


Yes, You CAN
Coach!

Get Your 1st Premium Paying Client In Under 4 Weeks ...
(Even If You Know Nothing
& You're A Complete "Unknown")



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Introduction - Welcome To The Wonderful World Of Coaching

The jury's out - depending on the source you find, coaching is somewhere between a \$1bn and \$2bn a year industry. There seems to be no doubt, however, that it's on the rise.

Break that down into real world facts, and that means that an awful lot of people are paying someone to coach them in some way.

And in case you think that coaching is confined to some kind of "sports coach" or plain old "life coach" let me enlighten you further.

There are:

- Spirituality coaches
- Vocal coaches
- Coaches for writers
- Sales coaches
- Business coaches
- Weight loss coaches
- Relationship coaches
- Real estate coaches
- Leadership coaches
- Management coaches
- ADD/ADHD coaches

... In fact, just about anything you can think of, there's someone coaching it.

Why are so many people jumping on the coaching bandwagon?

Well, the first thing to say is that the internet makes coaching more possible for the coach and more accessible for the client than ever before, so it's an industry that can flourish thanks to modern technology.

Secondly, there is a kind of awakening going on globally, (IMO), and people want to - and are free to - reach their full potential and realise their dreams in ways that a handful of decades ago would have been considered mere pipe dreams. People are waking up to the fact that they really do have unlimited potential and options; they just haven't made it yet. So a coach can help.

Thirdly, there's no question that it is, for the coach, extremely lucrative. I'd like to hope that money isn't the only reason for pursuing coaching as a career or as a second career even, but it certainly helps. You can make a full time living from coaching and, thanks to the internet, you can achieve that in your first month and build from there.

However, I'd like to believe that the main reason for wanting to coach is that being the catalyst which transforms other people's lives before your very eyes is the most rewarding feeling in the world. I, a grown man, have welled up with tears of joy on many occasions when clients have thanked or hugged me for the difference I've made to them, their families and even potentially, to future generations.

Coaching is *amazingly* rewarding.

And you don't even need any formal qualifications for it. Right now, in the UK, (where I'm from), the United States and, as far as I know, any country in the world, there is no government regulation that says you need some certificate before you can coach. Anyone can do it, and you could start today.

However, there are a few things you should know before you go blasting out to all your Facebook friends and Twitter followers that you have declared yourself a coach!

Because the fact is that, although you can call yourself a coach right away, the success of your coaching prowess and business will stand or fall on the difference you make to people's lives and the recommendations you get.

We most certainly do live in an age of amazing technology. You could blast an advert or Youtube video out and reach - theoretically - millions of people in a day or so, but equally your reputation can be destroyed or damaged by a couple of bad testimonials just as fast.

And because coaching is such a popular choice now, it helps if you also know how to stand out from the crowd. After all, if you're no good there's another coach on the very next website waiting to step into the breach and poach your clients from right under your nose!

My intention in this short book is to shine some light on the dark areas of this potential minefield so that you can get yourself started on the most rewarding career that perhaps there's ever been without blowing yourself up!

So, if you're ready to become a coach, let's dive right in!

How I Became A Coach

Nobody, apart from an elite few rich sports personalities and showbiz stars had a coach when I started my career in the late 1970s on my way to becoming a psychiatric nurse.

Although that was the career path I chose, I selected it because I wanted to understand a simple thing: I wanted to know how to be happy.

Since those long ago days, I have become an NLP practitioner, I studied and trained to teach metaphysics (aka "the law of attraction") a good fourteen years before "The Secret" came out along with a bunch of other experiences and qualifications in the general arena of psychotherapy that I needn't bore you with here.

What's important for you to know is that I was the unhappy one. Having lost my Mum and five year old sister, (both to natural causes), by the age of nine, I was under no illusion that life could be very short and cruel. My grieving Dad did his level best to bring up his two sons - my brother barely a year old at the time of my mother's death - whilst also running a business. He was a great and dogged man, but he was, under the circumstances, no role model for happiness.

So I confess, I didn't choose psychiatry or NLP nor even metaphysics, (which I thought was probably BS when I first encountered it), out of an altruistic desire to help people. I found that I very much loved helping people, and I turned out to be rather good at it, but that wasn't what motivated me to begin with.

