

Become a Coach!



How to get started as a Business or Life Coach *Version 3.0*

How to choose a coaching school, a coach certification & get started as a coach

[By Julia Stewart, MMC](#)

Forward:

Coaching is the 2nd fastest growing profession in the world. It adds thousands of new coaches to its ranks every year. Today, almost everyone knows (or thinks they know) what a Business, Executive, or Life Coach is.

To meet the rising demand for professional coaches, hundreds of coaching schools have sprouted up over the past several years, so researching and deciding on a good coach training school has become a gargantuan task. *Result?* Many would-be coaches become confused, overwhelmed and stressed. This often leads them to postpone or simply give up on the dream of becoming a coach.

That's why we've put together this coaching eBook for you, to draw your attention to what matters most in becoming a coach, so you can make the best decisions for you.

Changing careers is no small thing. It's normal if you feel a bit anxious about it. It's also normal to feel excited and magnetically drawn to becoming a coach – if coaching is indeed the right profession for you. If you think coaching may be the perfect career choice then read on...

Within the pages of this short eBook, you'll find quizzes and check lists to help you decide whether coaching is for you, right now. You'll also find resources to help you choose the best coach certification for you and where to find the most comprehensive lists of coaching schools, plus zillions of resources to help you become a successful coach more quickly.

Disclaimer: This eBook was produced by [School of Coaching Mastery](#) (SCM). We admit that we are somewhat biased toward certain approaches to coach training, certification and business-building, so take what you learn here with a grain of salt.

However, one thing this book will not do is try to convince you to join SCM, if our school isn't right for you. SCM was designed for the coach who is drawn to become a master coach or leader within the coaching profession. Our standards are very high. If that sounds good to you, you can make an appointment to talk to one of our advisors by calling +1- 888-654-9706.

Keep Being Great –

Julie Stewart



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What is Coaching?

Coaching is all about:

- A. Assisting people to get what they really want.
- B. Assisting people to fulfill their life purpose
- C. Assisting people to evolve to their full potential
- D. Assisting people to do great things in the world (and *for* the world)
- E. All of the above.

Do any of the above sound like something you'd like to be doing in your career? *If so, read on...*



Do You Have What It Takes to Become a Coach?

Lots of people dream of becoming life or business coaches.

Do you wonder whether you should take the plunge?

Take this simple quiz and see if Life or Business Coaching is for you.



- 1. You've done a lot of personal development work and you've really grown.
- 2. You've learned amazing things and you want to share.
- 3. You have expertise that can help others.
- 4. You're very spiritual (Perhaps in a non-traditional way).
- 5. You're curious about people.
- 6. You're naturally optimistic.
- 7. You're a big-picture person.
- 8. You have a sense of humor.
- 9. You can let someone else be the center of attention.
- 10. You don't "need" to help people.
- 11. You don't "have" to fix problems.
- 12. You're comfortable with the unknown.
- 13. You're comfortable with silence.
- 14. You're very intuitive.
- 15. You're creative.
- 16. You have great communication skills.
- 17. You see opportunities where others see problems.
- 18. You love working for yourself.
- 19. Sales & marketing don't scare you.
- 20. You enjoy making your own decisions.
- 21. You love talking to people.
- 22. You don't mind charging for what you do.
- 23. You don't blame people or make them wrong.
- 24. You're action-oriented.
- 25. You see the world evolving and you know it's a good thing.

- __26. You feel called to coach.
- __27. You want to earn a living as a coach, but you're not desperate for money.
- __28. You have the time and energy to become a coach and you're ready to start.
- __29. You'll do whatever it takes to succeed as long as you can keep your integrity.
- __30. Becoming a coach sounds like a really fun opportunity.

SCORE:

- ▶ If you answered "Yes" to every question, you definitely should become a coach!
- ▶ However, even if you only answered "yes" to most of the questions, if you believe you can learn most of the rest, then you'll probably love becoming a coach.
- ▶ If you answered "No" to most questions, then becoming a life or business coach right now, may not be for you yet.

And even if you got a perfect score, you probably have lots to learn.

To find out more...

