but if you think that the coaching you are providing is worth more, feel free to charge more.

There is also the question of not only what your rates are, but how they are charged. For example, do you want a monthly subscription model or would you prefer that students pay for each coaching session when they have it,

so that they only pay for sessions when they need them? When you create your coaching website and other materials, you'll want to specify what sort of payment structures you have in place so that people can know up front what they are signing up for.

Of course, you don't have to list your prices up front if you don't want to. Many coaches offer a short session free-of-charge so that the student can have a chance to evaluate them one-on-one before they commit to coaching sessions. It is much easier to get a commitment and a payment after you have had a face-to-face with the client, even if that is only through a Skype session across the internet.

Chapter 2: Individual One-on-One Coaching



There are several basic ways to coach someone, which is what we'll be discussing in the first few chapters. One of these is the remote or pre-recorded session, where the client pays for videos or mp3s that they can listen to at their leisure; another is group coaching, where you coach a group of people all working on the same or similar goals as a group. But another great method is one-on-one coaching, which allows you to take extra time with clients that require more assistance. All of these methods are equally great ways to coach; some just work better with some clients than with others.

When to do One-on-One Coaching

So, when should you do one-on-one coaching with a client? The answer to this question is basically, whenever the client cannot be helped effectively through other means, or when you feel as if it is necessary. Of course, some coaches work almost exclusively through one-on-one coaching and

all of the clients that they work with get some of their time each week or month, but you don't have to do it that way, and in fact, offering different methods will help you to appeal to more clients and broaden your customer base.

The Advantages of One-on-One Coaching for You



There are some great benefits to one-on-one coaching, both for you, the coach, and for the client that you're working with. Here are some of the benefits that you get.

- You often get a much more accurate picture of what the client wants and needs because you can read expressions and body language

while talking to them.

- You can charge more for one-on-one sessions than for other types of coaching.
- You can meet anywhere at any time. With group sessions you have to have a room large enough for everyone and with video you need a good webcam and microphone but with one-on-one coaching you can meet in your home, in theirs or even at a local coffee shop. If you are doing telephone consulting one-on-one, all you need is a telephone.
- When it comes to tools and documents, these can be just as easily shared via a computer (as long as a digital copy exists) but if the person you are coaching is not great with computers, it can take much longer to conduct a session.

The Benefits of One-on-One Coaching for Them

There are a couple of benefits to doing one-on-one, face-to-face coaching for the client as well.

- They may feel more comfortable having a face-to-face conversation with you, rather than the impersonal nature of a phone call or Skype.
- There is a much higher degree of confidentiality when you don't have to send information over the web or the phone lines.

The Disadvantages of One-on-One Coaching

However, even though there are certain advantages that come with one-on-one coaching, there are several disadvantages as well, which is why

most coaches choose to incorporate several methods of coaching into their practice.

- You have a much more limited scope on what clients you can serve if you do face-to-face coaching. You will only be able to serve those in your local geographic area or where you are willing to travel to.
- You may have to pay for expenses like gasoline if you have to travel to have a one-on-one with someone.
- Some clients may not feel comfortable discussing their problems in a face-to-face and would prefer a more anonymous method instead.
- You will probably have to make scheduling compromises since you are meeting people with their own time constraints.

How to do One-on-One Coaching

In order to do one-on-one coaching, you are going to have to do a little preparation. Before you even begin to advertise your services, you will need to figure out a few things. Here is a quick checklist of what you should know before you begin your personal coaching sessions.

- You'll need to know where you are going to meet. You have four basic choices: at your home, at the client's home, at an office space that you rent for that purpose, or out in public somewhere. Of course, the fourth option is not great because the reason people are usually willing to pay more for one-on-one sessions is that they know that what they say is private and will not be overheard by someone else.
- You'll need to decide how clients will contact you. If you have a telephone number, people will appreciate the direct connection, but

you could end up with some problem clients who call your number far too often. You can do a website and email, but this is usually off-putting to those who want to work with someone local. You'll need to decide which method is best for you.

- You'll want to figure out what you are going to charge. You'll probably want to have a single session rate, as well as a free trial of some kind, and then group sessions that are priced to save the client money if they purchase multiple sessions at once.
- You'll want to know how many hours a week you are going to devote to your coaching business as well as exactly what hours you will meet with clients. If you don't specify that you are only available on certain days and certain times, you may find clients that infringe upon your personal time with friends and family.
- You'll want to decide specifically what topics you are going to coach people in. Being a "life coach" is a very general term and it not only makes it more difficult for you to compete in the coaching industry, it also means that you may have to do a great deal of research in order to deal with each individual problem that your client has. You can eliminate both of these problems by specializing a little bit. For example, instead of being a weight loss coach, be a weight loss coach through juice fasting. That way, all of your clients will be working on the same problem the same way and you will have the tools to help them already at your fingertips.
- You'll also want to figure out whether or not you are going to become certified and how you plan to do it. While you're at it, it is a probably a good idea to think about things like business licenses, taxes, business bank accounts, websites and methods of payment.
- You should also ask yourself what you'll have to offer clients in terms of your experience, education or ideas. Not everyone is cut out to be

a life coach, and if you think you are, then you should have some unique things about yourself that make you a role model and will make people want to listen to you advise them on their own life.

- Finally, you'll also want to figure out how you're going to eat and pay your rent while you get your coaching business going. New life coaches almost never make enough to live on when they first start out and some take years to build up enough of a clientele to be making a decent income. The best thing to do is to keep your day (or night) job and work as a coach in your off-hours. That way, you're still able to pay your bills plus make some extra money on the side.

Be in Control and Don't Become an "Employee" of the Client

The last thing that we'll discuss is a pitfall that some coaches fall into. When someone is paying you for services, it automatically feels as if you are supposed to do as they ask, assuming it is reasonable and appropriate. But when it comes to coaching, the opposite is sometimes true. For one thing, people often don't know what they want or what they need (and those two specifically are often mutually exclusive) and it is your job as a coach to find out what they need and give it to them.