My other love - since school days - is writing.

As the layers of life's mysteries peeled away over the years, I'd find a way to write about each revelation. Of course there was no internet when I began writing professionally, so I'd send off my articles to magazine editors and

discovered that I had a knack for communicating ideas that others found difficult to conceptualise. And I got paid for it.

Fast forward, (because I don't want to bore you), to 2013. That was the year I made the decision to finally leave my employment and go full time online. By then I'd written a couple of dozen self help programs, ranging from a fast way to quit smoking to how to get over a broken heart.

However, income from them was intermittent and unreliable, to say the least.

Before you write me off as insane, remember I am someone who not only knows about NLP, (a very useful toolkit to have when you need to be resourceful), and the law of attraction - which I no longer considered baloney. I won't say I had it entirely nailed, but I knew enough to know that we create our own "luck."

And so, January 1st 2014 found me a free man ... with no visible means of income, and enough to live on, if I was careful, for three months.

So what did I do?

Well, I hired me a coach!

I'm not going to lie to you. I was nervous. I had to pay this guy a chunk of the only money I had in the world. I remember asking him, "Will you teach me something I don't already know?"

His answer, which I'll share with you in a moment, was classic. I now understand entirely why he gave me such an answer, and in short, the explanation for it is that coaches aren't teachers.

That's a very important distinction for you to note. A coach doesn't have to know more than their client. One of my clients, right now as I write, for

example, is a professional photographer. I barely know more about photography than how to point and shoot my iPhone, but that is no hindrance whatsoever to my ability to coach her!

Here's the answer my coach gave me when I asked him that question.

He said, "Quite possibly not. But if you were training to run a marathon would it make a difference if you had a coach standing beside the treadmill keeping you focussed and encouraging you to push through that last half mile?"

That was the shift in perspective it took. He was hired.

The coach doesn't have to do the running. In the end, he couldn't run for you anyway. But he can be there for you, keeping you on track, ensuring you achieve your goals.

And so he showed me how to turn one of my self help programs into a product that some customers would want help with. The kind of help a coach can give.

And before the end of January, I had earned more than double the coach's fee back ... and I had embarked upon my own coaching career.

I'll never forget that day. It was my first \$1000 payday online. I've had many more since then. And I've changed many lives - including my own.

Oh, and in case you're wondering, yes, I'm very, very happy.

A Coach Is Not A Therapist

There are plenty of professions whose business is somehow making a difference to people's lives. The range includes psychologists, therapists of many kinds, nurses, doctors and counsellors.

As you know, some are regulated, others less so, and a few, such as coaching, not at all. If you pass yourself off as a doctor when you're not, you could not only do a lot of harm, but you could also end up in jail. You can't say you're a nurse without a statutory qualification either.

These days, in the UK at any rate, counselling has a range of qualifications attached to it, and whilst they aren't legal requirements if you want to call yourself a counsellor, to get a paid job in a college or perhaps a drug rehabilitation unit, you'd certainly need to have some recognised certificate to be seriously considered for the role.

Coaching differs in many ways from all of these. Perhaps the key distinction is that whereas therapies try to undo damage caused by the past, coaching focuses on the future.

Actually, I have to say that in many ways it could be argued that coaching is potentially more therapeutic than psychotherapy anyway! When you stop to think about it, why would you want to spend your time and money wallowing in the pool of your own miserable history when you could be spending them constructing an exciting future you feel passionate about?

In fairness, it's horses for courses. In general, as a coach you'll have a very different kind of clientele than a therapist or psychiatrist would have.

The good news is, you don't need a bunch of qualifications to be the catalyst that causes people to change for the better. There are some basic questions you can ask, some useful areas to gently prod, but in general, I have one very important, significant and hugely encouraging news for you:

People always know their own answers!

Woohoo!

When people believe they're stuck, they never really are. A simple shift in perspective will get them seeing things differently and then they're free to move on.

Let me give you an example. The following, I'm assured, is a true story and although it does actually come from the worlds of psychotherapy, you'll see how this is easily adaptable to coaching.

