



Coaching The Coach's Business

Coaching a Coach's Business is like watching a seedling grow on the side of a rocky mountain. It has a 50-50 chance of making it.

You *must* be intentional about your Coaching business. Perhaps you thought you have been, but you are on this web page looking for support, so something has gone askew from what you thought your Coaching practice could be. I'm here to help.

Your success as a Coach depends largely on creating a vision, designing a business and marketing plan for success, then honing your Coaching skills to a level of excellence (oh wait...is that was I was suppose to do?).

My name is Amy Magyar and I'm SUPER tired of watching new Coaches struggle (and Coaches who have been in the game for a while flounder about). I am not saying it in a mean way. It saddens me. Truly. I think anyone who wants to be a Coach should be successful. But they aren't. And sometimes for very obvious reasons.

The most important job I have as a Coach is to be a support system to folks who consider Coaching as their full time profession or a part-time side-hustle. It is my way to give back to the Coaching industry and an edict from my Coach Mentor who made me put on my big girl pants and face my fears of owning a business. What I learned, I must share. I didn't ace becoming a Coach right off the bat, but I had one hell of a partner to get me there...

Becoming a Coach has been a rich and rewarding experience – I've been Coaching for over 11 years (leaping into full time Coaching 5 years ago). It has also been highly challenging, as it took me many hours, days and weeks of training and practice to figure out what is right for me and what, most importantly is not right for me. There are times I thought I'd never get my certification, my first client, my first speaking gig, etc. But I did...and the sense of satisfaction and achievement was wonderful. In fact, it kicks ass to look back and see what I have accomplished!

This personal experience taught me how invaluable it is to receive professional support and understanding. And it is my turn to help bring other Coaches into the profession – with eyes wide open so that they know exactly what to expect. It is

my way of giving back.

If you're serious about getting your business going (or keep it going) and actually make a LIVING doing it, there are some key, foundational things that need to happen.

Topics that come up when I Coach Coaches are often:

- Coach fatigue and sustainability
- Ethical dilemma
- Exploration of the personal life impacting the professional life
- A need for a place to try out new ideas and skills

As a seasoned Coach, I can help guide you through the fascinating and enjoyable journey of building your practice, making certain that your individual Coaching style is honored and respected. And that the real YOU comes through in your Coaching...not someone else.

As your Mentor Coach I will work with you to identify your key strengths as a Coach and work on the gap between where you are right now and where you want to be. You will feel grounded and confident with your Coaching practice and business.

Overview of “Coaching The Coach’s Business” Sessions Format

Just as I customize Coaching tools for clients, I create mentoring programs that meet the individual needs of the individual Coach, including:

Typically, I work with Coaches on **five**, very important things:

- **Narrowing down your “niche” or target market and get clear on what exactly it is that you do for clients.** WHO are the people you help? If you're creating a Coaching business, you need to hone in on your people to be able to speak *their* language to be able to attract and market to them. Also, what is the thing your clients NEED you for? I cannot emphasize enough how important this is. You sell life Coaching? Not enough. I'll help you figure out the WHAT, the WHO and HOW to articulate what you do, but most importantly, remind you of your WHY.
- **Getting those clients!** What? You say you have no clients? Trust me, you're not the only new-ish life Coach that has this problem. Luckily, I have tools to help you get them. And I can help you retain your clients and make them an incredible referral network.
- **Kicking your limiting beliefs and thoughts out the door.** Those limiting thoughts are keeping you playing small. They are paralyzing and debilitating. Time to say bye-bye and create new thoughts that inspire, encourage and help you play a bigger game than the one you are playing.
- **“Show me the money”.** You have a relationship with money. It is either

going to get in our way or help you succeed. Let's look at it and make sure that we don't let it get in the way of your value and Coaching practice. (A relationship with money doesn't mean you have to be rich to have a good relationship. I know some f-ed up folks who are trust fund kids who have the most f-ed up relationship with money. By relationship I mean how do you feel about money, how do you treat it, do you deserve it, etc.) We will figure that out so we can talk about money and help you EARN IT!

- **Practice setup.** Determining Financial and Marketing processes, creating forms, a Welcome Package, a Business Card, a Verbal Business Card, a Website, and a LinkedIn Profile.

The above list is common, but if this isn't your first rodeo, we can also work on:

- **Your website.** Your "about me" and services page are the two most clicked on and important pages on your site. What you say on there matters to your business. A lot. More than you know.
- **How the hell to market.** Not many of us went to the school of "selling". Don't worry, it's not sleazy, I'll show you how.
- **Build upon on what's working.** Build a Coaching business that truly reflects your values, strengths and talents. And kick the weaknesses to the curb.
- **Hug technology.** Did you almost want to throw up when you read the word technology? Come one, we didn't all go to "computer school" either, so you aren't alone, but I am going to show you how technology can help build your Coaching practice without you blowing up your computer.
- **Goal setting/goal getting.** Let's create a structure to help you reach your goals faster. We will set them AND get them.
- **Master minding.** I'm here to help you brainstorm solutions to difficult problems. No problem is too scary for me. And no problem without a solution.
- **Learning Labs.** Assistance with workshop design.
- **Client Related Issues.** General design of strategies for handling client-related issues (cancellations, slow paying clients, clients who don't complete assignments, clients that trigger the Coach's own issues)
- review and discussion of taped client sessions
- **Practice, practice, practice.** Practice Coaching with me as a mock client in preparation for certification or to practice skills for handling a challenging client situation.

