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How to Run a Profitable Coaching Practice Using Your Emotional Intelligence

By Susan Dunn

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Dunn, The EQ Coach

Pacific Management Consultants are a good example of branding. They consult with dentists on how to establish a practice that thrives. (Stay with me. We'll get to coaching.)

Read what they had to say here in their last ezine:

"We have seen practices struggling along with their schedules jammed, the doctor and staff all max'd out with umpteen patients [scheduled] daily, NPs jammed in here and there. Production and collections suffering, Tx plans not getting accepted. These practices are running faster and more frantically than patients will tolerate ...This happens even in a practice that appears to be far from it's capacity or even well below capacity.

On the other hand, we have million-dollar-plus practices who see 5 or 6 patients a day and who have plenty of time for New Patient exams...[w]ith the practice running at the correct "speed" for patients."

Now, if both of these practices gave high-quality service, which one would you go to, which one would you refer patients to, and, as a coach, which one would you rather have???

Silly question.

Now let's use our EQ, taking this as a metaphor, and transferring it over to your coaching practice. Are you running your coaching practice at the correct speed? Or are you running at a frantic pace, driving away clients, and barely making a living?

Here's the Emotional Intelligence Checklist to consider:

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Personal Power: Do you have know the benefits of your coaching and present them with self-assurance to NCs?

Have you scheduled clients so you can devote your undivided attention to each one?

Do you take advantage of income-generating products that help the client beyond the coaching call? Have you added, for instance, The EQ Foundation Course© (<http://www.susandunn.cc/courses.htm>) or the Gooding Accountability System™ (<http://www.susandunn.cc>) to each client's protocol, SOP? Be Creative.

Have you learned how to suggest what the client needs, beyond what he or she wants?

When you fail to close with a prospective client in the free coaching call, do you analyze why? Do you ask your own coach for suggestions and role play? The more Empathy you have, the wider the ^fit^.

Are you controlling for all the variables you can control for -- answering email timely, addressing objections appropriately and with emotional intelligence? You can't control for the fact you remind them of their mother-in-law; you can control for delivering what you promise.

Empathy: What does your voice sound like? Have you taken a voice makeover?

Authenticity: Do you have your own coach? If you believe in coaching, you believe in coaching. Get it?

Are you allowing plenty of time for NCs. I allow 1 ½ hours for NC intake. The first session is important. You must deal with "buyer's remorse" and often the client has much they want to tell you.

Personal Power: Are you delegating? As soon as possible, hire a Virtual Assistant for logistics (sending out courses, for instance) and move up to a higher level. Virtual Assistants work for \$10-\$30 an hour. What's your time worth? Do you ^get^ that ^the higher level^ will always be client service?

Have you established ease-of-payment? Credit cards? PayPal?

Are you organized or are client calls ^surprising^ you?

If they do ^surprise^ you, are you Flexible enough to land on your feet?

Does your equipment work or is your headset always falling off and your phone battery giving out?

Flexibility: Do you allow the client to shape their own coaching program? It's their coaching.

Resilience: Do you see this as a professional practice, something

that takes a while to build? Do you market consistently and constantly? Do you bounce back from rejections?

Have you developed your Intuition to make you an excellent coach, not just a good one?

Intentionality: Are you able to filter distractions and focus until you achieve your goals?

Do you know how to develop your clients' emotional intelligence?

It will make your clients successful and you successful, and successful coaches who have successful clients have more clients.

For more information on emotional intelligence, go here: .

©Susan Dunn, The EQ Coach, offers individual coaching, The EQ Foundation Course© (available for licensing), EQ coach training, and marketing with EQ for coaches who want to succeed. Visit her on the web at www.susandunn.cc and <mailto:sdunn@susandunn.cc> .

How to Learn What You Need to Learn in Order to Succeed

By Susan Dunn

It used to be a college education was enough, and then you would learn a few job skills and be on your way. People often stayed in the same job, much less career, for their entire working life.

In today's fast-paced workplace, the college education is just the beginning, and you must continually learn new skills. And what can you expect of your college education?

If it was a good one you will have learned how to think, how to apply the things you've learned, and not how to USE your knowledge. You would not have just stored up an accumulation of facts.

As S. W. Kimball said, "Real intelligence is the creative use of knowledge, not merely an accumulation of facts."

So how can you pick up where your academic learning left off? Many individuals are finding Emotional Intelligence (also called EQ) to be the missing link. Studies are showing that EQ is more important to your health, happiness and success than your IQ, and the good news is - it can be learned. It's generally accepted that your IQ is fixed at or near birth, but your EQ can be developed over your lifetime, with outstanding results.

Emotional Intelligence has broken down something rather mystifying - such as "the creative use of knowledge" and "common sense" and "people skills" into a set of practical competencies that can be learned. I work with people all the time who start developing their emotional intelligence and experience immediate positive results in their life.

Emotional Intelligence allows you to make use of what you know, in the sense of academic subjects.

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After all, I'm sure you know people who are very intelligent and well-educated who are not very successful at work or in relationships. They are lacking some skills that allow them to manage their own emotions, or to understand others, or to work well in a team environment, or to put into practice what they know. These are all Emotional Intelligence competencies.

How do you start filling in the gaps? Start by taking an Emotional Intelligence assessment (<http://inyurl.com/z94t>). This will tell you where your strengths and weaknesses are. And remember, the good news with EQ is that if you test low in "resilience," for instance, all you need to do is start learning it! Start EQ coaching.

It's crucial to understand that Emotional Intelligence is not something you can learn alone, or simply by reading a book. It involves social and emotional skills, and these must be put into practice with appropriate feedback. It's good to take a course on the Internet that outlines the theory and tells you the vocabulary - which is really reframing things you're aware of - but it makes it clearer. Then work with a coach to guide the process.

Improving your Emotional Intelligence will bring you benefits in every area of your life, at any time. It is broadly applicable and a very practical tool for life skills that seem to have been left out in our formal educations and even at home. Researchers did not start studying this field until about 10 years ago.

If someone has ever told you - or someone you love - you don't know how to get along, or why can't you be more friendly, or you don't have good common sense, or you lose focus - these are all things you can learn in improving your Emotional Intelligence. Or if there are areas you know you could improve in, which is probably true of all of us - leadership, Intentionality, resilience, or flexibility - why not give Emotional Intelligence a try?

Emotional Intelligence involves knowing your emotions, understanding them, using them, and ultimately regulating them, and only when you can do this for yourself, can you apply this to others. And if you stop and think about it, most of the things that come up at work involve emotions, not just the work process. We all know how to do the work; it's doing it with others, and managing ourselves and others, that's the challenge, yes?

©Susan Dunn, MA, The EQ Coach, <http://www.susandunn.cc> . I offer coaching, distance learning courses, and ebooks around emotional intelligence for your continued personal and professional development. EQ is more important to your success, health and happiness than IQ, and it can be learned. Start today! For free ezine, <mailto:sdunn@susandunn.cc>.

How to Learn What You Need to Learn in Order to Succeed
Is It Possible to Have Too Much Emotional Intelligence?
What Are You Going to Inoculate Yourself Against in 2004?
I'm Not Looking for a Friend, I'm Looking for a Jedi Master
Emotional Intelligence vs. Cognitive Intelligence

Expand Your Professional Coaching and Consulting Business

How to Gain and Retain More Customers
Brian Garvin's MLM Secrets
Profitable Puppets
Info Product Marketing Secrets Exposed!



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