A man went to see his therapist and told the "shrink" he was depressed. (Read "stuck" for our purposes.)

The therapist asked him how long he'd been depressed and the fellow said, "Forever."

So the therapist says, "Well, if you've always been depressed, how do you know the difference? What makes you say you're depressed now?"

The client ponders and replies, "Well, I'm more depressed than usual."

This gave the therapist a bright idea. So he asked him to rate his level of depression from one to a hundred, with a hundred being the worst it's ever been and one being it's not bothering him.

The guy says it's ninety-eight.

Now, here's the genius part.

The therapist then said, "What would need to happen for you to shift it to 97?"

You see?

Instead of trying to figure out how to get rid of all the depression, (or any kind of stuckness), all the fellow has to do is move *one tiny degree*.

According to the legend, the patient immediately knew how he could do that, and did it. Then he was able to shift it to 90, then 85 ... and so on. All by himself!

Now we come to the all important question!

Because I can almost hear the cogs whirring inside your mind ... “It’s all very well that smart alec therapist coming up with that idea, but I wouldn’t have had a clue what to say to the depressed guy.”

Fear not!

For what it’s worth, I wouldn’t have thought of that either. (Well, I might now that I know the story. But I doubt I’d have come up with it on my own. That’s genius.)

The good news is, you don’t need to be a genius to coach.

You need to be yourself and make a few key distinctions that will set you on the road to an entire new career - and a life you’ll love making a difference to other people.

Let’s begin!

Who Me, A Coach?

All right, so we've spoken a lot about the rewards of coaching. Not only is it financially extremely lucrative, but personally, spiritually, emotionally ... at every level this is an enormously rewarding career.

Not only that, but you can set it up so that your actual work load is, after a little initial preparation, less than ten hours a week. In fact you can have a thriving coaching practice which will earn you more than the average full time job pays in around five hours a week if you want it!

But I hear that question that's as yet unanswered. You're practically yelling at me! The question is, of course: "Yes, but could I really do it? Little ol' me! Seriously?"

Well, those may not be your exact words, but I'm in the ball park of your doubts and concerns, aren't I?

So let me tell you something. One of the things I'm extremely good at is showing people who have a passion for making a difference to others, but who are struggling with self doubt and lack of experience how to become confident, passionate and wealthy life coaches.

Does that help?

I'm going to be honest with you here. I don't know you. Perhaps you aren't suitable material. But that's unlikely, since you've read this far.

The best way to find out is for you to know for certain for yourself if this will work for you, and right now I'm going to walk you through a process so that you can make the decision for yourself.

It's not a difficult process, but I give you fair warning. It will make you face some tough questions about yourself. By the end of it, you'll know with absolute clarity whether or not coaching is for you.

Of course, you don't even have to do it, but I'd be surprised if you don't take your chances with it at this stage.

One more thing before we start.

If, by the end of this you're clear that you'd like to take this to the next level, it's *vital* that you attend my masterclass.

Just click this link to enrol. Do it NOW, before you even start the process, even though you don't know the outcome yet. If it turns out it's not for you, nothing's lost. But you will regret not being there!

Right. Without further ado, let's begin. You'll need about twenty to thirty minutes undisturbed. And you'll need a notepad and pen handy. Something you can write in privately.

NOTE: If you'd prefer me to walk you through this process on video, [click HERE](#).

Find a place where you can relax, but not so you'll fall asleep. Sitting in an armchair with both feet on the floor and your hands gently resting on your lap is a good posture, I find.

Now, imagine that you're in a theatre, waiting for an event to begin. Apart from you, in the audience are all the kinds of people to whom you could potentially make a difference. There are even some of your family and close friends here.

As you watch, the house lights dim, a spotlight shines upon the stage and the curtain begins to rise. The audience starts to applaud as out onto the stage comes ... YOU!

Notice how you feel in your seat as the “you” on stage begins to explain ... “Ladies and gentlemen. I’m here to tell you I can make a huge difference to your lives. I know you want more. Some of you want to be happier, some of you want more money, some want better love, others have other dreams that you’ll regret not making happen. I can show you how you can have any of those things. And I’m going to charge you ...”