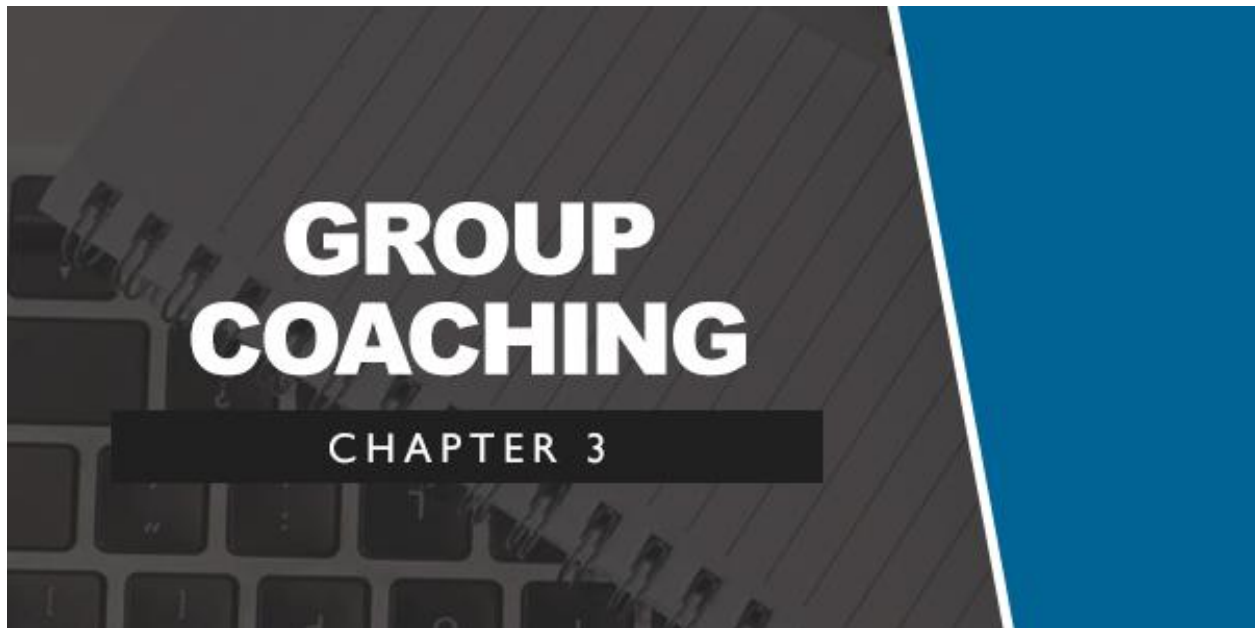
If you allow your clients to treat you as an employee what is going to happen is that you'll start just telling them things that they want to hear, and you'll be enabling the very behaviours that they came to you to change. When it comes to coaching, don't be afraid to say no, and let people know when they are trying to manipulate you into enabling them.

Your job, as a coach, in whatever capacity you are helping them in, is to be an objective observer and give them good advice that will help them achieve their goals. Sometimes, that means telling them the opposite of what they want to hear, and this can be a difficult line to walk. But simply explain to clients upfront what your job is, and what it is not, and then

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remind them gently if needs be down the road. If they become upset, you may have to advise them to find another coach.

Chapter 3: Group Coaching



In the last chapter, we discussed one of the methods of coaching that take up a great deal of your time – particularly if you use that method with several clients. Sometimes one-on-one coaching has to be done, but many coaches prefer group coaching as an alternative as much as possible. There are a few reasons for that, not the least of which are the time saving factors. When you coach a group of people at once, you spend much less time preparing for the session, and much less time conducting the sessions, since rather than conducting a dozen one-hour sessions per week or month, you are conducting just one two-hour session.

What is Group Coaching?

Group coaching is a method that is immensely popular in counselling and treatment settings. This is when you get everyone together to meet at the same time. Alcoholism and drug treatment centres use group therapy as

much as they do face-to-face meetings and they are also quite useful in the treatment of mental health conditions.

Group mentoring is generally used by coaches that work on just one specific problem however, like weight loss, because with the much more generalized life coaching, everyone will have such different issues that it will be more difficult to be able to give advice and support in a group setting, not to mention the fact that group members will be unable to support each other effectively if they are all working on something different.



Deciding on Whether or not to do Group Coaching

This method also has advantages and disadvantages just like one-on-one coaching. You will have to determine whether the good outweighs the bad in order to decide if you want to use this method, or find some way to

combat the disadvantages.

Advantages of Group Coaching

- The major advantage to doing coaching in a group setting is that you are setting up a support system that extends far past yourself. If you are coaching people who are all working on the same goal, then they will be supporting each other at the same time that they are working for themselves, and this can be a huge benefit to you because when they succeed because of that support, you are the one who gets the credit for it.
- Another advantage with group coaching is that you only have to prepare once. You don't need to prepare for an individual session each and every time you meet with a client, but instead you'll only need to prepare for the group session.
- Along with that is the advantage that you will spend less time in session when you do group sessions. For example, consider a coach that spends 30 minutes with 15 clients per week. That's at least 10 hours, just being in session (waiting for them if they are late or when sessions go into overtime) not to mention the travel time involved and the time spent preparing. That's opposed to those same 15 clients who are in a 2 hour group session each week.
- You'll also have the advantage of being able to charge less, but overall, actually making more money. That's because you'll get more clients at a lower price, and still be able to help them because it is in a group setting. For example: suppose that you have 5 clients that are paying you \$200 a week as opposed to 15 clients that are paying you \$100 a week. That's \$1000 for one-on-one coaching compared to \$1500 when doing group coaching, and that's a pretty significant difference.

- Finally, people will gain something from the group itself that they might never have gotten in a one-on-one session – advice and encouragement from people who have overcome the same challenges that they now face

Disadvantages of Group Coaching

The biggest disadvantage of being in a group setting is that you don't have one-on-one time with a client, and therefore may not be able to get the same level of communication that you would have had in a private session. You might not be able to build a very close relationship that could be just what they need. A group setting is definitely more anonymous and makes it harder to get to know people.

You'll also lose clients who are not comfortable in a group session for whatever reason and those who really need privacy from a coaching session. Sometimes you will have clients who are embarrassed about whatever life problem that they are trying to overcome and actually are not able to do group coaching.

Finally, you'll have to charge less for group mentoring than you would for personal sessions. While you're probably going to make more money overall, you might not, and there could be problems getting your one-on-one rate in the future if people know you charged less for group sessions.

How to Set Up Group Coaching

If you're going to be working with people in your local geographical area then setting up group mentoring for them is going to be different than setting up mentoring for people over the internet. See Chapter Six if you want more information on setting up group mentoring over the internet with video.

Here are some things that you should definitely do if you want to start a successful group mentoring business.

1. Decide on what you are going to be coaching people on. If you are doing group mentoring, you are probably going to want to pick a specific topic, because when you have everyone in your group working on something different, chaos could ensue, and people may not get the help that they need. Choose a topic like weight loss, success at work or improving confidence and be that type of coach. You can run different groups if you want to expand into other topics.
2. Make sure you do introductions. Remember, your group members are going to be a support and a source of encouragement for each other, so take some time, perhaps even an entire session, to allow them to get to know one another. This will help them not only learn from each other, it will also make people less likely to leave the group halfway through. Start with asking each group member to say their name, and ask them what they want to get from the group. Write this down.
3. Make sure that everyone in the group is given the chance to speak. Some people are going to be very talkative and outgoing, and others are going to be quite shy. Make sure that you are singling out the shy ones to ensure they get to benefit from the group session as well.
4. Be aware that it will take time before the group begins to trust you as their mentor and begins to trust each other. This will probably mean a few uncomfortable sessions at first, but eventually there will be a more comfortable atmosphere that people feel okay sharing their successes and failures in.
5. Make sure you have rules and that everyone knows what they are. You should have rules about showing up on time, confidentiality, how to respond after someone has shared (and when) and any other rules

you think are appropriate.

