



Coaching Career Starter Guide



Proven Methodology. Unprecedented Results.

At World Coach Institute, Inc. we are always one step ahead. We were the first coaching training school to offer business mentoring in our programs. We were also first to offer niche add-on training. In fact, we coined the term. And we were the first coach training school to offer a proven methodology that works every time you coach building “outstanding” levels of confidence as surveyed grads affirm.

We bring you this Career Started Guide to support you in your decision making process. Our Admissions Advisors are here to help. Just give us a call at 1-877-633-5082 ext. 1.

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Why WCI?

- ✓ 15+ Niche Coach Certifications
- ✓ Coach Practice & Supervision
- ✓ Buddy Coaching Program
- ✓ ICF Approved Training
- ✓ Business Builder Program
- ✓ Group Mentoring
- ✓ No Interest Payment Plans

Coaching Industry Trends

The coaching industry and opportunity are synonymous. Both personal coaching and business coaching offer endless opportunities for new coaches. In fact, if we look at the industry growth cycle, the coaching industry is still in the growth phase.

In April 2009, the International Coach Federation (ICF) released a global study conducted with PriceWaterhouseCoopers with a couple thousand participants in 64 countries. What they found was very compelling for the coaching industry.

What reasons for hiring a coach are most popular?

Life, Vision & Enhancement coaching is by far the most common among respondents with half (50%) of all current clients engaged in this type of coaching and more than half (58%) having been engaged in this type of coaching over the past five years. Business/Organizational coaching (29% of current clients and 36% over last five years) is next followed closely by Leadership coaching (25% and 33%, respectively), Executive coaching (22% and 30%, respectively) and Career Transition coaching (16% and 25%, respectively).

Why do people select coaching over therapy or consulting?

When asked why they selected coaching instead of alternatives such as therapy or counseling, some focus groups participants indicated that coaching offered them an “action plan” rather than an opportunity to explore their “issues.”

What are the top motivators for seeking a coach?

The top two motivators for seeking coaching services are self-esteem/self-confidence (79% rated as very or somewhat important) and work/life balance (76%). These are clearly core motivations for seeking coaching. While they may not be the “top-of-mind” or “ultimate” reasons that drive clients to seek their coach, these two factors are significant motivators for the vast majority of coaching engagements.

What percentage of clients hires their own coach?

A significant majority (72%) of respondents indicated that they were solely responsible for selecting their coach. Only 13% indicated that their employer selected a coach for them while 7% indicated it was a joint decision between client and employer.

How many coaches does a client contact and interview before making a selection?

Less than one third (29%) of respondents reported that they contacted and/or interviewed more than one coach before entering a coaching engagement; while, a further 13% did not participate in the coach selection process. A very significant 58% of clients engaged the first (and only) coach they contacted. More often than not, if the first coach meets their criteria, the client’s search is over.



Top Reasons for Selecting a Coach

According to the ICF Global Coaching Study the following are the top considerations clients have when choosing you as coach:

YOU THE COACH

- Coach’s Confidence
- Personal Rapport
- Personal Compatibility

YOUR TRAINING

- Level of Coach Specific Training

YOUR COACH APPROACH

- Effectiveness of Your Coaching Process

With WCI, you can rest assured that you will walk away with the best coach training in the industry along with outstanding confidence levels in knowing you can deliver for the client every time.

Your WCI credential is pre-approved by the ICF so you know you are getting the highest quality training available in today’s marketplace.

You will also have a coaching process or coach approach to use that has a 100 percent success rate!



Coaching Career Opportunities

Many coach training schools encourage you to choose a niche such as Divorce Recovery Coaching or Career Coaching. Within each of these niches lie endless opportunities. Most six-figure coaches ultimately end up tapping into multiple streams of income. Here are eight ideas for areas you might consider:

Training in these areas is included in the programs at World Coach Institute.

1. One-on-One Coaching: This is your traditional coaching relationship where someone hires you to coach them a few times a month on an ongoing basis.

2. Group Coaching: This is your traditional coaching model extended to a group of people who hire you to coach on an ongoing basis.

3. Laser Coaching: Laser coaching generally means precise, short coaching sessions. They are often one-off sessions meant to resolve a very particular challenge.

4. Publishing: Both eBook creation and self-publishing are great ways to get your name out there and attract new clients.

5. Speaking Engagements: Learning to create great presentations and really deliver as a speaker is a skill many motivational coaches use to increase their income.

6. Workshops and Seminars: Learn to create and hold a workshop or seminar and earn by charging attendees to participate or by converting attendees into clients.

7. eCourses: Time-starved clients appreciate the option to be coached via an eCourse. Just provide the materials to the client. Include exercises, field work or assignments for them to complete with each lesson.

8. DVD's: If you hold a seminar, have someone video tape you speaking. You can then package and sell this in seminar in DVD format.

Top Opportunities!

