

**THE**  
**SUCCESSFUL**  
**COACH**

INSIDER  
SECRETS TO  
BECOMING A  
TOP COACH

**TERRI LEVINE**  
**LARINA KASE**  
**JOE VITALE**

**THE**  
**SUCCESSFUL**  
**COACH**

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**TOP COACH**

**TERRI LEVINE**  
**LARINA KASE**  
**JOE VITALE**

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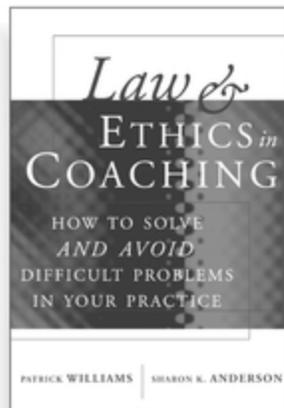
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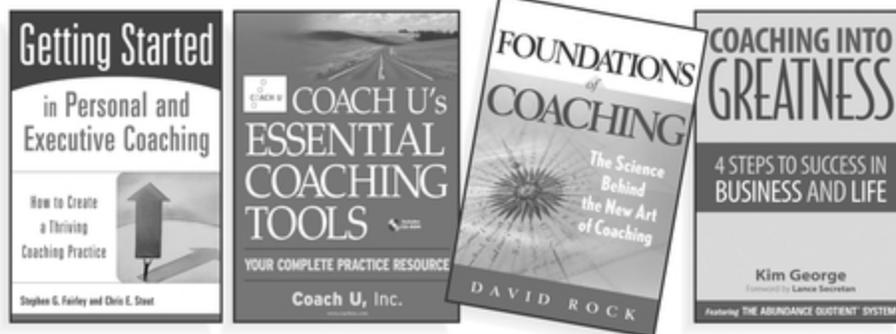
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# THE SUCCESSFUL COACH

*Insider Secrets to  
Becoming a Top Coach*

Terri Levine  
Larina Kase  
Joe Vitale



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For my husband, Mark, who always believes in my dreams  
and is my biggest fan—Terri

To John, my soon-to-be-husband and the constant ray of  
light in my life—Larina

To my love Nerissa—Joe

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I'd like to give huge thanks to my wonderful coauthors, Larina Kase and Joe Vitale. Joe has been one of my key mentors over the years and is a copywriting and marketing genius, and I feel honored to cocreate with him. Larina is an amazing woman, passionate and inspiring coach, and expert in knowing what the coaching market needs. These two fine people are a joy to play with.

Finally, I want to thank the Creator for giving each human being the power to create the life and work they desire and for the blessed life I am living.

# Introduction

In my “other life,” I was a high-flying executive earning a ridiculously high salary. As far as everyone I knew was concerned, I had it all, yet I was deeply unhappy. I was working so hard that I didn’t have a life. I was stressed. I was tired. On top of this, I felt terribly guilty. How dare I, a wealthy and successful career executive, complain when so many others out there had no jobs or worked equally as hard as I did for much less money. I felt very ungrateful, but I couldn’t shake the feeling that this wasn’t for me. Life wasn’t meant to be this way, and one day I not only realized but also accepted that all that money I was earning meant nothing because it couldn’t buy the one thing I wanted and needed most.

I hired a life coach, and through the coaching process discovered why I felt the way I did and what I wanted most to be doing. Life was ticking by, and I wanted and needed to experience more before it was too late. I wanted to achieve my dreams. My desire has always been to help others, and I was so enthralled and excited about my own coaching experience and knew how effective and right it was that I wanted to help others this way, too. Of course, it wasn’t only the desire to switch careers that motivated this change. I wanted to work my own hours when it suited me, be my own boss—accountable to nobody else with all the freedom that entails—and I wanted to continue to earn good money. I wanted to earn my living doing something I loved. Well, doesn’t everybody? Do we really want to get out of bed early in the morning and go and do something we hate and spend all day, and then some, doing it? Puh-leeze!