- ▶ [Register for a Free Coach Training course](#) with SCM President, Julia Stewart, MMC. You can also request to sit in on one of our live classes.



Where should you start when becoming a coach?

The days of simply printing up business cards and calling yourself a coach are over. Large scale surveys of professional coaches show that coaches without coach-specific training and certification are less successful than trained and certified coaches and are more likely to quit the profession within a few years. That can cost you tens of thousands of dollars in lost income, as well as the fun and fulfillment that comes from succeeding as a coach and helping your clients achieve what they really want.

As we said in the forward, there are hundreds of coaching schools to choose from, some that will teach you everything you need to know and others that won't, so choosing one can be an overwhelming decision.

We suggest you begin your quest for the perfect coach training school for you by first deciding which coach certification you want.

Why? Because there are fewer coach certifications to choose from and that choice will narrow down your options for coach training, making it easier to decide.

We also suggest you plan to get certified by an independent not-for-profit certifying organization.

Why? A certification in almost any profession that comes from an independent certifying organization that is not-for-profit is usually seen as less-biased and therefore more respected than a certification that comes from the school where you trained. Standards vary between schools. In fact, there are some training programs that claim to thoroughly train and certify professional coaches in only a few days! Don't be fooled by that promise.

The two most recognized independent not-for-profit coaching organizations that certify professional coaches are the IAC and the ICF.

We suggest you visit both the [IAC](#) and [ICF](#) websites to see which one you feel most drawn to. Both organizations are well respected, but their certification processes are completely different and their coaching styles are different, as well. You can also view lists of licensed or approved coaching schools on each site. Choose a school that prepares you for the certification of your choice.

Simple!

Why School of Coaching Mastery Chose Both ICF & IAC Certifications

Interestingly, both the IAC and the ICF were founded by the same man, [Thomas J Leonard](#), who is often referred to as the Founder of the Coaching Profession. Thomas passed away suddenly in 2003, but in his lifetime, he did more to raise the standards of professional coaching than anyone before or since.

Thomas founded the ICF in 1995, when the coach profession was still quite young. At the time, professional coaching was just beginning to establish itself as a distinct profession, with different skills and deliverables from any other profession, such as consulting or psychotherapy, two professions that are often confused with coaching.

Because the profession of coaching was so new and evolving so fast, it was difficult to define standards for certified coaching, so instead, ICF certification was based on the amount of training a coach had and how many paid hours of coaching s/he had documented. It used a “competency” model and it usually took years for a coach to achieve ICF certification.

By 2001, Thomas had grown dissatisfied with the ICF approach to certification. He didn't feel that the coaches who were being certified by the ICF were consistently excellent. It was possible to spend years getting coach training and rack up thousands of hours of coaching experience and still be an average coach. (Even though there are many excellent ICF credentialed coaches.)

Thomas decided that coach certification should be based solely on the coach's ability to coach and on their pledge to uphold a high standard of ethics as professional coaches, because in the end, that's all that really mattered to clients. By that time, the ICF was completely independent of Thomas Leonard. The ICF had its own board of directors and administrators who told Thomas that they weren't interested in changing their certification process (they have since made some changes).

Being the leader and maverick that he was, Thomas simply founded a new not-for-profit certifying organization in 2003 that bases its certification solely on a coach's ability to demonstrate masterful coaching skills and a high level of ethics. That organization is the IAC and SCM instructors are proud to have assisted most IAC Certified Coaches along the process of becoming IAC certified.

However, we also assist coaches who are on the path to ICF certification, because over the years, the ICF has enhanced and upgraded its certification and it also includes demonstrated excellence in coaching. Plus, the ICF is the world leader in approving quality coach training. Both of these organizations represent excellence in professional coaching.

