

## Guide to Choosing Your Life Coach

### 6 Pluses & 6 Minuses that Equal No Problem

What is a Life Coach? I've been asked this question hundreds of times. Well, let's start with taking a look at what a Life Coach isn't. We are not Therapists, Counselors, Advisors or Teachers; Life Coaches aren't Consultants, Psychologists or Healers. Many Life Coaches do have credentials in these areas, yet Coaching does not promise any of these benefits. Yet, have people gotten some form of these benefits through Coaching? I've seen it happen time and time again.

#### ***How my brother's hearing deficiency early in life turned me into a Life Coach.***

Thank you for taking your time to review this report I have put together for you. Why I am in this industry is because I have always found the desire to help others. Growing up, my older brother had a serious hearing impairment and I was constantly being his ears and mouth to support him in getting through early life. My mother always tells the story of me asking for candy for my brother, too.

Now, what a Life Coach is. A Life Coach is simply a committed friend. Think about your most committed friend that you can be totally honest with and when they are totally honest with you, it doesn't hurt. Problem with our close, personal friends is that they can sometimes be a little too close to the action and might not be as objective as we need them to be.



Committed friends come in all shapes and sizes. I've made the suggestion that we all have at least 3 sets of three committed friends that we identify into these categories: Cheerleaders will virtually always support everything you say and do. They're great when we're feeling down or blue. Realists will be the ones we want to listen to most. They only care for what's best for us. Naysayers will help us see what we might not be willing to. Your Coach will be all three.

One of the most difficult challenges in life is to learn how to allow the feedback that we get from the world. Remember, your committed friends are coming from who they are, not who you want or need them to be at the moment. Take this into consideration as you receive their input. Committed friends are where we need to go to tell us how it's going, especially when we are in doubt. That's what a good Life Coach can offer to you.



The next thing to know about Life Coaches is that we can only ever coach commitment. Yes, we will be your committed friend, yet if you are not committed, there is nothing to coach. Some folks I've worked with are committed to resistance. They've had to overcome their resistance to feedback before we can even begin doing the real work. A good coach will recognize this right away, point it out and begin clearing it up with you. If you are committed to mediocrity, the best coaches will support you in identifying your greatness and getting committed to that. Again, lacking commitment, there is really nothing to work with.

***A good Coach is trained. A great Coach uses their training to help you.***

While visiting with my mother, she told my wife the story of my brother's hearing loss and how there was concern that he might be mentally disabled. This greatly angered me because I knew my brother was highly intelligent. I held onto this anger for years and when I finally resolved to forgive my mother, she smiled and let me know that I misunderstood her. She was telling my wife that part of the story in a joking manner and never once considered him deficient.

One of the most important aspects in selecting a Life Coach is to identify if your coach candidate has coaching for themselves. If I were to attempt to coach you with no accountability in my own life, then anything I would have to offer would be mostly from my ego. I've seen this dozens of times with new coaches. It's not that they don't want to help, they simply haven't yet figured out how. Personally, I have a Business Coach, a Spiritual Coach and multiple Life Coaches that are all kicking my butt on a regular basis. This keeps me in alignment with my life and makes sure I stay sharp to best benefit my clients. It is crucial that your Life Coach is working with others, otherwise you'll get what they want for you rather than what you want for yourself.

Let's be real about a Life Coach's intention. It will always start with an intense desire to help others. There is no doubt that Life Coaching has made a profound difference in the lives of many people that the coach never gets to meet personally. It is a truly noble profession. What you want to be mindful for are the coaches that are in it for themselves and not your best interests. What I always want for my clients is the magnificent picture they paint for themselves that represents a life worth having lived.



The determining factor for success with a Life Coach is allowing yourself to be guided to your desires and trusting the process of creating them. What an experienced and well-trained Life Coach can offer is the ability to present the tools you will need to access in order to make it happen. Your willingness and commitment will make all the difference. Persisting for your dreams creates motion and momentum.



Now that we've covered some basics about the Life Coach, let's get into the details about how Life Coaching can directly work in your life. It's easy to confuse what a Life Coach can or cannot do for you. A Life Coach cannot take any action on your behalf. A Life Coach cannot make sure you keep your scheduled appointments with them or anyone else in your life for that matter. A Life Coach will likely not be there at the moment when your most important decisions are made or when you need to get yourself out of a jam.

What a Life Coach can do for you is assist you in identifying how and when you take action, what motivates you and most importantly what will compel you to the results you declare in your life. Life Coaches can offer methods and strategies to keep your schedule on schedule. What you discover for yourself via Life Coaching can be present for you when you decide critical outcomes and when you find yourself struggling to handle another's emotions or even your own.

What many clients that have worked with me have found is freedom: Freedom from non-supportive habits and behaviors, freedom to declare goals and accomplish them and freedom to have relationships where they can fully express themselves and be accepted in an unconditional way that makes them thrive.