When I walked away from my six-figure income and said, “I am going into business for myself and I’ll be working from home,” people were shocked. My family and friends thought I had lost all my marbles and tried to talk me out of it, especially when they learned just what the business was that I was going into: coaching. You have to understand, in the early days of coaching, many thought it was just a fad and would soon pass. (I guess you could say I’m now having the last laugh!)

Everyone was convinced I was crazy and doomed to failure, poverty, and regrets. But this was my dream, and I had every right to pursue my dream, my way, in my life. I started in a coach-training program and got personal training from the coaching legend Thomas Leonard. I was very happy the day I sat and passed my examination, and when I began my new career, I attracted 30 clients in 15 days! And that was just the beginning!

I pushed myself beyond my limits and ventured far outside my comfort zone, discovering just how much I was capable of, and went on to attain the much-coveted master certified coach designation. But I didn’t stop there! I stretched further, again amid cries of concern from well-meaning family and friends, and started my own coach-training program to teach others to become qualified, certified personal and business coaches. And I didn’t stop there, either. I went on to found Comprehensive Coaching U, the coach training program for professionals, and the Coaching Institute, training life coaches around the world, and authored [Amazon.com](#) best seller *Work Yourself Happy*, which was followed by *Coaching for an Extraordinary Life*, *Create Your Ideal Body*, and another [Amazon.com](#) best seller, *Stop Managing, Start Coaching*. I also became a popular keynote and public speaker. I was, and still am, happier than a pig in mud! But I must tell you, I’m not

naturally brave, yet look what I've achieved! You can do it, too!

And now, instead of being called crazy, I'm called other names. My clients have nicknamed me the "wisdom wizard," and a couple call me the "queen of coaching." What I do may be different, but it works! I am now privileged and honored to have the reputation of being known as one of the most successful coaches in the United States today, and I have attracted an international following that continues to delight me. My circle of friends, acquaintances, and associates widens with each passing month, and they live in places like the United Kingdom, Norway, Sweden, Denmark, Germany, France, Turkey, Japan, Singapore, Australia, and New Zealand. This profession has truly blessed me in more ways than one!

And to think I may never have experienced this great joy in living! It took just one decision to hire my own coach, way back then, to turn my life around in ways I never dreamed would be possible.

Of course, it certainly helps that I have a background in business and marketing, and, yes, these skills certainly pushed me forward quickly when I was building my own coaching business. I left the corporate world with a track record of growing million-dollar businesses, so in many respects, I had a head start. And this is why my classes fill very quickly whenever I announce I am doing a marketing seminar. Naturally, other coaches want to know how I did it and continue to do it!

Nowadays, I am a nationally recognized authority on creating greater business and personal success, and I'm featured regularly in the media and on the Channel 10 NBC news in Philadelphia as a coaching expert. I still live in Pennsylvania, and when I'm not coaching, training, speaking, writing, or away on vacation, I *love* to race

formula Dodge cars! (So okay, maybe I am still just a *little* crazy!)

And as to the question, why have I teamed up with Larina Kase and Joe Vitale to write this book? The answer is simple. The three of us have seen so many great coaches unable to make a great living as a coach or attract all the clients they wanted. We want *you* to enjoy what we're enjoying—success, happiness, freedom. You see, we know what it's like to yearn for something different but be too afraid to change and step into the unknown. We know how easily you can be a successful coach once you learn how and have expert coaches and mentors assisting you.

With this book, we hope to help you understand what is holding you back in your life! We want to help you identify the barriers and inner blocks stopping you from having the life you dream of, the freedom to do work you love and be paid for it. We want you to stop dreaming and start achieving!

To your success!

Terri Levine, CEO  
The Coaching Institute

P.S. Visit me on my web site at <http://www.TerriLevine.com>.