What are the most in demand coaching niches?

- ❖ Life Coach
- ❖ Wellness Coach
- ❖ Leadership Coach
- ❖ Career Coach
- ❖ Relationship Coach
- ❖ Spiritual Coach
- ❖ Business Coach
- ❖ Executive Coach

What are some growing coaching niches?

- ❖ Youth Coach
- ❖ Parent Coach
- ❖ Family Coach
- ❖ Addiction Recovery Coach

Coaching Statistics

What services do coaches usually offer?

In the beginning they offer coaching services. Eventually they may put on seminars in their niche or even write a book.

How are coaching sessions conducted?

Coaching is conducted over the phone, in-person or over the internet, often with clients from all over the world.

How often are coaching sessions held?

Ono average coaching sessions occur two to three times per month for 40 – 60 minutes per session. Many coaches take the fourth week of the month off!

How long do coaching engagements last? The average length of a coaching engagement is 12.8 months.

What is the most common primary method of conducting coaching sessions? Globally, there is a fairly even split between in-person coaching (50%) and telephone coaching (47%).

Source: ICF Global Coaching Study



How to Choose Your Niche

What is a coaching niche?

A coaching niche is a specialized area of coaching.

Your niche is your “lead” area of expertise and reflects

- ❖ Your unique story or experience – “Pull Your File” on your life
- ❖ Your passion
- ❖ Your network
- ❖ Your life and/or work experience
- ❖ This is how you attract your clients

Use the following formula to give you insight into what your niche or niches should be.

Experience (Life or Professional) + Passion = Your Niche

Do I need niche training?

With so many coach training options in the market place today it is difficult to know if it is better to obtain a niche coach certification or a basic professional coach certification or both.

For those who have a life or work

experience in a particular area and wish to apply this experience in a coaching format, sometimes just learning the foundational coaching skills is enough. For example, this approach would work well for a therapist who wishes to apply coaching skills in his or her practice or a human resources person or a career planner who wishes to apply coaching skills in their approach.

Even if you have this experience you may wish to receive an actual certification in your niche of choice for credibility purposes and to further build your coaching skills and expertise through these studies.

If you do not have a relevant background or experience in the coaching niche that you wish to pursue you are better off choosing a program for that specific niche or niches.

Do I have to be certified?

No. But 2009 was the “year of the certification “; meaning the year that the certification became necessary in the clients eyes. We highly recommend it!



How Do I Register for Niche Training with WCI?

WCI offers two options for niche training:

1. Choose one of our foundational professional coach training programs with the option to add-on niche certification(s).
2. Choose your niche certification(s) as your foundational training - core foundational training is included.

WCI Niche Training Options

- ❖ Life Coaching
- ❖ Wellness Coaching
- ❖ Relationship Coaching
- ❖ Grief Coaching
- ❖ Youth Coaching
- ❖ Parenting Coaching
- ❖ Family Coaching
- ❖ Christian Coaching
- ❖ Spiritual Coaching
- ❖ Addiction Coaching
- ❖ Mentor Coaching
- ❖ Marketing Coaching
- ❖ Master Coaching
- ❖ Career Coaching
- ❖ Executive Coaching
- ❖ Business Coaching
- ❖ Leadership Coaching



A Day in the Life of a Coach

When deciding on a coaching career and a coach training program you might want to know what a day in the life of a full time coach is like.

When you first start coaching you may also be working another very demanding job so your day in the life for this first part of your career might consist of going to your other job during the day and coaching in the evenings and on the weekends.

Once you are able to make the transition to full-time coaching your schedule may look something like the one on this page.

Life balance is important when you are a coach. You must lead by example. Carrying a hectic schedule may drain you to the point where you are not fully present when you coach. Your client needs to feel that you are fully present with energy for them.

Self-love means self-care. Take time for yourself. Nourish your body, mind and spirit.

Be patient. Building your coaching practice will take time. Remember that seventy percent of your time in the first six months will be dedicated to marketing. Eventually this ratio will reverse itself once your clients begin sending your referrals.

Sample Coach Schedule

When you begin to focus entirely on coaching your day may look something like this:

7 a.m. Morning Power Start Program which includes writing, meditation, strategizing, visioning, goal-setting and planning.

8 a.m. – 9 a.m. Exercise, shower and breakfast

9 a.m. – 9:40 a.m. Coaching Call

10 a.m. – 10:40 a.m. Coaching Call

10:40 a.m. - 3 p.m. Lunch or relax or read or marketing or workshop or writing

3 p.m. – 3:40 p.m. Coaching Call

4 p.m. – 4:40 p.m. Coaching Call

5 p.m. – 5:40 p.m. Coaching Call

6 p.m. – 6:40 p.m. Coaching Call

6:40 p.m. – 10 p.m. Office closed. This is time for partner, family and friends unless there is a speaking engagement to fulfill.

