



RELATIONSHIP  
COACHING INSTITUTE

# Five Steps to Building a Successful Relationship Coaching Practice

With David Steele and Frankie Doiron

## Study Guide and Supplements

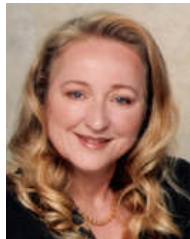
If you're wondering how to earn significant income helping singles and couples have successful relationships, this program is for you!

For best results we recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this program!

Thanks for joining us!



*David*



*Frankie*

Download MP3 [here](#)

# Agenda

I. Welcome and Introduction

II. Real-Life Examples of Successful Relationship Coaching Business Models

III. Five Steps to Building a Successful Relationship Coaching Practice

IV. How to Launch a Thriving Relationship Coaching Practice with RCI

V. Q & A

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# Five Steps to Building a Successful Relationship Coaching Practice

**Step 1:** \_\_\_\_\_  
We all start here!

**Step 2:** \_\_\_\_\_  
Most don't do this, yet it's the difference between struggling and being wildly successful

## Five Key Elements:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Step 3: Apply \_\_\_\_\_ strategies to \_\_\_\_\_**

## Four Key Strategies:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Step 4: Apply \_\_\_\_\_ strategies to \_\_\_\_\_ \_\_\_\_\_ to \_\_\_\_\_**

**Three Key Strategies:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Step 5: Follow through, get support where needed**

**Three Key Strategies:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Two valuable bonus programs!**

**[How to Get Clients in Challenging Times](#)**

**[BYIP Tips and Four Closing Questions That Will Get You Hired](#)**

# The Case for Relationship Coaching

We have a powerful need and desire for coupling that drives us into and out of relationships. In recent times we seem to have developed a "need" to be happy and have a decreasing tolerance for delayed gratification.

When we are single, most of us want to be in a relationship. When we are in an unhappy relationship most of us attempt to improve it and eventually leave if it doesn't get better.

A generation or two ago, men and women dated, married, had families, and rarely divorced. Everyone seemed to know the rules and followed them. "Fulfillment" was not a priority and unhappiness was not cause for divorce. Then our society changed, the rules changed, and life and relationships became much more complex. We want to be happy, but we don't know how. We are traveling to a vague destination without a map or compass, and are not aware of what is causing us to be off track.

Here are some relevant facts that help make the case for relationship coaching:

- There are more single people today than ever in history: 101 million in the U.S., 46% of the adult population (37.5 million/28% in 1970)
- Over 25% of households are single occupant households (17% in 1970)
- 53% of households are married couples (70% in 1970)
- The marriage rate is decreasing, and is at its lowest in 30 years
- The divorce rate has remained stable at or above 50% since 1988
- The divorce rate is highest in the 3<sup>rd</sup> year of marriage
- Co-habitation is increasing, with a higher failure rate than marriage (80%+)
- The majority of first-born children are now conceived by, or born to, unmarried parents
- Half of all children will spend some time in a single parent family

- More than 85% of all adults marry at least once
- The percentage of young adults who say that having a good marriage is extremely important to them is increasing (94% in one study)

These facts indicate that we continue to seek a fulfilling life partnership, yet are not clear about how to do so. Helping people close the gap between where they are and where they want to be is the realm of professional coaching. Relationship Coaching may be the next evolution in promoting successful marriages and families in our culture. We believe it will become the most lucrative segment of the life coaching field.

# RCI's Five Stages of Relationship Coaching

While there are other developmental models for romantic relationships, RCI has identified five key stages of relationship coaching, ranging from being single and wanting a partner, to being in a committed relationship and seeking to co-create a fulfilling partnership. We have developed proprietary concepts and tools for each of these five stages of relationship coaching.

## 1. Readiness Coaching

Helps singles become clearer about "Who am I?" "What do I want?" and "How do I get what I want?" and addresses areas of their life that may interfere with their readiness for a committed relationship. Coaching activities include:

- Identifying and eliminating "Limiting Beliefs"
- Reviewing Relationship history
- Personality assessments (traits, values, preferences, etc)
- Identification of goals and action plans
- Clarifying Vision, Requirements, Needs, and Wants
- Developing profile of Life Partner
- Developing a "Relationship Plan" to manifest/attract Life Partner

## 2. Attraction Coaching

Helping singles develop effective dating skills and activities that support their search for a compatible partner. Coaching activities include:

- Where and how to meet potential life partners
- Becoming ready for a committed relationship
- Effectively meeting people, developing networks, sorting and screening potential partners
- Staying on track with your Relationship Plan, asserting boundaries, being "the chooser"

## 3. Pre-Commitment Coaching

Helping new and not-yet-committed couples who are wondering "Is this 'The One'?" to be conscious and objective about the future of their relationship.