More Things to Think About When Choosing a Coaching School

- [Some coaches seek out just enough coach training to get them started](#) in their coaching businesses. For that reason, some coaching schools have short programs that teach the basics of professional coaching. These programs are quicker and less expensive than full coach training programs. Coaches who seek this approach often learn best by doing. The question you need to ask yourself is, *“Will I get everything I personally need to succeed as a professional coach?”*
- Other coaches want comprehensive coach training that gives them very strong coaching skills, personal development, and business and marketing skills, as well as coach certification and graduation. These coaches often have very high standards and want to be the best, not merely good enough. Another question to ask yourself is, *“Does this program prepare for the certification I want and is it comprehensive enough and flexible enough for me to succeed efficiently without wasting time, money and energy?”*
- Other considerations include your learning style. Are you primarily an audio learner? If so, teleconferences may be a good learning environment for you. However, are you a visual or kinesthetic learner? If so, you’ll need in-person or [webinar training](#). Do you like to get a general idea of something before you jump in and do it? Choose a school that gives you the tools to start practicing your new profession right away.
- [Do you want your coach training to be live or “virtual”?](#) Most people assume that live is better and sometimes it is. However, most coaches are surprised at how effective virtual training – either by phone or by webinar – can be and how much faster, more convenient and cost effective it is.
- Do you want flexibility to take the classes you want when you want them? Find out what your school offers and when. Find out whether you have to wait to take certain classes or whether there are class recordings available 24/7, for your convenience.
- Also, make sure your school is not teaching you a formula or template approach to coaching. Formulas and templates rarely work except for the coaches who created them. You need an open-architecture coaching model.
- Last but definitely not least, make sure you get plenty of coaching practice, so you can master your skills as quickly as possible. Practice is key and feedback from experts ensures you aren’t practicing mistakes and therefore hardwiring dysfunctional coaching habits that will cost your clients – and you.

Watch Out for False Promises

Coaching schools are businesses and may over-state what you will experience, as a student. Some promises are big red flags.

- Run away from a coach training school that promises you'll make a six-figure income in a year or less. What you achieve with your coaching business is ultimately up to you, so any school that promises that you'll make a certain dollar amount is pulling that number out of thin air.
- Don't think for a minute that you can learn everything you need to succeed as a coach in one weekend or in a couple of weeks, no matter how intensive the program. Shy away from promises like these. Most comprehensive coach training programs take 1 to 2 years to complete. However, you can start attracting paying clients even before you graduate or get certified.
- Think twice about a coaching school that paints a too-good-to-be-true picture of what your coaching business will be like in the first few months. If you want to work part time, make hundreds of dollars per hour, take several weeks of vacation per year, only work when you want to work and still make hundreds of thousands of dollars each year, this is indeed possible, but you must work up to it and it doesn't happen for every coach. Expect to develop your ideal coaching business over time and commit yourself to actively creating it. The best school for you will assist you in succeeding with comprehensive tools that meet your needs.
- Money-back guarantees sound great, but they can be a bad deal for the coach/student, because they give a false impression that you have nothing to lose. The wrong school for you will get in the way of your success and can cost you far more than the price of tuition. Most reputable schools will expect a strong commitment to your own success from you, which you demonstrate with your willingness to invest in your future. Because nobody really wants their money back from their coaching school. What they want is a successful coaching business, as quickly as possible. Look for a school that will give you a "value back" promise, which simply states that they will do everything they can to assist your success, as long as you are committed and trying your best.
- Watch out for the coaching school that feels overly "slick" or commercial. Some of them are. Look for a commitment to quality and a willingness to give you what you need, not a prefab learning structure that forces you into a model or mold that may not fit for you.

Check list to compare coach training programs

Tuition costs and what you get for your money vary widely. SCM drew up a couple of tables so you can compare side-by-side to see what you get.

Compare up to 3 coaching schools before you decide which to join:

COACH TRAINING BENEFITS AND FEATURES

Benefits and Features	<u>School of Coaching Mastery</u>	School 2	School 3
Is the school affiliated with the IAC or ICF?	YES		
Are all instructors certified by the IAC or ICF?	YES		
Have students passed IAC or ICF certification?	YES		
Distance classes taught by tele-webinars or just teleclasses?	TELE-WEBINARS		
Are classes taught live?	YES		
Do students practice coaching in class and get written feedback?	YES		
Are classes available 24/7 via recordings?	YES		
Are there business, marketing and sales classes for coaches?	YES		
Do students get their own webpages?	YES		
Is mentor coaching available?	YES		
Are students certified and have paying clients by graduation?	YES		
Payment plans?	YES		

Note Sheet to Use When Calling Coaching Schools

Name and number of school	Your notes
<p><u>School of Coaching Mastery</u> +1- 888-654-9706</p>	
<p>School 2 Name & Number</p>	
<p>School 3 Name & Number</p>	

Want to Jump Right Into Coach Training?