6. If someone has an issue that isn't for group sharing, you can meet with them privately for a few minutes and try to get them to sign up for a private session. It is too difficult to deal with issues like these in a group setting.
7. Make sure that you follow up with your clients a few weeks after the sessions have ended with them. Think about something personal that you knew about each of them, such as whether or not they have children, and mention it. Not only will this allow you to become motivated by seeing that your coaching actually helped them, they will appreciate the follow-up and will be much more inclined to do a future coaching session, or recommend you to their friends.
8. Remember your role in the group setting. You are there to listen to the people in the group, reflect their statements back to them in a way that is easier for them to understand and advise them on finding solutions to their problems, as well as to be the one who holds everyone accountable for reaching their goals.

Chapter 4: Facebook Coaching Groups



We have been discussing the various types of coaching that you can do with your clients, depending upon their needs, your own personality, and the time that you have available. One of the ways that many coaching are making use of the internet is by coaching via a Facebook page. This too has some terrific benefits and a few disadvantages and it is something that you'll have to carefully consider before you decide to start coaching this way. But before that, you'll want to understand just how Facebook coaching works and what kind of clients it is right for.

What is Facebook Coaching?

Facebook coaching is when you make use of the Facebook website to coach people through posts, pictures, status updates or videos. People can

post questions, or just check the page for daily motivation. Basically, it works by creating a private Facebook group for your students and then communicating with them through Facebook almost exclusively. This can be a great way to maximize your income, because you can serve many people at once.

Advantages & Disadvantages to Facebook Group Coaching

Of course, just like with any other method of coaching, there are advantages and disadvantages that come with it. Here is what you'll need to weigh if you are thinking about implementing this style of coaching into your practice.

Advantages

- You can log into Facebook anytime you want and be able to update your status or read what your clients have posted. This means that you can work around your job and anything else you have going on that day, particularly if you have a smartphone or a tablet that you can use to access Facebook.
- You can have pretty much as many clients as you want, which means that you can get away with charging almost nothing for your mentoring. For example, one well-known coach started a subscription-based Facebook group and charged around \$10 a month to access the group, and within a month, thousands upon thousands had signed up. You'll have the opportunity to make a great deal more with Facebook group mentoring than with many other methods.

- Another advantage is that you are able to take advantage of all of the tools that Facebook makes available. For example, you can post pictures, video content, audio files, text or links to other websites. This can be beneficial when you are trying to communicate something specific to your group. This is also true for the built-in messaging system and live chat function.
- You also have an advantage when it comes to promoting your group. It is very easy to take advantage of Facebook advertising when you have a group already there. People can easily come to your page and see what your group is all about before deciding to join. Also, it helps with any trial memberships you are offering.
- The benefit of setting up a Facebook group rather than just a fan page, is that it is invite only, meaning that you can invite people to the group on a trial basis, and remove them if necessary, plus you can reserve full access to those people who have paid for your group mentoring for that month.

Disadvantages

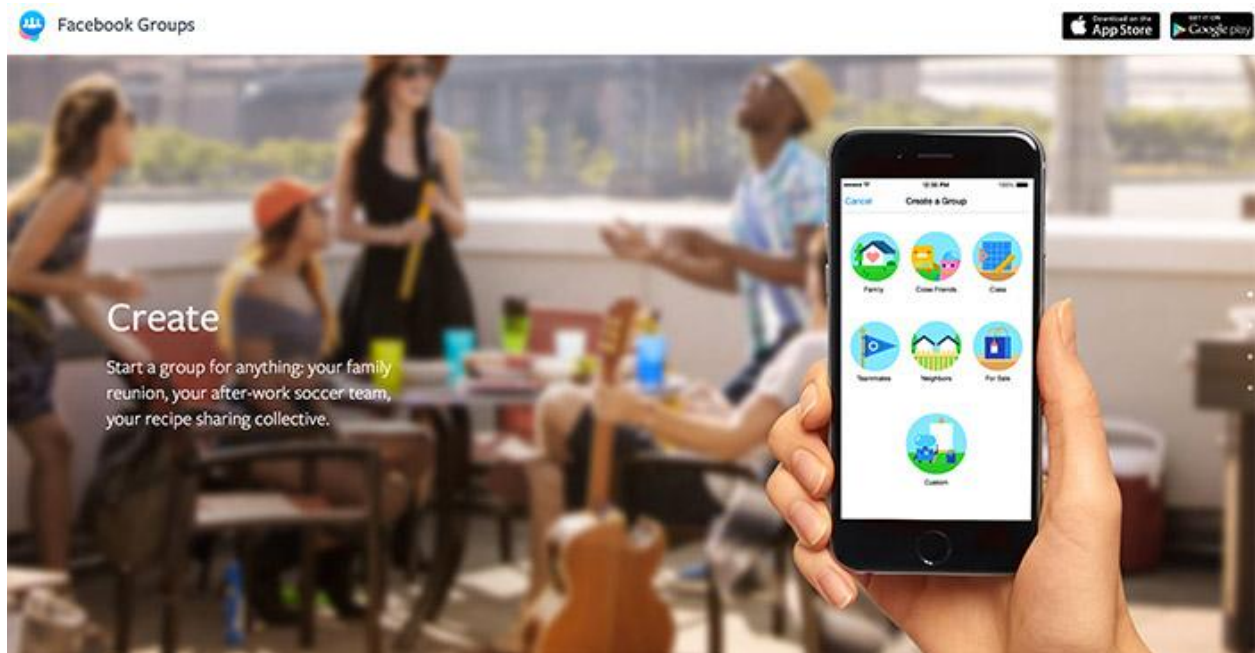
The biggest disadvantage to this method is that it is not very personal. You are not able to spend time one-on-one with your clients, unless you engage them in a private chat session there on Facebook, so you probably won't get to know them very well. That means that whatever advice you dispense is probably going to be pretty general and some of your clients may actually need specific advice.

Another disadvantage to Facebook is that you might not be able to stick to a strict schedule, or "business hours" because you'll probably be tempted to at least check on the group page while you are checking your personal Facebook page in the evening or outside of your normal meeting times.