At this point the “you” on stage holds up a sign with an amount of money on it. Now, whatever that amount is, take a moment to add another fifty percent to the amount you first showed the audience.

Actually, take that sign away, and *double* the amount! Get rid of that sign and *treble* the original amount.

How do you feel as you do this? Is there some discomfort? Some anxiety? How is the audience reacting?

Stop. Open your eyes.

Now, I have to tell you something. You know there are tens of thousands of people coaching in the world, so any anxiety you feel isn’t about coaching. It’s about the idea of *you* coaching, isn’t it? Whenever you feel anxiety it’s a signal to tell you that you’ve broken some rule from your past.

Maybe a rule that says you shouldn’t blow your own trumpet. Or that you’re “no better than anyone else.”

(Note: “Better” is not the same as “different!” We all see things differently, and it’s having an outside perspective that is one of the reasons coaches can be of such value to their clients.)

Take your notebook and begin to write. At the top of the page, put, “The Rule(s) I Broke Are ...”

Don’t censor. Just write whatever comes to mind, even if it surprises you or doesn’t seem to fit at first.

And now make a note of the two strongest emotions you felt.

Next, tiptoe back in your mind through the experience so far and recall the audience’s reactions. What was the most obvious negative reaction you noticed from anyone?

Finally, for the moment, listen in to your own self talk. What do you say to yourself when self doubt is there? What’s your inner dialogue?

When you’ve finished, stop and read over what you’ve written. Let the message sink in. You’re becoming aware of what’s been lurking in your subconscious, albeit meaning well, but actually sabotaging your success.

Are you feeling it?

Are you beginning to understand why you avoid making a career out of making a difference to others, even though you feel that burning passion inside?

Do you see how trying to “stick to the rules” has continually kept you trapped inside a comfort zone that is, when you boil it all down, actually very *uncomfortable*?

And here’s a more uncomfortable point - but I urge you to ask yourself ...

How has this affected not just your career choices but other areas of your life too?

Not only have you severely compromised and limited your own earning potential, but that will have had knock-on effects on your self esteem, on your relationships with your loved ones.

Just over the past five years, what has trying to stick to the rules cost you in terms of confidence? And perhaps most importantly of all, what has it cost you in terms of your personal freedom and happiness?

Going forward, if nothing changes, what will it cost you to keep sticking to these rules for the next year, three years, five or more?

Who will it hurt the most? Who will have given up on you and your dreams five years from now if you don't make some changes today?

Not a pretty picture, is it?

But take a breath. Because it doesn't have to be like that.

Imagine if all of this was dealt with ... swept clean away ... leaving you with total confidence to know that you can be a very effective and successful coach.

How would that affect your ability and willingness to learn how to coach well ... and to charge the premium prices you're truly worth.

How good would it feel to walk around in this confident, fulfilled and prosperous version of you? The version of you that no longer operates from that automatic, self-limiting, self sabotaging set of "rules" which are based on nothing more than outdated, toxic programming?

You're free to change any time you want to ... and there's no time better than right now, this moment.

What could you possibly be waiting for?

Thank you for reading ... and I'll see you in the Masterclass.

[REGISTER HERE.](#)

How To Get Your First Client In 4 Weeks Or Less

Well, you're almost done.

Almost.

But I guess that right now you're probably feeling like Tom Daley just told you to jump off the high diving board when you've only just got your water wings!

I promise you, it's not difficult ... and I repeat my promise that coaching is the most rewarding profession in the world - at every level.

But I know that you don't know what to say yet. You're probably not even sure where to find your prospective clients, or even who they are, let alone where they are, or why they'd want you.

It can feel overwhelming, but let's break it down.

There are two areas you need a little help with:

- 1) How to actually deliver the coaching
- 2) How to market yourself.

And that's why I've created the "Break Into Coaching Masterclass."

All you have to do is register ... and of course watch, take notes and then ... *take action.*

From there you'll see how it's easily possible to have your first paying client in under 4 weeks.

Register now ... and I'll see you on the inside!

[Click HERE](#) to reserve your seat!