The following is a 4-class, 8-hour recorded coach training program from the School of Coaching Mastery, led by [SCM President, Julia Stewart, MMC](#). The students in this class all made contributions to a charity, in exchange for a free coaching course.

These classes were taught in a teleconference audio-only mode. Our paid classes are combination of teleconference and online webinar, with lots of coaching practice to accommodate difference learning styles. We also have detailed written “Coaching Guides” to accompany each coaching course.

Warning: This class has about 30 students in it and there is much more noise on the line than in our paid coaching-skills classes, which are limited to 12 or fewer students. Normally, we have very quiet learning environments. To listen to a quieter version of the same training, [register here for free](#).

Simply click on the following four links to hear the complete coach training program. In it, you’ll learn eight simple, but powerful coaching skills that you can begin using today.

Class 1: <http://www.audioacrobat.com/play/WHznNTz7>

Class 2: <http://www.audioacrobat.com/play/W2btpCQ7>

Class 3: <http://www.audioacrobat.com/play/W8d8vYQ7>

Class 4: <http://www.audioacrobat.com/play/WPGxQ9s7>

If you find this eBook helpful and you want to learn more about becoming a coach at School of Coaching Mastery, the following three actions will help you:

1. Call +1- 888-654-9706 for an appointment with one of our Advisors, to get specific answers to your questions.
2. Email Julia@schoolofcoachingmastery.com with questions.
3. Visit www.SchoolofCoachingMastery.com for more information and sign up for free classes and other resources.

You Next Steps to Become a Coach

Still trying to decide? Here's a recap of steps to take to choose your path toward becoming a coach.

1. Visit the [IAC](#) and [ICF](#) websites to see which organization and certification you feel most drawn to.
2. Once you've chosen a certification path, choose from the schools listed on the [IAC](#) or [ICF](#) website.
3. Comparison shop by using the tables provided on pages 11 and 12 of this eBook.
4. Call the schools you're thinking about and ask questions about what's included, etc. Avoid registering for schools that have high-pressure sales tactics.
5. Further research each school by searching for blog posts and social networking activities for each. You can often find out the real scoop on a school by looking in less formal online sites.
6. Find students of the schools you're interested – again search on social networking sites like [Facebook](#), [Twitter](#), and [LinkedIn](#) - and ask how successful they've been at starting their coaching businesses. Also ask if they are happy with their school and feel they got what they paid for. *Ask them what questions they wish they had asked before they signed up.*
7. Ask the schools you're considering if there are any hidden costs and how much extra you may have to pay if you pay by installments.
8. Ask any additional questions you have about joining.
9. *Join.* The longer you wait, the longer it'll be before you succeed at your dreams. Coaching tends to do well even in a recession, so there really is no advantage to waiting.
10. Use your school's resources to the utmost, so you get maximum value.

The final page of this eBook is devoted to more resources to assist you in your success.

Top Ten Ways to Become a Masterful Coach

Want to become a successful coach? Make sure your training includes everything you need. It depends on your learning style and how committed you are to the process. For best results, combine at least several of the methods listed below.

1. Listen to coaching classes. Passive attendance in coaching classes is probably the most common method that people use to learn to coach and it can work - eventually. Problem is, you're not really learning coaching; you're just learning *about* coaching. (Big distinction.) School of Coaching Mastery has many classes you can listen to and we encourage you to do far more than that, as well. Read on...

2. Listen to masterful coaching demonstrations. Here, you're getting much closer to learning to coach. You're hearing what works. (However, sometimes hearing what *doesn't* work is just as enlightening and actually practicing coaching is better still!) All our coaching skills classes include coaching demonstrations from some of the top instructors in the field.