Finally, you'll have the disadvantage of a lower price. People aren't willing to pay live coaching or group coaching rates just to be part of a Facebook

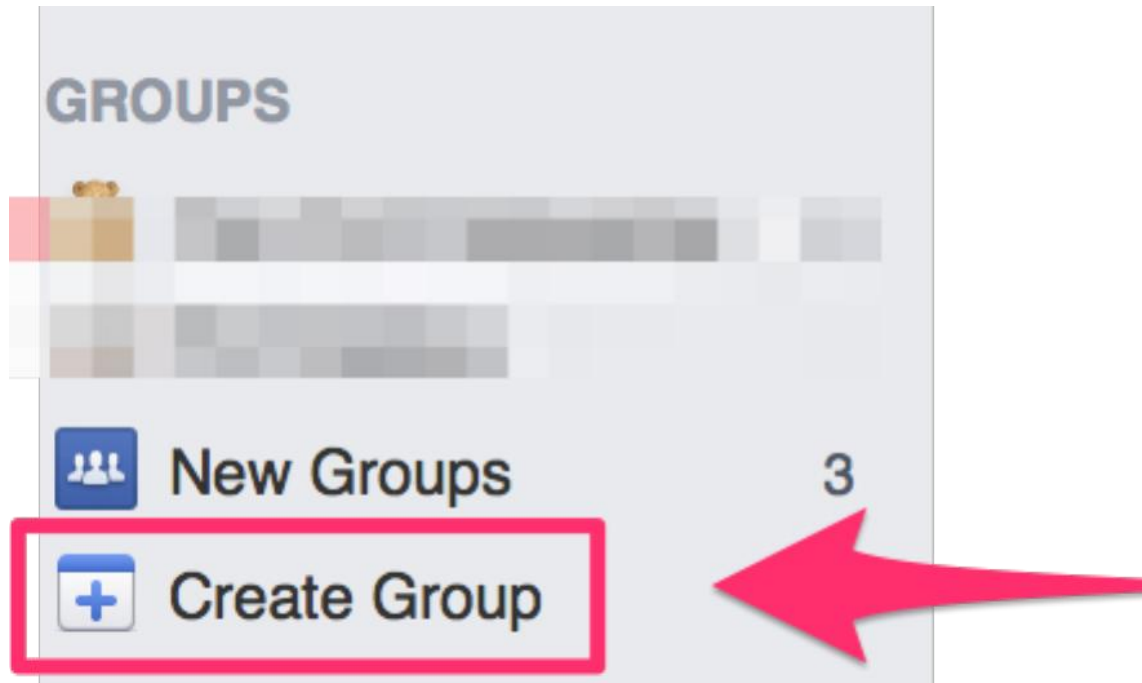
therapy group. What price you'll be able to get depends upon how effective your Facebook group is, and you may have to work for several years in order to build up a clientele that will actually provide you with a decent income.

How to Set Up a Facebook Group



Facebook groups are dedicated places where you can share information with the other members of the group. There are three different privacy settings that Facebook allows you to use for the members of your group.


To create one, you simply go to the Facebook home page (timeline) and look for the Groups section on the menu in the left sidebar. There is an option to 'Create Group.'



Once you have done that you can name your group and add any members you want to start with. You'll also select the privacy settings for your group (although you can change them later if you need to).

Click 'Create' and you will have your Facebook group. You can edit the settings once you reach your group page and customize the group to add a description, any tags you want people to use to find your group, your email for notifications and pictures of yourself, your company logo or whatever else you want to customize your group with.

Create New Group

 Create a shared group for you and some of your friends, like your movie night buddies, sports team, siblings or book club.

Group Name


Members


Enter names or email addresses...


Favorites

☐ Add this group to your favorites.

Privacy

☐  **Public**
Anyone can see the group, its members and their posts.

☒  **Closed**
Anyone can find the group and see who's in it. Only members can see posts.

☐  **Secret**
Only members can find the group and see posts.

[Learn more about groups privacy](#)

[Learn more](#)

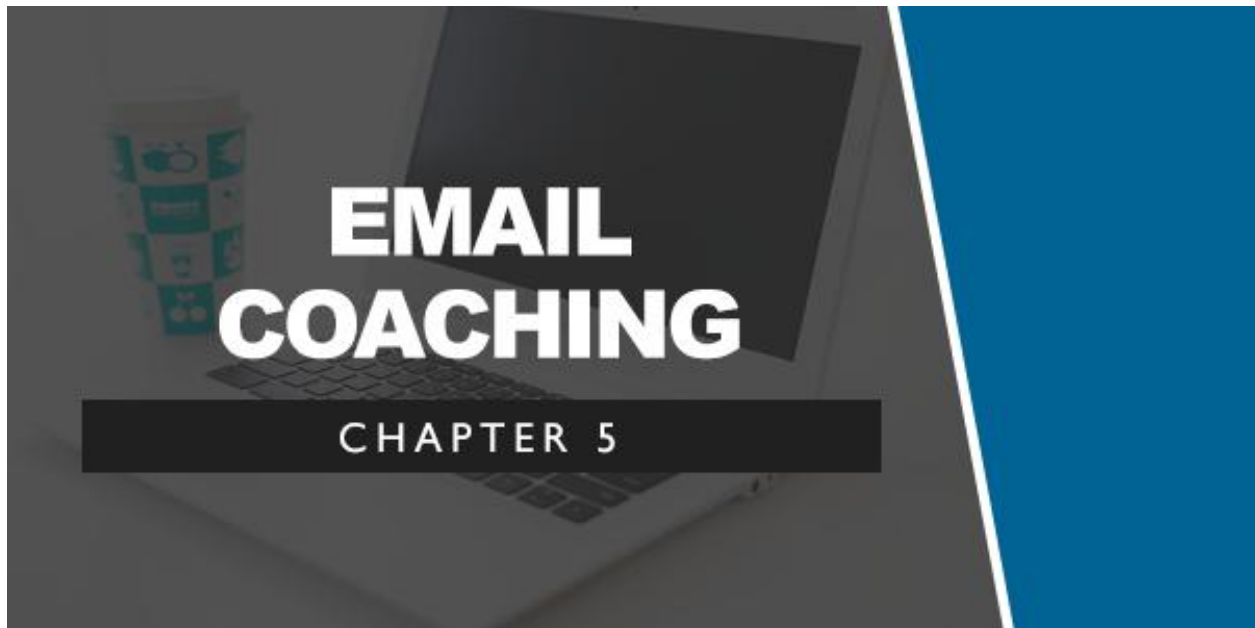
Cancel

Create

When you create a closed group, the posts that members make are only visible to other members. Those who apply for membership have to be approved by the administrator (you) before they can post in the group or see any of the other posts. If the group gets too big, you might have to figure out a new way to do things because some features are disabled if a group is too large.

Obviously, if you have 1000 people posting multiple times per day no one will have a chance to read anything. Group members receive a notification when someone posts in the group and they can work on group documents together, chat with each other (or conference chat) upload photos and even invite friends to group events when they happen.

Chapter 5: Coaching via Email



Another method that we'll discuss is coaching through email. There are two ways that you can do this. Some people have an automated system that they use to send out emails about how to complete a certain task, and while you can certainly give this a try, it is not going to be very effective for coaching, particularly when people are paying for it.

The other method of coaching via email is by exchanging actual emails with clients, and this is a much more effective method of coaching. The way that this works is that clients write you what kind of problems they are having and then you respond with solutions to these problems, along with any additional materials they might need.