# **PART 1**

## **Getting Ready to Become a Top Coach**

# 1

## **I Don't Know! Do I Want to Be a Coach or Something?**

*Happy are those who dream dreams and are willing to pay the price to make them come true.*

—Anonymous

### **“Coaching? It Sounds Great . . . but What Is It? Is It for Me?”**

It's the fastest growing business in the world today. It's quite possible you've been toying with the idea of becoming a full- or part-time coach or consultant of some kind, or you've already completed your training and are daunted by the task of actually building a successful business. Or maybe you have already begun and want to know how to make business boom. Unlike other home-based businesses, this one is very rewarding, and we're not just talking about financially, although it certainly is that, too!

So, are you wondering if the coaching business is right for you? Unsure what it takes to start a coaching business? Then let's see if we can remove the mystery for you.

A coach, by Terri Levine's definition, is a person who is a guide and supports other people on their life and work journeys to create more of what they are wanting. That doesn't mean we give answers or advice, and it doesn't mean we teach or lead. It means we act as partners with

our clients to discover what they want and how best to achieve it. It isn't about the coach having all the answers; it is about the coach helping the client tap into the answers.

Coaches aren't magical, and we aren't all necessarily brilliant. We simply have a drive to help others achieve more, and we have a strong desire to do this work.

The fact is, today, in most states, anyone can call themselves a coach. There are business coaches, wellness coaches, relationship coaches, life coaches, executive coaches, and fitness coaches. What sets coaches apart is their training and their specialty. So, before you make any decisions about if you should be a coach or whom you should coach or what training you need, let's help you find your passion and see if you are cut out for coaching. If you are, let's find out what's holding you back from becoming a top one.

## **Check Your Passion**

There is nothing more important in starting a new business than being sure *that* business is right for you and that you have a desire to be in that business. If you can't imagine being on the phone, or in person, with individuals or groups for much of the time, then this profession isn't a fit. If you get excited about speaking with people for most of the day and want to be self-employed, setting your own hours and your own fees, then coaching might be the right opportunity for you.

The most important thing is to be sure you feel a passion for doing this work. That you are so excited about the coaching business, owning your own business, and doing this work that you are willing to do the marketing (yes,

marketing) that will allow you to share your passion with others.

If you can't see yourself being a coach and sharing the fact you are a coach with others, then you might be a great coach who never gets to work with clients. You must be willing either to do the marketing (or share your coaching passion with prospective clients) or to pay someone to do this for you. This doesn't mean that marketing has to be a dirty word or scary or manipulative. There are many resources to help you make this more fun—this book being one of those resources to help you.

## **Proper Training**

If you still feel you have the passion for coaching and a willingness to find fun, easy, effortless ways to market coaching, then keep going. Now it is time to find out how and where you can learn coaching skills and, most importantly, to understand how you learn. Some adults like to take home-study programs, others online courses, some prefer to read books, others do well with in-person training, some do well by mentoring, and others by telephone group classes. Get clear about how you prefer to learn.

To be an effective coach, you will need coach training by other experienced, successful coaches who provide your training using the method in which you learn best and who can help you select your coaching niche and areas of expertise.

You don't have to get your coach training in a standard way, nor do you have to belong to any coach lobbying organization or one of the various coaching associations or organizations to be an extraordinary coach.

You do need to have training that is fun, easy, and joyful for you, in which you really learn and can apply your learning, and in which you receive information and ideas that support you in your coaching business. Without the proper training, you will fall short of client expectations, you will have low self-confidence, and your chances of success will be much smaller.

Give yourself an advantage; find a training program to learn the skills you need. Do it for you and for your clients.

## **What Coaches Do**

We think it is very important for you to really see and feel what coaches do with their clients and what it is like to have a coaching business. We suggest to all new coaches that they speak with people doing coaching and get a feel for what they like about coaching, what their days are like, and what to expect. You wouldn't open a business without a clear picture, right?