***The greatest value a Life Coach receives is the success of their clients.***

I am the youngest child in my family. My brother is by far the most educated member of our family. He now has a Master's degree in Comparative Literature. Yet, everyone in my family constantly turn to me for guidance. They trust my experience.

You must be willing to reveal your darkest fears and secrets for a Life Coach to best assist you. In addition, you will be required to face the fears and let go of past events and decisions you've made about yourself to have the optimal chance to succeed.

Now we will get into the core elements of this discussion: The Pluses and Minuses that equal No Problem in choosing a Life Coach. Before proceeding, be clear that your outcome depends greatly on your desire and passion to convert your coaching investment into tangible, measurable results in your life. Also, be aware that coaching is often a long-term engagement. Most coaching relationships last at least a year and sometimes longer. You may be a "quick study," yet even the most accomplished individuals in our world consistently receive coaching in one form or another. Many successful people have multiple coaches supporting them in the various areas of the lives.



**CERTIFICATION:**

**Pluses:** Having a certified professional provides a sense of reliability and a heightened dependability on the service being provided.

**Minuses:** The Coaching industry’s certification process is not currently regulated by any governmental agency.

**Problem/No Problem:** Certification in Coaching means that the Coach has invested in a program that adheres to standardized sets of practices in order to enable them to provide solid support to their respective clients. Yes, in a sense, a coaching certification can be bought. Most credible agencies that certify Coaches require minimum hours of training and actual billable hours before certifying any of its members. These requirements are often stringently audited. Unfortunately, there are companies that provide the training and hours at a fairly substantial cost to the Coach and are not really doing the Coach, nor prospective clients any favors. There are horror stories of clients that have paid inexperienced Coaches great sums to be severely disappointed in their purchase. Graduates of coaching programs sometimes are stuck in “coach-speak” and are unable to deal with clients in a *real world* sense.



**REFERENCES:**

**Pluses:** Having references provides evidence that services rendered are well-received and assures prospective clients that the offering is worthwhile. It can also display results obtained from another perspective.

**Minuses:** It isn’t going to be difficult for people to find others to say nice things about them, usually close friends and family members. Some testimonials are prewritten by the individual receiving it.

**Problem/No Problem:** References and testimonials can enlighten us prior to purchasing. For someone to provide actual names and phone numbers would create a greater degree of reliance on the information, like with job references. Video references are especially good indicators and this is a more recent form of effective testimonial. Anyone can write a story that sounds intriguing and embellish with the best. This is where your intuition and that “feel” for what you’re seeing is believed or not. I ask all my clients to develop a trust for their intuition.



**EXPERIENCE:**

**Pluses:** An experienced professional can give you an edge over someone new to the field. Their time in the industry will have them aware of the latest developments. Tools, distinctions and processes can only be expressed through lengthy education and practice. Wisdom is generally found with those that have long-term experience.



**Minuses:** Some coaches get “stuck” in their ways and cannot or will not be willing to adapt to a new client’s needs. There are practices that must be regularly revisited to maintain functionality, much like continuing education in many fields. A coach that is no longer learning can possibly be unhelpful. While a newly graduated coach may be considered “green,” some are extremely ready and passionate to serve and may, depending on your needs, be a great fit...something about the “baby and the bathwater” comes to mind here.

**Problem/No Problem:** Most clients new to coaching will likely benefit from a well-seasoned coach to start with. These coaches will have results and experiences that can benefit you right away and have a firmer sense of confidence with helping you. Like in the job market, experience can often trump education, though a lack of education will eventually reveal itself. The industry is in a growth mode, thus inquiry about experience, education and certification are good measures for a coach’s reliability. Again, your intuition will come into play in selecting the right coach for you.

**SPECIALTIES:**

**Pluses:** There are many specialty coaches in the industry whose extensive training, education and experience in a specific industry can be of great benefit to clients. Some consultants are adding coaching to their practice as a way to enhance services to clients.

**Minuses:** A “niche” coach or converted consultant can sometimes miss the entire intention of coaching. I’ve had clients create major successes in Real Estate, Investing, Weight Loss, Multi-level/Direct Marketing and Spirituality, yet I claim none of these as my specialty.

**Problem/No Problem:** Coaching is about taking an individual or a group to a higher personal realm of accomplishment and greater results. More often than not, clients benefit from a basic foundational restructuring prior to or while embarking on a major project. This is crucial for sustained success.





**COST:**

**Pluses:** Value is found in coaching when the results being created in your life have you crediting your participation in a coaching program. Often, the results are of the intangible variety, such as greater confidence, higher degree of spirituality or balance and harmony in all areas of life. Coaching sessions are generally priced between \$75-125 per hour. Specialty coaching can be a much greater cost depending on what you desire.