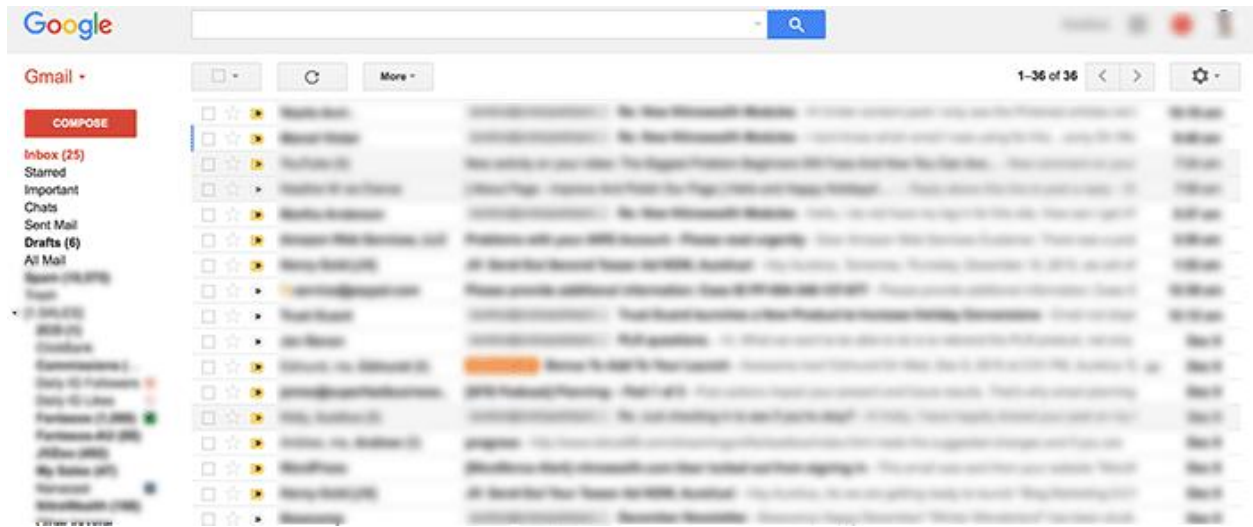
Advantages of Email Coaching

- There are a number of advantages that comes from coaching via email. The first one is that many people express themselves better through words than they do through speaking. That goes for both you and your client. If you have clients that better express their thoughts

and needs with a written email than through a telephone call, then this is the perfect method of helping them and if you, yourself, do better at writing than talking, you might want to think about making email mentoring a big part of your practice.

- Another advantage of email coaching is that you are able to read client emails at your leisure (and between work hours if you are still working a 9-5 job) which makes it a very convenient way to coach.
- Along with that is the advantage of being able to carefully consider what you are going to say before you send it, and being able to make those replies when it is convenient for you. This can be one of the most beneficial things about email coaching. Sometimes, when someone has a problem, you want to give them an answer right away, but you can't think of anything. In these cases, we often give advice that is wrong and probably think of the right advice later on.
- One of the biggest advantages is that email coaching is very simple – or at least the mechanics of it is very simple. You don't have to worry about live video feeds, setting up a Google hangout, or finding a place where you can meet your client face-to-face. The only thing that you have to do is write them an email, which can be done from any smartphone, tablet or computer.
- Finally, the reason that most people choose email coaching over other types of coaching is that it opens up their customer base to nationwide or in some cases even farther. When you are working with people in your local area, your customer base is rather limited, but if you can coach by email, you can coach anyone who can type and read in your particular language.

Disadvantages of Email Coaching



The first thing you'll notice that makes email marketing a difficult choice is that the price for email coaching will be a lot lower than one-on-one, face-to-face coaching. The difficult part is, it will probably still take you about the same amount of time to research a solution to the client's problem and then write out an email to advise them on what they need to do to solve it. In fact, since many people write very slowly, it may take you hours to craft a reply whereas you would have spent 30 minutes with the person in a face-to-face session.

Of course, some coaches still command large amounts of money for email coaching, but usually only after they are established and quite well-known.

You'll also have the disadvantage of not developing as close of a relationship with the client as you might have if you had been working with them face-to-face.

How to Promote an Email Coaching Business

Obviously, the best place to promote an email coaching business is online. When you first begin your coaching business, you should definitely set up a

website before anything else. This will allow people to find you, get all of their questions answered, and then sign up for the coaching right on your web page.

Of course, there are also other ways that you can promote your business as well. There are forums where you can post, as long as you are contributing and not just advertising. You can make YouTube videos and use them to promote your business. You can even start a blog and have links to your coaching website so that people who read your blog and like your writing style will sign up for email coaching.

There are a lot of reasons to choose email coaching over other types or to add it to your current coaching options. You'll also feel great knowing that whenever a past client is feeling unmotivated, they can simply read back through your emails and get recharged, or they might even sign up for coaching again.

Chapter 6: Video-Based Coaching



In this chapter, we're going to discuss video-based coaching, which is becoming more and more how people conduct coaching these days. Video-based coaching has becoming popular due to both the growth of popular video sites like YouTube and from the technology that enables you to easily conduct coaching through tools like Skype and Google Hangouts. There are two basic types of coaching that we'll discuss – the live video coaching, either one-on-one or in a group setting, and the pre-recorded video-based coaching.

What is Video-Based Coaching?

Although this chapter is going to focus on video coaching, it will also include a little bit on audio coaching as well, since the same tools are used for both. As for a definition, video-based coaching is simply when the coach communicated to the student or client through a video and audio or when the coach and the client are both broadcasting video and audio and

communicate that way. Either one of these are viable ways that you can do video-based coaching and they have their advantages and disadvantages.

Pre-Recorded Video-Based Coaching

The first type of coaching that we're going to discuss is pre-recorded video-based coaching. This is when you create videos that your students will be able to view somewhere, usually with a password or some other restrictions. Later on, we'll get into the mechanics and the actual websites where you can set this up, but in theory, video-based coaching that is pre-recorded can be useful if the coaching is part of a course, or if the coach and the student cannot find the right time to have a live session together. In that case, the client might email you the problems that they have been having, and you record a video and email them a link to it.

Live Video-Based Coaching

The other option is live video-based coaching, where you can use any of the popular video streaming services that are out there to actually communicate live with your students. This can be done either one-on-one or in a group setting, and it can be done two ways – where the students communicate with you via a chat box while you stream live video, or with everyone sharing video and audio in a program like Google Hangout.

How to do Video-Based Coaching



There are a lot of options out there for video-based coaching including several different websites and downloadable applications. We're going to discuss five different programs here, but don't think that you are restricted to just five, because there are many to choose from.

Skype: Skype is a multi-platform application that allows you to video chat, text chat, conference call and share files and images among other features. It runs on the Windows, Macintosh and Linux platforms as well as on these mobile operating systems: Android, iOS, Windows and Blackberry.

Skype is a great choice because many people already have it and know how to use it. You can't really use Skype for pre-recorded video, but you can have live video conferences with your video feed and audio feeds from everyone else using the program. Skype is completely free and downloads and installs very quickly. It is intuitive and easy to learn.