3. Practice coaching other coaches. This is a fantastic way to learn, because it strengthens your coaching muscles and gives you a safe space to make mistakes. (To get full value, though, you need to be willing to screw up in front of your friends! ;-) SCM coaching skills tele-webinars always include practice periods where everyone gets a chance to use what they just learned and we encourage you to practice outside classes and give you tools for finding practice partners, a.k.a. "coaching buddies", easily. Join our [Facebook Page](#) to find coaching buddies.

4. Get expert verbal feedback on your coaching. This is one of the best ways to learn. Get immediate feedback from an expert. Some coaches are afraid to experience this, but when done well, it's inspiring, not painful. You learn what works, what doesn't, why you got stuck, why you succeeded, and/or why the client resisted and how to do it even better next time. Great stuff! (Why struggle along, not knowing if you're doing it right?) At SCM you'll get frequent feedback on your coaching from your instructors in class. Without it, learning coaching skills can feel like target practice in a dark room! Click the link for upcoming [coaching classes](#) where you can get feedback.

5. Listen to recordings of yourself coaching. This is priceless! You'll be surprised what you hear and what you learn. (Former President of the IAC, [Natalie Tucker Miller, MCC](#), says she still records her coaching sessions for her own learning.) SCM tele-webinars are all recorded and you'll have access to those recordings, so you can hear everything you may have missed.

6. Read expert written notes about your coaching. This is even more powerful when you follow up verbal feedback with reading written notes and listening to the recording of your coaching session. Big "Aha's" happen here. (As one coach put it, "Now I'm not flying blind, anymore!") You'll get frequent written feedback on your coaching if you take our 16 [Master Coach Training](#) webinars. We don't know of another coaching school that does this for its students.

7. Listen to your peers coach and take detailed notes. This uses your brain in a whole different way. When you write down what you're hearing, you're imprinting what you're learning. SCM Master Coach Training tele-webinars use specially-designed scorecards to speed up your learning this way and you can use these scorecards to score yourself when you listen to recordings of your own coaching, as well.

8. Give verbal feedback to your peers about their coaching. When you articulate specific feedback about what you heard (Not just "It was nice"), you take a stand for what you know and you find out quickly if you're on the right track. You'll learn how to deliver excellent feedback in our Master Coach Training classes. Learning to do this, while being in service to your colleagues' learning, is exciting and fun!

9. Meet in study groups with your peers. No "experts" allowed! Without the presence of a teacher or any other "expert", coaches start to step up and take ownership of what they know. Often, this is a crucial final step to becoming masterful. (Peer-to-peer learning is powerful!) That's why SCM has ongoing study groups, hosted by coach/students, like you, meeting every month and they're free. Go here to find out more: [Coaching Study Groups](#)

10. Coach real clients. (What a concept! ;-). This obviously is what you're preparing for. Coach real people in real situations. Develop ongoing relationships with clients, because that relationship is about a lot more than one coaching session. If you can get feedback from your clients, that's a hundred times better. These are some of the many reasons why the [Coach 100 Business Success Program](#) has been so successful at helping coaches get full coaching practices. Coaches get written feedback from everyone they coach and find out what works from the client's perspective. Coach 100 is included in the SCM [Ultimate Coach Training Program](#) and Coach Launch Pro.

School of Coaching Mastery is the only school that we know of that incorporates all of these methods into our coach training programs and that's why our coaches learn so much, so fast. To get on the fast track to masterful coaching, join us at <http://www.schoolofcoachingmastery.com>



Resources:

[101 Incredible Coaching Questions](#)

[A Tale of Two Life Coaches](#)

[How Many Years Does It Take to Become a Life Coach?](#)

[How to Become a Successful Life or Business Coach](#)

[Life Coach Salary: How Much Do Professional Coaches Make?](#)

[Subscribe to the Coaching Blog](#) and get the latest news by email

[Free study groups for coaches, where you can hone your coaching skills](#)

[Join the IAC North American Virtual Chapter for free](#) and get news on certification and coaching success

[Sign up for live coach training by the course](#)

[Find the right Coach Training Program for you at SCM](#)

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I hope this eBook was useful...*now go out and coach!*