Coaching activities include:

- Becoming clear about whether this relationship is right for you
- Getting a reality check, staying on track with what you really want

- Developing strategies for testing, decision-making
- Addressing emotional and compatibility issues

#### **4. Couples Coaching (Coupling Stage)**

Helping a committed couple co-create a functional Life Partnership.

Coaching activities include:

- Getting a committed relationship off to a good start
- Learning effective communication and conflict resolution skills
- Discovering and overcoming issues and obstacles around functional needs, such as parenting, domestic responsibilities, finances, etc.
- Identifying and negotiating mutual wants, needs, and goals

#### **5. Bliss Coaching**

Helping a committed couple with a functional relationship deepen their emotional intimacy, trust, love, and connection to create the emotionally fulfilling relationship they want. Coaching activities include:

- Increasing authentic expression of thoughts, feelings, wants, needs
- Accepting ownership of emotional reactivity
- Increasing mutual support, trust, safety around emotional vulnerabilities and intimacy
- Developing skills, rituals, and practices for deepening emotional, physical, and spiritual connection and fulfillment

# Top Ten Guidelines of Relationship Coaching

The goal of coaching is to empower the client, not to dictate or advise as an expert. However, clients often need specialized skills and information in order to be successful in achieving their goals. The art of coaching and relationship coaching involves facilitating learning while holding our client as the expert on their life and what works for them. What follows are some guidelines we've developed to help conceptualize the role of the coach and client in relationship coaching.

**1. Relationship Coaching is not consulting or therapy.**

Coaching empowers by assuming our clients are the experts, fully capable of achieving their goals, and focuses on supporting them into action. Consulting typically provides advice and solutions, while therapy typically focuses on insight and resolution of emotional issues. Because these approaches are so different, the coach should be clear about these distinctions, educate clients about them, and make clear choices about the nature of the coaching relationship that are in the best interests of our clients.

**2. A Relationship Coach helps the client focus on the bigger picture.**

Relationship coaching is not effective when isolating our clients' relationship goals from the rest of their life, such as work, family, friends, wellness, spirituality, etc. Being 'in' relationship is an integral part of a successful, balanced life.

**3. A Relationship Coach shares relationship knowledge, experience, and information without attachment.**

Sharing expertise and information with our clients is very different from any other type of coaching. It is necessary to address our clients' relationship skills and knowledge deficits; however, we do so in a way that supports them to discover and "own" their truth.

**4. A Relationship Coach assumes a relationship is part of the journey, not the destination.**

We support our clients to focus on meaning, connection, and long-term goals, in addition to helping them find a partner or improve their existing relationships.

**5. A Relationship Coach assumes that the most important relationship is the one you have with yourself.**

Our relationships are our mirrors. The Law of Attraction dictates that what is

inside shows up on the outside. We help our clients take responsibility for their relationship outcomes and be the partner they want to have.

**6. A Relationship Coach does not judge a relationship as right or wrong, good or bad.**

As stated above, we assume our clients are the experts and honor their truth and agenda. While we have judgments, we do not impose them on our clients. We lead our clients through a process of discovery in which they are empowered to make the relationship choices that are right for them.

**7. A Relationship Coach does not seek to get personal needs met with clients or prospective clients.**

An ethical coach values being of service above all else, holds the coaching relationship sacred, and does not allow a personal agenda to interfere with doing so.

**8. A Relationship Coach addresses their clients' sabotaging attitudes and choices without making them wrong.**

We assume that "attitude precedes outcome" and skillfully help our clients become aware of the connection between their attitudes (beliefs, interpretations, etc), choices and consequences. We support them in making their own judgments and decisions about their relationship choices in alignment with their Vision, Purpose, Requirements, Needs, and Goals.

**9. A Relationship Coach is neutral about the outcome for pre-committed relationships, and an advocate for committed relationships.**

We value using the opportunity while single to make conscious long-term relationship choices, and believe in the power and necessity of commitment to make those choices work and be fulfilling.