When you have a vision for your coaching business, you will be able to achieve it. If you don't, your chances of succeeding are much lower. Having a clear vision for your coaching business is like driving a car with a crystal clear windshield. You probably remember a time when you drove along with a clear windshield and noticed all of the beautiful scenery and colors in the environment. Not having a vision is like driving with a dirty windshield; not only will it be less enjoyable, but you will be likely to wind up lost, take a wrong turn, or miss important signs. A great quote by Yogi Berra to illustrate this idea is: "If you don't know where you're going, you might wind up somewhere else."

When Terri received her master's degree in speech-language pathology many decades ago, she had no clear

idea of what she was to do all day long in that profession. After spending lots of money, time, and energy to get that degree, she soon discovered that this profession was somewhat boring. Rather than you also discovering something like this later, do some research right now.

## **Why Coaching Is Booming!**

Coaching is a rapidly growing profession, both for personal coaches and professional coaches, because people are realizing, as are companies, that they need help. They have tried self-help books and tapes. They have brought consultants and trainers into their companies. But nothing has stuck, because once the book is read or the consultant leaves, we go back to our old ways.

The use of executive coaching is widely reported to be growing rapidly. A recent study published in Jeffrey E. Auerbach's *Seeing the Light: What Organizations Need to Know about Executive Coaching: The 2005 State of the Coaching Industry Report* provides hard data to show the increased utilization of executive coaching. The College of Executive Coaching and Jeffrey E. Auerbach surveyed 101 organizations, and 58 percent of respondents said coaching utilization increased in their organizations in the past year, and 95 percent said coaching increased in the past five years. None reported a decline in coaching utilization. This impressive finding suggests that organizations that have utilized coaching find it so valuable that they continually increase its usage, even though executive coaching can be an initially expensive service (Auerbach, 2005). Companies are getting a great return on their investment!

The reason this profession is one of the fastest-growing professions in the world is simple. Individuals and

businesses have come to the same conclusion: They want help, and they want results that last. Coaching does this; the results last and the outcomes are measurable.

## **Why Would People Hire *Me* to Coach Them?**

Many coaches we have worked with ask why they would be hired. It is natural to wonder whether you will be truly successful and to doubt your own competencies. In this book, we will help you resolve some of the limiting beliefs about why people need to hire you.

So who gets hired? Coaches get hired because of their past experience in life and work and their skills and talents and because they have specialty coach training.

You will have clients hire you because of the jobs you've had, the education and experience you've had at work, what your values are, your natural skills, and the talents that you probably take for granted.

And, of course, they need to know about you to hire you. For this reason, we will dedicate several chapters to marketing your coaching business. Marketing works best when you build a niche around your own unique competencies and skills.

Terri knows a coach, a friend, whom she considers to be very organized. When this friend was looking for a coaching niche and deciding what types of clients to attract, Terri helped her see that one of the talents she took for granted—being organized—is in high demand and that many clients would hire a coach for this. She is now one of the top organizational coaches.

So, make a list of your life and work experiences. Go back, year by year, decade by decade. Where did you work? What

are your skills, talents, abilities, and so forth? Where did you excel and shine?

## **The Top Coaching Niches Now**

You can be a coach in almost any specialty area and be successful. Of course, it is best to create a specific niche for yourself. These are the general niches that are thriving today:

1. **Health/wellness/weight-loss coaching.** Let's face it, the health industry and the weight-loss industry have been growing for years. With more people focused on self-care and alternative health practices, there is a huge demand for coaching in these areas. Larina Kase runs a program called STRENGTH Weight Loss & Wellness™ that certifies other professionals in weight-loss coaching (<http://www.StrengthWeightLoss.com>), and Terri has an extensive program at <http://www.createyouridealbody.com>.
2. **Sales coaching.** In the United States alone, there are more than 17 million people who sell. Coaches with this specialty are in demand and command top incomes. Learn more about this niche at <http://www.bestsalescoachtraining.com>.
3. **Career coaching.** This recession-proof niche is the largest coaching niche. When times are good, people change jobs or start their own businesses and hire career coaches. When things are tough and companies lay off people, people hire coaches to find a job or phase into a new career. Coaches in this niche will always be in demand. See more about this niche at <http://www.terrilevine.com/workyourselfhappy.htm>.