YouTube: YouTube is a video sharing website that almost everyone on the planet has visited at one time or another. You upload videos to YouTube and then people find them using keywords that they type into the search bar, or by looking at the related videos to whatever they are watching on the sidebar.

When it comes to pre-recorded coaching, YouTube is pretty much the king, because of the ease of upload and the fact that you can create a video that is to be shared only with people who have the link, meaning that you can ensure that only the people who are supposed to watch it actually do.

YouTube also supports streaming from one video/audio source, but their chat system that goes with the livestream is relatively new and is still having the bugs worked out. One of the great things about YouTube is that if you join the Partner Program, you can actually make money based on video views, which can supplement your coaching income.

Google Hangouts: Google Hangouts is a terrific application that has the distinction of being one of the best methods out there for many people to communicate with audio and video at once. Hangouts uses smart technology to put the current speaker on the centre screen and everyone else below, switching quickly when someone else begins to speak. It is somewhat difficult to understand when you first start using it, but once you use it once it is very easy to manage.



Google Hangouts

Messaging, Voice and Video Calls

Google Hangouts is available for Chrome OS, Windows and Android devices. This can be used to do live video coaching, but does not have the ability to manage pre-recorded coaching videos by itself.

Vimeo: Vimeo is a popular video sharing website similar to YouTube. Vimeo is great for doing pre-recorded video coaching, because people can easily access the videos with a link and they can be protected so that only the people who are given the link can watch them. Although Vimeo has many of the same features as YouTube, it is nowhere near as popular. However, Vimeo does have one useful thing for paid video coaching – users can pay to watch videos ‘on-demand’ and you can even become a Vimeo affiliate.

Facetime: Facetime is an app that you can use if all of your clients has iPhones, or some sort of iOS device or emulator. Facetime is an apple

video/audio conferencing application that has become extremely popular because of its ease-of-use and ability to keep family and friends connected no matter where they might be, via their mobile devices.

Tips for Better Video-Based Coaching



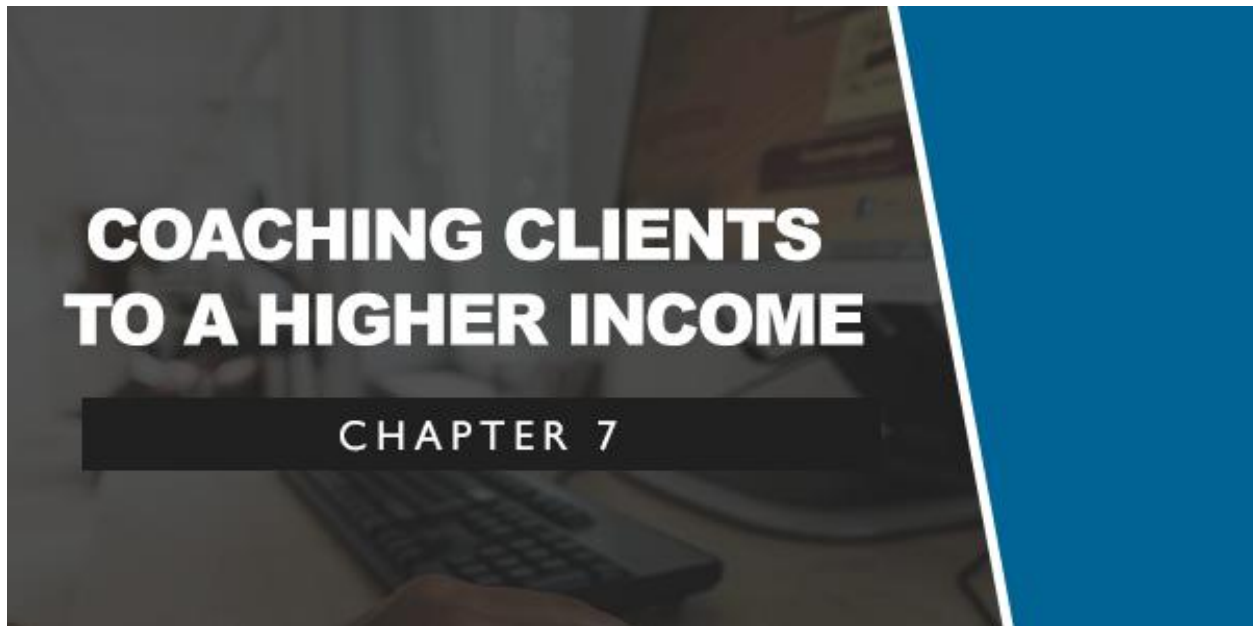
If you want to do video coaching, you are going to want to do it as well as possible.

Here are some tips that will help you on everything from the technical aspects of the video setup to the actual coaching itself.

- Use a high quality camera so that your clients can see your expressions and understand your body language.
- Use an even higher quality microphone and headphones to avoid feedback. You don't want your clients to misunderstand something you are saying because you have a poor-quality microphone.
- Always make sure that you check your video feed and your audio levels before you begin so you don't waste time coaching just to find out that no one could see or hear you.
- If you are doing pre-recorded videos, always edit them after finishing. This takes a great deal of extra time but it will make you look much more professional.
- Always use reflective lighting (reflect light off of something to shine on you) rather than direct lighting to avoid harsh glows or shadows.
- Use a neutral background like a wall. Never do video with your home in the background, particularly if it is messy.

- If you are using a program like Google Hangouts with everyone in the group being on video, make sure to let them know to allow the other person to finish speaking before they begin.
- Always go over the rules of any coaching session before you begin and gently remind anyone who breaks them.
- If you are pre-recording your videos, make sure that you check your link first to ensure it leads to your video and ensure that it plays when you load it.
- Always talk to the camera not to your screen. Make sure that you look at the lens so that people feel as if you are looking at them.
- Feel free to take notes so that you can remember people's names and personal details for next time.
- Respond to comments on your videos if you can.
- Also, communicate with your clients once in a while with social media. This will make them feel as if you haven't forgotten about them between sessions.

Chapter 7: Coaching Clients to a Higher Income



One of the biggest trends in the coaching industry is the desire to make more money. People have wanted to make more money since the concept was invented, but it is only now, with the internet marketing and e-commerce boom, that people are starting to believe that they can actually do it.

This is actually a pretty amazing thing, and it has led to millions of people turning the internet into something that makes money for them through Ebay, Craigslist, YouTube and more. If this is an industry that you want to get into, you are probably never going to lack for clientele.

What Qualifies You to Coach?

So, you aren't rich. In fact, that's why you're starting a coaching business. You want to help people, but you also want to make money doing it. If

that's the case, aren't you pretty much where everyone else is when it comes to making more money? Not necessarily. You might be extremely qualified to coach someone on making a lot of money, even if you aren't doing it yourself. It depends on what sort of qualities you have that you could teach others that will help them reach their goal of making more money.

