



## 10 Things I wish I knew about coaching BEFORE I started.

It's an exciting time for you right now, I know because I've been there! Now I don't know you yet but I do know one thing..... You are on the verge of making one of the best decisions of your life.. I say that because becoming a coach has been one of the single most impactful and wonderful decisions I ever made. I wanted to share with you what I have learnt along the way, the mistakes that became learning's I have made and hopefully fast track your path to a successful coaching career..... And that's exactly where i want to start..

### 1. **Becoming a Coach does NOT have to take 2 years or cost you \$15,000...**

Contrary to some popular beliefs out there, becoming a great coach is not about how much money you spend and how long your course is. Becoming a great coach is about learning and applying coaching models, getting curious about your clients and yourself, understanding that your client is the only person responsible for their change (this is a BIG one) and having a desire to continue to grow. It has been my experience that the more schools charge the more they have to "fill" their program to justify the cost. Your client doesn't care where you studied, they just want to know you can help them out and who wants to wait for 2 years to get all of their classes ? I can barely wait from Christmas Eve to Christmas day for my presents!

### 2. **There is a simple 7 step formula to having all of the clients you could ever want, and even better here it is!**

- Step 1. Coach as many people as possible for free
- Step 2. Specialise in an area of coaching, it's much easier than you think!
- Step 3. Get testimonials from all of the people you coach – put them on yr new facebook fan page – ask all of your friends to "like" this page and send update with cool stuff regularly.
- Step 4. Interview some experts in your Niche
- Step 5. Run a seminar or workshop on your Niche – sell "products"
- Step 6. Build relationships and rapport with your posse by delivering awesome weekly content
- Step 7. Create coaching packages and membership programs for your posse.

### 3. **NLP is a game changer in coaching.**

Learning some of the great tools of NLP will not only help your coaching but will help you! Being able to have the tools for rapid transformation is what NLP teaches you and it's a natural progression

from your Practitioner coaching models. My coaching sessions have been at a completely different level since I began studying NLP and I suggest you have it on your coaching radar at some stage in your career. There are tons of NLP books to get you started and a 3 day NLP introduction would give you more than enough tools for your tool kit to start with.

#### **4. The very best coaches specialise**

It took me a little while to get this and when I did my coaching business took off. Let me give you an example of how this works, imagine coaching as like the medical profession. At Practitioner level you have your GP, who can see pretty well anybody about anything but is not the person you look up if you have a specific problem – say you needed a knee operation. For that you would go and see the specialist who is an expert on knees but couldn't help you with say, plastic surgery. Now the beauty of the specialist is that they are known as the solution to the problem and they have brilliant depth of knowledge with the problem which means they can get better outcomes and if its your thing – charge more for their expertise!

#### **5. Do the hours, do the hours do the hours...**

Becoming a great coach takes time and practice! It's one thing to learn the models and its another to then go out and practice what you learn. I think at about the 25-30 hour mark I started to become much more in tune with the human behaviour patterns and I definitely got better with every session. There really is no short cuts here and besides, the actual coaching is a blast!

#### **6. Don't coach your family or friends**

This is a biggie! One of my mentors once said to me “remember shhhh – you're a ninja” as far as coaching your friend and family go. Trust me when I tell you – your husband/wife/brother/sister/best friend DOES NOT want you to coach them, no matter how cool your new skills are! They want you to be there for them as you always have been.. So remember “shhhh – you're a ninja”....

#### **7. If you want some clients you need to get taught how to get them!**

You could be the most brilliant coach in the World but if you don't have any clients then you're just sitting at home coaching yourself! The great thing is that attracting clients is easy and involves some simple steps that anyone could do. It is really important that you come along to marketing bootcamp and put the steps in place if you want to have tons of clients who you can inspire!

#### **8. There is so much more to coaching than 1 on 1**

When I started out I thought coaching was all about me working with just one other person but really it is about so much more than that! You can run seminars, workshops, on-line webinars, interact through social media and even have products that people can buy from you. What this means is that you can get your message out there and also means that you can leverage your time which is great because the more time you find in your week the more time you have to do all of the fun stuff with your loved ones!

#### **9. Coaching on the phone is a GREAT way to coach!**

As a teacher and trainer for 17 years I have always been a bit of a face to face kind of guy. In fact I never even thought that a coaching session could take place on the phone and definitely didn't think

someone would give me 150 bucks for it! But it can! And coaching is great on the phone because it means that you don't spend your precious time getting to appointments, don't need to spend time on renting an office (this was a big concern of mine initially and I've never used an office!) and the whole World becomes your oyster! I have 2 clients in the UK to this day!

### **10. The first challenge was to get over my own procrastination**

In the early days I was a procrastinator and even worst a bit of a perfectionist which is the worst type of procrastination! What I had to learn was not to worry about failing – there is no failure only feedback and just do the damn thing that had to be done! I have learnt now to be a “getting stuff done machine” and have purpose for everything in my life. It meant I had to get rid of some TV time, some excuse making, some lame justifications and the worry about somehow being “judged” if something didn't just work out and get on with it! With procrastination there is always a way around, through, over, under or across and that is often a good place to start!

### **11. Bonus #1 For Reading This Far!**

Accreditation will come up a lot when you are looking at coaching schools and it's important to remember that in Australia there are no regulations on becoming a coach. Your future clients are only interested in 1 thing – Can you help them to move forward with their life? What this means to you is that the most important thing you need to have are the skills of coaching and the experience of doing the hours. This is huge because it means that once you get your basic skills in coaching you can get out and start making a difference and if it's your thing, earning some money for doing it...And all of this can happen quickly and without huge expense to you..

I trust this helps you out with your quest to be a coach. It's an exciting time and I can tell you that my life has never been then same since I began! I'd love to chat about any of this with you if you want and hear your story about why coaching has grabbed you like it did me..

### **12. Bonus #2**

Whatever school you choose should have 100% money back guarantee. And not one of those wait 12 months until you have done everything guarantees, I'm talking a guarantee after your first weekend so if you decide after your first few days that coaching might not be for you, then you can get your money back no questions asked!

Have a brilliant day!

Glen

[Just click here to shoot me an email](#) for a chat or give me a buzz 1800 424556