**10. A Relationship Coach "walks the talk" by continually addressing his or her own personal and relationship development, challenges, and goals.**

We know that we can only help our clients along paths that we have traveled ourselves, and no further, so we must continually strive to be conscious and intentional in our lives and relationships. This includes furthering our own learning and development by working with a coach or mentor, on-going training, and other means.

# New Hope and New Challenges for Relationships

We believe professional coaching to be the next evolution of helping people with their life and relationship goals. While the need for therapy will not disappear, in the past 8 years we have seen more and more professionals and the public discover and prefer a coaching model for positive change. At first glance, professionals often say "I've been coaching for a long time and didn't know it!" Contrary to the stigma of therapy, and similar to personal training, amongst the public it is becoming a status symbol to have a coach. The perceived desirability of coaching and increasing public and professional awareness creates more availability of, and demand for, the services of professional coaches. "A rising tide lifts all boats." Relationship Coaches really can make a dent in the divorce rate.

The vast majority of people attracted to the coaching profession are either already qualified and practicing helping professionals, or are mature, talented people of integrity with a strong calling to help others, and who seek training and experience before hanging their shingle. Therapists will be reassured that coaches are trained to recognize that they don't do what therapists do, and to follow the guideline "when in doubt, refer it out." Coaches do not treat clinical disorders such as anxiety, depression, addiction, and phobias. On the other hand, a therapist can do what a coach does, providing a choice of paradigms and methodologies for therapist and client. As the coaching profession gains more visibility, many clients may prefer a coaching model to a therapy model. Clients who do not perceive themselves in need of therapy may be more inclined to see a coach, opening up new practice opportunities for therapists using the coaching model.

# About Relationship Coaching Institute

Relationship Coaching Institute was founded 12 years ago by David Steele, who is a Licensed Marriage and Family Therapist in California.

RCI trains helping professionals of all disciplines to help singles and couples achieve their relationship goals. It is the **first and largest international relationship coach training organization in the world**. We currently have close to 400 member coaches worldwide.

RCI is more than just a relationship coach training school – it is a membership organization that also provides a separate practice building program for its members, as well as access to a members-only Knowledge and Resource Bank, with hundreds of audio programs, articles and other relevant resource materials.

We are dedicated to the success of our members and we believe that our curriculum and support services enable our coaches to have successful practices and make a significant difference in the lives of their clients.

## How Does RCI Help You Build a Successful Practice?

1. Practice Building Mentoring Program (\$1,495.00 value, verify [here](#))
2. Quick Start Program (\$795.00 value, info [here](#))
3. Weekly mentoring calls with David Steele (\$400.00 value per month)
4. Email and telephone access to David, Frankie, and staff for support, consultation (priceless!)
5. Proven business models for a successful relationship coaching business
6. Packaged, branded programs and products with international recognition
7. Community of colleagues for support, ideas, collaboration
8. Referrals from our website (ranked #1 at Google) and joint venture partners
9. Credibility from being a member of the first and largest relationship coach training organization, a pioneer and leader in the field of relationships, opens doors and builds trust
10. Coming- non-profit division providing coaching programs for low income singles and couples delivered by RCI member coaches

# Top 11 Reasons to Join RCI

1. RCI is the first, largest, and only international relationship coaching training organization
2. Cutting-edge relationship coaching methods and materials
3. Innovative, structured programs for coaching singles and couples
4. All trainings, materials, and support included
5. Certification – including Master level
6. On-going tele-class continuing education training and conference calls
7. Low enrollment and membership fees
8. Proven, turn-key practice building programs, which have a value of over \$2200
9. Earn passive income with our Revenue Sharing Program
10. Active, international community of relationship professionals for networking, support, ideas, resources
11. Referrals from national and international co-marketing partnerships

For more information or to register, go to:

<http://www.JoinRCI.com>

Relationship Coaching Institute  
[www.RelationshipCoachingInstitute.com](http://www.RelationshipCoachingInstitute.com)

David Steele, MA, LMFT, CLC, Founder  
[david@relationshipcoachinginstitute.com](mailto:david@relationshipcoachinginstitute.com)

Frankie Doiron, PCC, President and CEO  
[Frankie@relationshipcoachinginstitute.com](mailto:Frankie@relationshipcoachinginstitute.com)

PO Box 111783, Campbell, CA 95011  
888-268-4074 (Toll Free)

Thanks for joining us! We look forward to partnering with you here at RCI.



*David*



*Frankie*