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Coaching: Communicating What Service You Provide

By Catherine Franz

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Coaching is unique because it makes a special promise: transformation. At the root of any desire for personal development is the expectation that, every time they have an encounter with their coach, they have some how changed from the person they were into the person they more prefer to be.

Instead of focusing your communications, this includes all marketing materials as well, on subject areas or benefits, concentrate on lives -- the kind of person you help create. This isn't merely an issue of who they can become; it includes values, ethics, the sense of personal mission, and what people want to accomplish within their life times. In this way, you can reach beyond the practical considerations within the decision making process to speak to the individual underlying core: a person's dreams.

Here are a few ways to make your communications more personal, and directed towards their dreams, thus, making it more appealing and attractive:

1. Speak and Write to Their Values

In any coaching communications, two of the most important words you can use are "we believe." Even the most practical personal development desiring person believes in something. Tell prospective clients what your coaching stands for so that they can evaluate whether they share your coaching values, which is the same as your personal values if you are solo.

This step helps filter that would most likely not be a match anyway.

After all, in a country crowded with coaches, your values can be your greatest distinction. Maybe your coaching encourages an entrepreneurial spirit through projects or creative approaches to familiar problems or challenges. Some people prefer the word challenge, so I included both. Put your coaching values front and center.

2. Connect Benefits to Ambitions

Describing what people are going to learn, such as living their lives by their values or building a strong personal foundation isn't enough; you want to show how coaching helps them reach their goals. Instead of writing mere descriptions, write stories with the prospective coachee as the potential hero.

Tell readers how your fieldwork prepares them for real-world experiences, how your group coaching hosts relationship opportunities, how your teleclass sharpens them, changes their critical-thinking, or decision-making skills.

3. Use Endorsements and Case Studies

Selecting a coach can be intimidating and overwhelming even for the most courageous people. An endorsement, in an ad or printed material created for sales, shows how your coaching welcomes and works with people just like them.

Case studies is a step up from endorsements by actually describing in some detail the transformation story -- how a person from one kind of background acted on her ambition and was able to move forward through your program or by working with you.

Conclusion

These techniques also work well for service or products communications if you also offer teleclasses, workshops, or group coaching programs. Actually, not that I think of it, it works in all personal development communications.

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You May Need A Coach To Get You Where You Want To Be

By Allan Katz

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Do I need a coach to help me get where I want to be?

by Allan Katz

What do you mean by coaching?

Coaching is an alliance two or more people have to identify, set, plan for and attain a specific goal or goals. Coaches work on any issues or challenges that seem to be standing in the way of achievement. Coaches help you identify what is working for you in your life and build those strengths. They identify what is not working or where there is room for improvement in any particular scenario and develop a strategy for change.

Where did life and business coaching come from?

Business, career and personal coaching takes its identity from sports coaching. Top sports people have always got to their peak and been kept there by a coach who believes in their potential and holds them accountable for what they say they want to achieve.

What does coaching do?

Coaching helps you close the gap between where you are and where you want to be - personally and professionally. It enables you to identify your choices and set your goals. It supplies you with the tools and encouragement to shape your future and weave your dreams into the fabric of your life.

Is coaching therapy?

No. Therapy mainly deals with healing the past. Coaching is about enhancing the present and planning the future. Coaching uses information from the client's past to clarify where the client is today.

Coaches expect to serve as a resource, confidante and mentor, but don't want clients to let themselves get into the position of needing coaching as a dependence thing or a fix. You are the one who will find the answers. Coaches just try to provide a clearer map than you may have had in the past.

Is coaching consulting?

No, coaching is more about helping the client to learn to make good choices than about giving advice. Coaches help you discover and consider the various alternations, but you are always in the driver's seat with the decisions. In coaching the client is always in the driver's seat - Coaches coach, you do the laps!

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How long would I need to have a coach?

Until you think you have achieved what you set out to achieve. The time frame can vary from a few months to several years - as long as you feel you are getting value from the relationship. Although we will make some firm agreements and commitments at the start of the coaching relationship, you are free to stop coaching at any time if it is not working for you.

Leading executives, professionals and entrepreneurs are quickly discovering the personal and professional benefits that coaching provides.

For more information on coaching and to explore a FREE Hour of Coaching, go to <http://www.tobecoached.com>.

Allan Katz is Editor of the ToBeCoached.com web site and To Be Coached Newsletter. He is a 21 year veteran retail loyalty marketing coach and the author of the book, "The Complete Guide to Retail Loyalty Marketing."



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