Here is the cadence I suggest to my Coaches, both new and seasoned ones. I am VERY open to suggestions on which to talk about first based on your needs, which ones we can skip (probably less than you think we should) and new topics you have burning in your brain. Here is what I suggest:

Session 1: **Establishing A Profitable Niche**

The first session jumps right into understand and establishing a specific niche for you to practice in. If you try to appeal to everybody, you end up appealing to

nobody. And if you already have a niche, let's look at it and strengthen it.

This is one of the fastest ways to stand out as a Coach and make you competitive. We'll cover:

- How to choose the most profitable niche for you and how to establish yourself as an expert.
- Identifying who you want to work with, and the kinds of clients you would rather avoid.
- Diving into how your niche will influence your future marketing - extremely important for success!

Session 2: **Setting Up For Success**

Most Coaches start off their practice without having the fundamentals in place and having a real understanding of what they need to succeed.

In this module, you'll learn:

- How much you need to charge and why you shouldn't care what other Coaches rates are.
- How many inquiries you need to make sure you hit your income goals.
- How to build rapid rapport and be able to sell yourself to your prospective clients.

Session 3: **“Show me the money”**

You have a relationship with money. It is either going to get in our way or help you succeed. Let's look at it and make sure that we don't let it get in the way of your value and Coaching practice.

- Let's talk about talking about money with clients, billing them and receiving payment from them.
- What are you worth? This is a continuation of Session 1 – if we don't nail this, we won't be able to continue. I'll show you how to build upon your initial fees and grow them over time.

Session 4: **Converting Clients**

Sales is a dirty word, but that's because you haven't gone through our reframing session yet. Seriously sales can be fun and profitable at the same time.

We'll show you what type of language and images to use on your website and social media accounts so you draw them in instead of pushing them away.

- What you need to improve your ability to convert tire kickers into buyers.
- The secrets to setting up your follow-up systems so you don't feel salesy.
- What tools you need to keep track of your clients and potential clients.

Session 5: **Importance of Branding**

I've had clients say they don't need to worry about their brand. This scares me because branding is what people say about you when you aren't in the room.

Your brand stems from your core values. The closer your vision of the company is to your brand the easier it will be to trust you and buy from you.

- Why branding is so important to building your personal and business brand.
- The secrets to branding that experts never talk about.
- Know what tools fit your business and how to use them.

Session 6: Impressing Your Clients

Getting a client to hire you isn't easy, but once you do, you want to make an amazing first impression so they want to continue working with you for as long as you can help them.

We will take a look at how to bring a client onboard and look like a professional Coach. As such you will leave this session understanding:

- The importance of setting up the clients expectations for what is to come.
- What potential red flags to look for and how to spot them.
- The correct way to use the client intake forms to make sure you get the information you need and the client knows you understand their requirements.

Session 7: Leveraging Core Values

Since setting up my own practice, the most valuable technique I've developed is assessing the core values of a client. When used correctly, it provides you with a clear image of your client and what's important to them.

I've never seen this applied directly as I use it and it is a key to why my clients see far greater impact than many other Coaching clients. We'll go over:

- How to make sure you understand your client and never waste time going down the wrong track.
- Learning how to deal confidently with the very real (not textbook) situation of clients who don't have a clear idea of what their problem is.
- The potential for creating huge breakthroughs in just one session!

Session 8: Questioning Techniques

The questions you use with a client have a huge impact on the success of your Coaching sessions. Can you challenge your client without risking breaking rapport? Can you find out what's really going on behind-the-scenes in their life?

The questioning process is as delicate as it is powerful, which is why we'll cover:

- The one question that shuts down rapport instantly - you must avoid this!
- Questions to motivate clients and get them to think differently.
- An in-depth analysis of the questions you need in your Coaching toolkit for creating client breakthroughs.

Session 9: **The Power Of Language**

It's not just the language you use that can affect the outcome of a Coaching session. We've also learned to pay particularly close attention to the language of the client.

In this session, you'll learn to 'read between the lines' of what your client is saying. Here we'll look at:

- The words and phrases that signal a hidden internal resistance and create unnecessary stress.
- The statements from clients that are rarely helpful in a Coaching situation - and how you can turn them around!
- How to use language to move a client from feeling anxious and overwhelmed to pumped and inspired!