How to Increase Your Income

So, how do you teach people to increase their income? There are so many ways today to make money, both online and offline, that you should have an easy time coaching them. Of course, it helps if you are familiar with the method that they are using beforehand, but if not, you can do some research so that you can give them the tools that they need to succeed. Who knows? You might even find an avenue that you'll want to pursue as well. Here are some of the ways to make money today that are effort-based, meaning that the more work you put into them the more successful you are apt to be. This is in comparison to luck-based methods like investing money in the stock market or buying lottery tickets.

- Publishing self-help books on Amazon Kindle
- Publishing fiction on Amazon Kindle
- Publishing non-fiction titles (gardening) on Amazon Kindle
- Creating a website or a blog and attempting to increase traffic to attract advertisers
- Making money off of affiliate programs like Amazon and Clickbank

- Selling a product like software, books or videos through the use of a sales page
- Starting an e-commerce or brick-and-mortar business



How to Coach People to Make More Money

The first thing that you need to understand about coaching people to increase their income is that you need to have a plan. Obviously, the prior step is to choose a way to make this extra income, but once you do, you need to make a very detailed strategy that includes short-term and long-term goals and get them on the path to making the money.

But there is something that you want to keep in mind, something that people that are new to coaching sometimes fall prey to. Make sure that your client is setting realistic goals. Make sure that whatever income goals they are setting are achievable because if they fail to reach their goal, they

might just blame you and this can affect your reputation and can certainly affect their decision whether or not to use your services again.

Also, whatever you do, don't make any promises to the client about what results you will be able to help them achieve. This is the fastest way to make sure that you never get any business in the future, as well as end up having to refund money because of a promise you made that didn't come. When it comes to making money, set realistic goals, but don't promise anything.

Start with an analysis of where they currently are. If they are working two jobs and have a family they are going to take much longer to build any kind of income stream than the single person who only has to work 20 hours a week to pay the bills. Help them create a series of steps that they can take right now to work towards this goal and help them understand the three types of goal setting that they can do – the long-term goal, the short-term goal and the daily action that gets them to those goals.

You'll have to decide how to create the system, depending upon what they are most comfortable with following and what you are most comfortable coaching them in. You might have a very specific system that you want them to follow to get them to their goal, or your style might be more motivating, where you simply be there for them and encourage them and let them determine the path to their goal.

Chapter 8: How Much Money Can You Earn Coaching?



So, how much money can you actually earn coaching anyway? That's an easy question to answer, but extremely difficult at the same time, because you're probably looking for a figure. The real answer to that question is: an unlimited amount. But what you really want is an answer that goes: if you do X and then Y you'll make Z dollars per year, preferably with at least five zeros.

No one can tell you how much money you're going to make coaching, but as you read in the introduction, coaching is a billion dollar industry. That means it is in good company with some of the biggest earners. The streaming music industry is now a billion dollar industry as is the comic book and comic book convention industry. Sports are also a billion dollar industry. So, you can see that there is some huge potential for earnings.

But how much you make will depend upon three things: How well known you are (or can become), how good you are at your job and luck. Just for

the sake of motivation however, here are some of the top earning jobs in the industry and how much they are making from coaching.

Executive Coaches: \$325 per hour: Executive coaches are coaches that work exclusively with executives on a variety of issues. Companies invest in these coaches in order to improve the efficiency and effectiveness of their top management people.

Business Coaches: \$235 per hour: A business coach does basically the same job as executive coaches but for the rest of the company. Some companies spend millions on improving their employees and usually see profitable returns.

Life Coaches: \$160 per hour: A life coach is different from either of the coaches that are listed above. Life coaches help people with all of the personal goals that they want to achieve. For example, weight loss, relationships, confidence and other areas where people want to improve.

How Much Should You Charge?

There is no good way to advise you on how much to charge. Only you know what you are worth. You can definitely check out some of the coaches that work in the same niche as you do and find out what they charge. This will give you a general idea, but it won't tell you exactly how much you are worth. Also, you should be aware that different areas will have extremely different rates for service providers like coaches. The rates that you could command in New York or San Francisco will be exorbitant in many other parts of the country.

A good pricing model to follow is to sit down and determine what sort of an hourly rate you think that you deserve based upon your own experience, your level of coaching and the rates that other people in the area are charging for the same type of services that you provide. Then, start creating a list of the services that you'll be providing to your clients and

determine how long those services will take to provide. Then, you'll have a pricing model that you can use.

One thing that you should definitely not do is try to price your services to undercut the competition. While this might work in the retail world and with the guy who mows your lawn, this is exactly the wrong thing to do when it comes to coaching. People who hire coaches don't do it based upon the price, they do it based upon how much they like the coach and how confident they are that their coach will be able to help them reach the goals that they have set for themselves. Being the lowest priced coach in your area might actually backfire and leave you with no business whatsoever.

The Free Trial

Rather than trying to entice customers with a lower price, a much better idea is to offer them a free session or some other kind of service that will let them see just how valuable your services are and allow them to decide whether or not your coaching style fits their needs.

Offering a free trial has the exact opposite effect that pricing your services to undercut the competition does – the effect you were going for in the first place – making them believe that your coaching services must be the best around if you are confident enough to offer them a session at no charge.

Of course, you can also offer package deals if you want to advertise savings. This doesn't have the same effect as lowering your price. For example, if you had a special on your website where if a person paid for 10 sessions in advance they would get 2 sessions free, that would be worth it for many of your current clients and a few of your new clients may opt for the package as well.

Chapter 9: Life Coaching on The Internet



Earlier I mentioned that you shouldn't call yourself a "life coach" and instead should specialize in something a little narrower. So, why am I devoting an entire chapter to life coaching? Because some of you are still going to want to go in this industry and because it is a huge part of coaching and something that many people are looking for.

Just to ensure that you understand just what life coaching is, and how it differs from other, more specific types of coaching, the definition is: coaching that covers the entire spectrum of issues – usually all at the same time – like confidence, career focus and productivity, relationships, health and more.

What Kind of People Need Life Coaching?

You might think that the kind of people who need life coaching are unmotivated and unsuccessful people working dead-end jobs and failing at their personal and business relationships, but the opposite is actually true. The kinds of people who sign up for life coaching obviously have some

modicum of success (or a rich daddy) because as you know, coaching costs money, sometimes a great deal of money. The common factor between all of these people is simply that they have a goal that they need help reaching.

What Will People Expect From You?

If you are new at life coaching, even if you have already had some experience coaching other areas in the past, it can be intimidating to do life coaching. It is a huge responsibility to coach someone through all of the areas of their life.

But what you need to understand is what they will expect from you so that you can provide it. People will want help with many of the different areas that they have problems with and they will expect you to have advice and a plan to help them achieve the goals that they have in those areas.

The first thing that you should always do is find out just what their goals are for those areas. Here is a list of some of the others that they might ask you to help them with. You should be familiar with the common problems that people have in these areas and how to help people with them.