4. **Corporate and executive coaching.** Companies and their managers want to be more successful and want their businesses to make a profit. They also want their teams and leaders to possess more coaching skills. A recent article in the *Harvard Business Review* estimated that approximately \$1 billion is spent annually on executive coaching in the United States (Sherman & Freas, 2004). Executive coaching is becoming prevalent in today's businesses, and there are excellent opportunities for executive coaches.
5. **Business coaching.** Small-business and entrepreneurship coaching are hot areas! There are dozens of specific niche areas, and you can choose a couple or even several within business coaching. Terri is a professional business coach who works with large corporate teams as well as individual entrepreneurs. To see how Terri and Larina integrate multiple niches within business coaching, see <http://www.TerriLevine.com> and <http://www.PAScoaching.com>.
6. **Personal coaching.** With all of us having more demands placed on our time and wondering about our life purpose, more people each year hire coaches to help them create better lives. Coaches working with individuals to get more out of life have many clients, as this is a very popular form of coaching. Learn more about this niche at <http://www.coachinstitute.com/coachinginstituteorientation.htm>.
7. **Parent coaching.** Family dynamics have changed. People are asking, "What's wrong with kids today?" Families are described as dysfunctional. Drug use, suicide, increased teenage pregnancies, school dropouts, runaways, crime, confusion—it's all here and it's not a Hollywood movie. It's real. Children do not come with a guidebook, and what worked 10 to 20

years ago does not work today. Parents do not know what to do or how to cope, and with their busy lifestyles—and usually both parents work—they need ongoing support to learn and carry through new parenting skills designed for today’s family! Learn more about this niche at <http://www.certifiedparentcoach.com>.

### ***What the Best Coaches Have in Common***

The most successful and highly regarded coaches have the following skills and traits in common:

1. Can think on their feet.
2. Deep listening skills.
3. Ability to be with many kinds of people.
4. Nonjudgmental.
5. Ask powerful questions.
6. Make great observations.
7. Speak the truth.
8. Integrity.
9. Have a light perspective.
10. Excellent communication skills.

With approximately 25,000 coaches in the United States alone, coaching is an extremely popular field.

### **Why Not Become a Top Coach?**

We don’t want you to be just any coach; we want you to become a top coach. When you are a top coach, you have an excellent platform for getting your ideas out to the public. You can help the most people, and you can enjoy a lucrative and rewarding career.

Coaches base their careers around helping others to achieve their goals. The problem is that many coaches do not know how to help themselves become the top in their fields. More than 50 percent of coaches are making less than \$20,000 per year (Fairley & Stout, 2004).

Why? There are two reasons. The first is that coaches do not have information on how to build their businesses and market their services. There are dozens of excellent resources on this topic that tell coaches what they need to know to excel in their fields. We will highlight the most important marketing strategies for your coaching business.

For many coaches, the second reason is more salient: They are not putting into practice the knowledge about what works and how to succeed. You may know *what* you need to do to be successful: marketing, public speaking, writing, networking, and so on. But a problem occurs in translating this knowledge into action. Just as we know that we need to eat lower-calorie, healthful food and exercise to lose weight, we do not necessarily do it. Fears and self-doubts hold us back.

We've found that many people do not implement marketing ideas, or they do not do them as effectively as possible. Invariably, certain fears and insecurities come up and limit people from pursuing the marketing and sales tactics that will make their businesses take off.

Thousands of coaches and consultants suffer from fears and self-limiting beliefs about their credibility and competencies, their abilities to market their businesses, their internal motivation, and their likelihood of success. They engage in unhelpful behaviors, including procrastination, not using support effectively, and not setting the right goals.