Session 10: **Advanced Coaching Skills**

NLP stands for Neuro-Linguistic Programming. In short, NLP can help people overcome, manage, and handle their behavior patterns. When used correctly, it can have a powerful effect sometimes in just a matter of minutes!

By the end you'll have a number of powerful tools that can help you and understand HOW and WHY they work so you can replicate it with your own clients. These tools include:

- The incredibly powerful forms of framing - learn all the others besides reframing
- The ability to shift a client's perspective about a situation from negative to positive literally within seconds

Session 11: **Growing Your Client Base**

What is a client base? People who believe in you and trust that you will deliver are the type of people you want in your base.

When you write something they are there to share it. When you create an event they are there to attend. When you do great work they appreciate your efforts. They are fans of you and your work. If you can get 1,000 true fans to support your Coaching practice from Coaching sessions, to books, to paid events, spending \$100 each year in your business then you will essentially earn \$100,000 per year.

Building your tribe is fun, but not easy if you don't know what you are doing. We'll teach you how to build and grow your tribe to help you expand your business by:

- Providing valuable content that gets shared and attracts new visitors
- Understanding what Google wants to see from you to help send potential clients your way
- Attracting people to sign up for your newsletter list which can become your

main source of income and clients

Session 12: **Websites That Work**

When it comes to your marketing success, your website is your shop window. Ten years ago having a website was enough to make you look professional. Now a bad website is almost worse than no website at all.

I have spent years developing successful websites that convert. I know a little bit about how you can replicate that success.

- Understanding what you need for your website to engage and convert visitors.
- The two things that work in tandem to explode your client base.
- Why more is not necessarily better and the single biggest mistakes most Coaches make on their websites.

Session 13: **Building A Social Media Strategy**

Social media can either be a giant time suck or a valuable source of leads and exposure for your business. We'll focus on the latter.

Understanding the strengths and weaknesses of different social media platforms and learning which activities work to bring in clients is paramount when you are just starting out. In this module, we'll go into detail on:

- What's working on Facebook, LinkedIn, Pinterest, Twitter, and YouTube today.
- The huge opportunities most Life Coaches completely miss when building visibility on social media!
- Generating targeted traffic to your website - Hint: It's not about being popular, it's about being profitable.

We will be working collaboratively with Megan Flanagan of 609 Media – a media goddess who will show you what is going to work for you and what to stay away from.

Session 14: **Expanding Your Income**

Every Coach will come up against an income wall at some point. You may earn \$250 an hour Coaching someone, but there are only so many hours in a day. You need to learn how to expand your business that allows you to reach more people, make you happier, and earn more money.

That's why you must understand how to create various revenue streams that stop you from trading your time for money.

- How to reach a wider audience with your message.
- Developing new income streams that help you grow faster.

- Making a bigger impact in your life and others.

Whew...can we really cover all of that? Yup, and whatever else might come up in our sessions.

Who am I?

I am passionate about my work and fully believe in the transformative power of Coaching. I have run my Coaching business for ten years, am a graduate of Coachville and have been awarded the International Coach Federation's Professional Certified Coach (PCC) designation. Always a "learner" I am also a Master's Candidate focused on studying human behavior, habit creation and change management at the University of Vermont.

As your Mentor Coach I am eager to share my experience of working with a diverse client base and over 3,000 hours of Coaching. I am happy to share with you my business success tips and ideas, Coaching skills, resources and contacts. I strongly believe that finding a balanced life makes you attractive to prospective clients and is an essential part of the process of being a successful and fulfilled Coach.

I enjoy mentoring new and experienced Coaches, people considering entering the profession and Coaches who are following the path to professional accreditation.

Coaches who engage me as their Mentor Coach self-report greater success in:

- Contracting successful Coaching relationships with their Clients.
- Supporting their clients in achieving their goals.
- Increasing the speed at which their clients attain their Coaching Goals.
- Being present with their clients and building trust.
- Matching their communication style to their clients' communication style.
- Matching the Coaching style to the client's needs and utilizing a greater variety of Coaching modalities.

And as a dedicated "Individualizer", I'm open to other possibilities to create a mentoring program tailored to your individual needs and goals as a Coach.

Our sessions will include but are not limited to the nuts and bolts of starting and building your Coaching practice as well as practical consultation work to make the job as smooth, easy, fun and quick as possible. Also offering you sessions for the purpose of refining your Coaching skills so that you will build your skill set and hence your confidence as a Coach. You can decide what best suits your needs and I am available for you to tap my experience. I will show up every session with no agenda or judgment to listen and guide you through your own journey at your pace.

All Intellectual Property I share with you becomes yours to keep. I will provide you with the following:

- All necessary Coaching forms
- Welcome packet materials
- Coaching agreements
- Over 50 Coaching assessments
- Invoices
- Multiple questionnaires
- Coach evaluation forms
- Client evaluation forms

For more information or to set up a 45-minute complimentary session, please contact me to discuss your specific needs or to experience Coaching together. I am available via phone or in person if you are based in Vermont.

Can't wait to meet you!