**Minuses:** Be wary of high-priced coaches. Coaching is a business that also is an extremely noble profession. Thus, while a coach has earned the right to be paid, some coaches “need” the money more than they desire to help. If you are able and willing to pay higher rates, make sure that your inquiry about the coach’s qualifications and the return on your investment is solid.

**Problem/No Problem:** “You get what you pay for.” This statement is equally true in coaching. A major distinction that many clients take a little while to get around to is the actual work involved. Much of the work isn’t done by the coach, rather by you, the client. While many clients want results, the blocks and barriers will continue to interfere until they get honest with themselves and someone else, the coach, about them. No amount of money is going to buy motivation and accountability. More so, you cannot pay for taking the actions that only *you* can take.

**CONNECTION:**

**Pluses:** This is the greatest area of concern in choosing a coach. If you are looking for greater spirituality in your life, a rigorous business coach is not likely your best choice. What you are looking for is that sense of ease and comfort that allows you to be fully honest and know that your communication is being held in the highest regard, objectively.



**Minuses:** There are coaches out there that force their way upon their clients. It is not important to this type of coach where you came from or what you want, it is important that you get what they have in store for you. Unless you have the experience of being heard, listened to and a sense of partnership with your coach, the going will likely be difficult.

**Problem/No Problem:** It is crucial that a coach offer a free session to check for connection. I have referred potential clients to other coaches for the benefit of the client. If a coach “needs” you so their bills get paid, find another coach. *You* are the important one in the relationship and anything less than that should be addressed immediately.



**SUMMARY:**

A lot of clients come to coaching with the intent to take their specific idea to market. Others are already in business and want to discover ways to expand. Once a client is engaged in setting their intention from newly revealed strengths, success usually follows. There are no guarantees in coaching. I've informed new clients that should they be willing to take action on their commitments to themselves, they can virtually guarantee amazing results.

You will discover that trusting your intuition will play a great role in your decision. Just like many relationships, your heart will guide you, let it. Also, like selling and buying, be sure to kick the tires and ask a lot of questions. Most coaches know that you are likely in a battle for your life and will respond accordingly to your needs. Beware of promises. The only promise a coach can really make is to assure you of being honest, forthright and committed to your success.



It's not about making a new friend as much as it is about having a new friend tell you the truth, cheer you on and discover ways with you to succeed that you may have never imagined. I've had clients share such intimate details of their life with me that they've never revealed to anyone else; this is usually the beginning of their relationships opening up to greater degrees than ever.

Regarding certification, please note that many experienced coaches were in business before coaching credentials were introduced. Some coaches have continued their education and become certified, while others rely on their history and remain successful. What you really want to find out is the answer to this question: Is this coach the right one for me?



Be prepared to pay for accountability and someone that will put you to work right away. For some odd reason, this is what it takes for us to break free from limiting beliefs and habits that do not serve. Trust your coach and allow their feedback. You may begin to see the rest of your life improving immediately. Often, it's not *them* that need to be changed, it's *me*!



**WHAT TO DO NEXT:**

Bullseye Theory Coaching & Training has developed a 30-minute Introductory to Life Coaching session that will provide you contextual information about coaching and some real-life tools that you can immediately implement. The session done via phone is conducted by Joe Palmer, our Founder, who has worked with thousands of clients in one-on-one and group settings. Former clients have taken some of these distinctions and processes directly into their success path and reported great advances, crediting the work done with us.

Here's a sample of what you can expect on the call:

- Life Tool #1: A simple, easy-to-remember tool for managing your actions and determining your outcomes in life. This secret to empowered living will have you assessing your current results and plan your dreams, immediately engaging you in realizing them.
- Creating Balance and Harmony: A fast way to identify the areas of strength and weakness in your life, allowing you to *focus* on where and most importantly how, you succeed. The places you struggle will also be brought into focus and what you do here will establish the foundation you will need for the results you desire.
- Defining Your Greatness: This is one phenomenal tool of many we employ with our clients and has been called the “*Million Dollar*” process by a close, personal friend of ours who is a world-class trainer working in the personal development industry for over 25 years. When using it, you not only recognize your true worth, but are *empowered* to use it to its full capacity, thus maximizing your possibilities in life.



The session will *not* be a sales call and the information being provided *at no cost to you* will be designed to move you forward towards your dreams and give you a hint of what true, authentic Life Coaching practices look and feel like. The Introduction to Life Coaching, will be preceded by a pre-session questionnaire that will enable you and Mr. Palmer to create maximum value for you on the call. Please contact Mr. Palmer directly at (323) 309-6999 or e-mail him at: [joe@bullseyetheory.com](mailto:joe@bullseyetheory.com) to schedule your session. You will be provided the pre-session questionnaire at that time.



To your success in finding *your* Life Coach, all the best from Bullseye Theory!