Personal Foundation

One huge benefit of registering for a coach training program is that you will grow and obtain wisdom beyond your years with regard to your life, your personal development and your role on this planet.

How does this happen?

Firstly, obtaining a coach certification means that you will be able to enable your clients to gain clarity, grow and make things happen. Since you are your own success story and an example for your client, it is important that you go through this process before bringing it to someone else. You will be a source of motivation for your client. Speaking from passion or your own experience is also very motivating for your client.

Secondly, coach training is about vision, goal setting and achieving. In order to set a vision you have to know what you really want. These wants cannot be based on society's expectations or the expectations from your parents. If you have never been coached you will find through your coach training that many insights about yourself will be revealed or uncovered. This will enable you to set a clearer vision for your own life.

Thirdly, day-to-day management of our lives and the lives of your clients requires skill. You will learn many approaches to ensure one stays on track. You will apply each of these approaches through your coaching training so that you have a clear understanding of each approach before assigning these to your clients. Because these tools and techniques result in increased self-awareness, self-growth, shifts in awareness, and changes in perception for the better you will graduate with a new wisdom and often a completely new zest for life.



Is a Career in Coaching for Me?

What are some questions to ask yourself before obtaining a coach certification? How does one know if this is truly what they want? Here are some questions you might consider if you are interested in coach training:

1. **What do you value?** Values are meaningful ideals that are part of who you are or are personally important and draw you forward. Values uniquely distinguish us from one another. You do not inherit these from your culture, family or religion. They are inherent in each person's makeup.
2. **What are your needs?** Needs are urgent emotional aspects that drive individuals to obtain wholeness. Often needs direct major life decisions until they are met. If needs are not met they can get in the way of a person clearly identifying his or her values and living based on those values. If you need 'to control' or 'be right' coaching may not be for you. If you need 'to communicate' and 'to accomplish' coaching may be for you.
3. **What are your strengths and weaknesses?** These could include having a network to sell your services to or even a high emotional intelligence score.
4. **On a scale of 1-10, with 10 being this highest, how badly do you want this?** Rating your passion for something always provides insight.
5. **What is your vision?** What will your coaching practice look like? What will your day look like?
6. **What are your goals?** How much do you have to make and by when? It can take 6 - 18 months to build a full coaching practice. Create some financial goals for yourself. Using the average \$171 per coaching hour work back to how many clients you will need to attract in order to cover your expenses and then meet your goals. And then choose a coach training school that will show you how to attract clients.



Becoming a Coach Quiz

Answer the following questions to find out if becoming a coach is for you?

- ✓ Do you like to work with people?
- ✓ Do you want to make a contribution to our world?
- ✓ Does starting and running your own business or working as a coach for another company appeal to you?
- ✓ Are you self-motivated?
- ✓ Do you practice what you preach?
- ✓ Do you like to learn?
- ✓ Do you like to grow?
- ✓ Do you see the value in change?
- ✓ Do you value discovery?

If you answered "Yes" to between 1 and 4 of the above questions and you are a good candidate for a career in coaching.

If you answered "Yes" to 5 or more of the above questions you are an excellent candidate for a career in coaching.

If you did not answer Yes to any of the above questions a career in coaching may not be for you.



7 Tips for Choosing Your School

With so many options of varying price and quality how does one compare? Here are some practical areas to compare when reviewing coach training schools.

- * **Cost.** Coach training programs range from \$700 USD to over \$15,000 USD. Try dividing the number of “live” coach training hours into the total cost for a basic comparison.
- * **Payment.** Does the school offer payments plans? If you plan to make a one-time payment do they offer discounts for paying upfront?
- * **Total hours for the Program.** If you plan to obtain your International Coach Federation (ICF) certification you will need to attend a “live” coach training program with a certain number of hours.
- * **Content.** What is actually being taught? Coach training programs that teach core coaching skills such as the ICF Core Competencies are going to be your best bet. Also, look for programs that teach you coach business building and coach marketing techniques.
- * **Instructor Experience.** Do your instructors have a lot of coaching experience or are they a teacher just teaching course material for a coach training school? You want an Instructor that has both types of experience: coaching and teaching.
- * **Length of Time; Hours per Week.** How long is the program? How much time per week can you dedicate to your coach training program and does the coach training school offer a program that matches your schedule?
- * **Method of coach training.** Does the coach training school offer teleclass, self-study, or in-person training? Again, if you plan to obtain your International Coach Federation (ICF) certification you will need to attend a “live” (teleclass or in-person) coach training program with a certain number of “live” coach training hours.

Congratulations!

You have taken the first step with WCI!

We are grateful for the high caliber students who go through our programs and know that you will find the comprehensive winning WCI experience to be exhilarating, empowering and invaluable.

Let us know if we can be of any assistance at all as you make this very important decision.

We would love for you to join us!

To Your Success,

The WCI Team

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