

## Should I give up a paycheck to become a full-time coach?

EXPERT GUIDANCE ON CRITICAL COACHING ISSUES. THIS SITUATION DEALS WITH AN ASPIRING COACH'S HESITATION TO TAKE THE LEAP

### the situation

“I have been undergoing coach training for a couple of years now with a view to eventually becoming a full-time coach. However, now I'm torn. I do have a full-time job and I'm reluctant to give up my regular paycheck, yet I know that to really build my coaching practice I will need to focus my efforts. Is it feasible to become a coach part-time and hold onto my job? When do you know you're ready to leave a paycheck and become a full-time coach?”

Are you grappling with a sticky situation? You don't have to go it alone. Let our senior coaches give you some different perspectives to consider. Email your situation to: [editor@choice-online.com](mailto:editor@choice-online.com) and put “sticky situations” in the subject line.

**Y**our story is the question so many of us have wrestled with. While there is no perfect solution, the process of becoming a full-time coach is about three things: People, Profitability and Strategies.

#### People

Are you the kind of person who enjoys playing the role of entrepreneur? Many coaching organizations and businesses exist, but yours must reflect *you* to be truly successful. Can you connect with your defined ideal client and tell the story of coaching in a way that is powerful for both you and the listener? Who is on your team of experts to help you in your role as an entrepreneur? Who is your coach?

People is about you, those you serve, and those who make you successful.

#### Profitability

Leaving a paycheck is never easy. Yet the lure of owning your own business can be very tempting. It's important to know what your coaching model looks like and how long it will take you to be profitable. Do you have financial reserves as you build your business? Can you afford to be a professional business person (website, business cards, marketing and advertising, office space, etc.)? You will attract business as you become a business.

Don't underestimate the importance of the desire and need to be profitable. This is not magic, but a well planned strategy to turn your passion into a career. And do not give away your coaching services. Good intentions do not pay the bills! Good work that is honored through pay, pays the bills. So begin with the desire to make a life through the work you do, and be paid to do it. Great businesses fail



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when they can't sustain themselves through difficult financial times.

This work is powerful and needed in our world now more than ever. But tread carefully in our current worldwide economic crisis. The jury is still out on when our economic climate will be more growth than loss. And if the stress of making money is so great that you can't survive slower times, proceed with caution. Profitability is about running a business that sustains itself and brings a profit to you.

#### Strategies

When is the time to transition? When you're willing to live with the consequences of your decision. Part-time is tough! How much can you work if you are also working for someone else? And when can you coach clients at a convenient time for them?

Coaching requires you to be completely present and listening on multiple levels. If you stretch yourself too thin, you may not succeed. Strategy is about having a plan that you're prepared to implement and then live with the outcomes.

To summarize, leap when you're ready to leap with joy and abandon. Business is a risk – but many coaches have successful practices.

Be prepared for success by knowing what it will take for you to be successful.



**Craig Carr**, PCC is a senior trainer for the Coaches Training Institute (CTI) and a coach committed to the conscious development of personal potential. Craig's specialty is working with entrepreneurs and investors who are designing new relationships with their businesses or jobs.

**A**s a coach trainer I've been fielding this great question in one form or another for over 10 years. Now, however, more and more folks are getting a pink-slip push to make "The Leap of Faith" (as I like to call it) into their new careers. Procrastination is no longer an option!

I also notice that there is a view going around that says, "in this economy fewer people will be able to afford coaching" or, "companies are cutting back on training and coaching" or, "coaching is a luxury that people buy after they've secured food, housing and a job." This often leads to, "I'm not sure coaching is a good career choice right now."

I know this isn't exactly what you are asking about in your sticky situation, as written, but thoughts like this can easily keep someone from taking the 'Big Jump.' I'll get right to the bottom line: If you are the kind of person who tends to think from this perspective, if when it comes to personal security you are not a risk-taker by nature, you'll probably find life more pleasant if you stay at your job for awhile! Nothing wrong in that

at all. There is plenty of evidence you can find to make your case.

If on the other hand you are so passionate about coaching that you wake up thinking about the power of the paradigm and what you can do with it in your life; AND you go to your job and in the conversations you have with co-workers you are more curious about who they are becoming than what they are doing; AND if you begin to notice that people seek you out and want to be around you because doing so just makes them feel better ... THEN I would say you are ready to make The Leap.

I know you'll forgive me for not telling you what's the optimum income/debt ratio, hours per week you should be coaching, or any-other-metric-you-can-think-of for measuring "ready." All I know is that the swirl of stuff going on around you and in our culture is just a cacophony of noise when it comes to the clarity of the passion you must have for being a coach.

That passion is what I want you to measure. Nothing else. Tell the truth, make your move and don't look back.

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**Carol Adrienne, PhD,** is an internationally-known author, intuitive counselor and life coach whose books have been translated into over 15 languages. As a master numerologist, workshop leader and life coach, she has helped thousands of people eliminate negative patterns, providing them with life-long tools for creating the life they want to live.

**E**veryone has a certain level of tolerance for handling change. You have already committed time and money to your training, and are now facing the next level. Now that your goal is near – gulp – you may be feeling not quite 100 percent ready for prime-time, full-time coaching (and especially all the marketing that goes with getting your name out there). It's natural to have these fears or concerns in transition. However, it is a bit unrealistic to think you can drop your paycheck and immediately start earning the same kind of money in a new practice. It's a lot of pressure to put on yourself.

When I started my practice, my previous life in office work ended due to health reasons. I had little choice but to go full steam ahead, despite my trepidation. In your case, why not start part-time? Set aside one or two days for coaching in the evening or on Saturday, and set your sights on filling those hours. You'll learn how to grow the business. It's time to let the regular paycheck go when your practice is steadily growing.

I agree that sometimes necessity (no paycheck) fuels momentum. I believe that anything is possible AND I am aware that coaching is a discretionary activity for most people. Even though this is an excellent time for coaches working, for example, with people who are out of work, you may want to gear up for starting full time when you have six months to a year of funds saved to cover your living expenses as you get going.

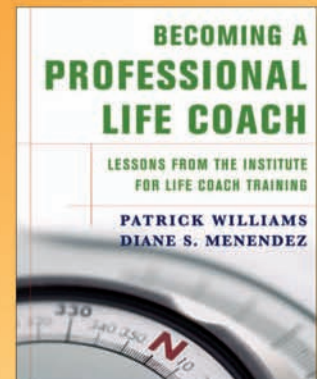
Since I use numerology in my coaching, I always check the personal year cycle for starting new ventures. To find your personal year number, add your month and day of birth to the year 2009. For example, if your birthday is January (a One month) 22, you add that to 2009:  $1 + 2 + 2 + 2 + 0 + 0 + 9 = 16 = 1 + 6 = 7$  Personal year (a time for inner growth, not so good for starting new external ventures like a business.) The best personal years to start something new are those that add up to One, Three, Four, Five, Six, or Eight. Avoid starting a new venture in a Nine personal year; wait until the following One year. I hope this helps! •



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