- Getting someone they like to like them back
- Making themselves more attractive
- Dealing with an issue like alcoholism, drug abuse or other addictions.
- Overeating and weight loss
- Having more confidence
- Developing their leadership abilities
- Becoming a better parent to their children, or learning how to raise children better

- Improving their career
- Helping them to make more money
- Helping them overcome issues with body image, self-esteem, etc.

People will also expect you to have some tools that are going to help them achieve their goals. You can find many of the materials that you need online to start with, but eventually you are going to want to customize these tools so that they fit your own unique coaching style. Here are some of the tools that you can use to help people manage their time, complete tasks and ultimately achieve their goals.

- Applications that keep track of a daily to-do list, ideally that syncs with the computer as well as with their mobile devices so they can cross off items as they complete them
- A goal setting program or a spreadsheet that is formatted for long-term and short-term goals. People do this differently. Some make five-year goals and then short-term goals that have no definite period, and others make one-year goals and then make short-term goals for the week or month
- A journal that is easy for them to write in (video also works) so that they can keep track of their successes and failures and know how they felt later on
- Tools that are specific to the goals that they are trying to reach (such as the MyFitnessPal website for example)
- A scheduling application that allows them to how their day is actually spent and then move things around so that they have more time to

work on their goals

- Tools that give them motivational updates, such as a stop smoking counter that tells you the benefits that your body is experiencing each day that you don't smoke.

Counselling for More Than One Person

You can also do more than one person at a time. This isn't necessarily a group. It can be one-on-one counselling that you are doing with a couple that want to work on their life goals together, or perhaps a parent and child that wants to work on relationship and parenting goals.

You will have to determine what special actions to take when working with children and decide what you want to charge for sessions that have more than one person.

Chapter 10: How to Promote Your Online Coaching Business



So, you now know what to do to start your coaching business and you have the tools you need to be successful, just as soon as you get some clients. Well, that's the hardest part of getting a coaching business off the ground. You've got to promote yourself and get your name and business out there so that people will sign up to be coached by you.

This chapter will give you a few ideas that you can use to promote your business, including many that might actually act as a second income for you. Anytime that you can monetize a promotional path so that it makes you money it is worth doing. Even doing promotion that costs nothing is usually better than spending money on promotion. There are some exceptions to this that we'll cover however. So, here are ten promotional methods that are sure to grow your coaching business.

Create a Blog: A blog can be a great promotional tool. It can help you build your authority on the topic that you are coaching because when people read your blog and like the advice or information that it has, they will want to check out the links in your sidebar and found out more about you and your business.

Write & Publish Kindle Self-Help Books: Kindle publishing is one of the greatest ways to grow your coaching business, and it also an amazingly lucrative income stream. If your books become popular, even selling them for \$2.99 could make an extra \$1000 to \$5000 a month or more. Make sure you put information about your coaching in each book and in each author bio.

Create a Product & Affiliate Program: If you create a product and then post it on a site like Clickbank, you don't have to do any of the selling yourself. You will have people selling it for a percentage of the profit, which will create another income stream for you and bring people to your page where you can advertise your coaching services.

Create Buzz with a YouTube Channel: A YouTube channel is one of the best ways to maximize promotion because not only does one video have a great chance of getting seen by people, the more videos you make, the more chances you have of getting in front of people, each one a potential customer. Plus, if you join the YouTube Partner Program, you can make money from each view that your videos get.

Create a Facebook Page: Creating a Facebook page about your company will make you come up first for a lot of the keywords that you target on that page. That's because Facebook has a lot of authority in the eyes of the

search engines. This can work hand-in-hand with a Facebook group as well.

Participate in Relevant Forums: If you post regularly in relevant forums, don't be afraid to put a link to your coaching website in your signature. This is a great way to get people to see that there is value in what you have to say and that will make some of them want to check out your life coaching and sign up for your services.

Do Public Speaking: Public speaking can also be a great way to build your business and to get people to regard you as an authority. If you give great speeches, people will want to be coached by you personally. If you are an expert in something, it is very easy to get local clubs and organizations to allow you to speak.

Create a Promotional Kit with Photo: Create a promotional kit that you can give out to anyone who asks. This is definitely something that you should spend money on, because it is important. Make sure that part of that money goes towards the photo. You want it to be a good one because you are going to post it everywhere. People may not remember your name or phone number later, but they will remember your face.

Ask for Referrals: People who you have coached are your biggest resource. They will pass the word along to their friends and family if you helped them achieve their goal. Don't be afraid to ask someone for referrals when they finish your coaching session. Not only will this allow you to get new business, but when they communicate with the friend that they recommended you to, they may sign up for more coaching.

Do a Blog Tour or Series of Interviews: Finally, consider writing guest posts on other blogs or giving free interviews to blogs that you know are in your area of expertise. These will almost always link to your site and include a promotional blurb.

Conclusion: Becoming the Best Coach You Can Be



Obviously, this book will not teach you everything you need to know about becoming a life (or any other topic) coach because the industry is so encompassing, and so widely varied, that it would take an entire library to teach you everything. But after reading this, you should have a basic understanding of the following principles:

1. What coaching is (and isn't) and how you can find your own place in this exciting and potentially lucrative industry.
2. How to merge your existing online business and income streams (books, websites, affiliate products, etc.) with a coaching business so that one can promote the other and vice-versa.
3. Understand why people hire coaches in the first place, and have the tools to make people want to hire you over the competition.

4. Understand the costs that might be involved with setting up a coaching business and getting a general idea of what to charge.
5. Know what the different options are when it comes to coaching and be able to choose which style you prefer, or if you prefer to incorporate multiple styles, which ones will best go together.
6. How to set up rules for coaching and maintain the line between building a coaching relationship with the client and allowing them to get too personal or treat you as an employee instead of a coach.
7. How to specifically do life coaching on the internet as opposed to one-on-one or group counselling sessions in person.
8. How to promote your coaching business to build up your clientele as quickly as possible and start making money so that you can do it full-time.
9. Understand the technologies that are available for coaching, both in-person and over the internet, and have the tools to use those technologies in your own practice.

Most of all, you should have the ability to see your coaching business as a reality and not through the rose-colored glasses that every new business owner puts on. Creating realistic goals and reaching them is what will allow your business to be successful over the long-term and make clients want to come back to you for additional sessions or recommend you to their friends and family members.

Becoming a life coach is one of the most rewarding careers that a person could have. Rarely, do you get to see the results right away when you help someone in your life, and even rarer is the ability to make money while helping out many different people.

The rules of coaching are fairly simple. First, make your primary goal that your clients are able to achieve things that they wouldn't have been able to reach without your help. Second, give them the tools so that they not only know how to set their goals and work towards them but also reach them with little or no help in the future.

If you do this, you will always have satisfied clients, as well as a successful coaching business, and most important of all, you'll feel great about what you do for a living.

IMPORTANT: To help you further take action, print out a copy of the *Checklist* and *Mindmap* I provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that I recommend you go through.