



# How to Become a Professional Coach

With David Steele, MA, LMFT, CLC  
Founder, Relationship Coaching Institute  
And Terri Hase, PCC  
Lead Trainer, RCI Life Coach Training Program



- I. What is coaching?
- II. Finding a good coach training program
- III. Building a successful coaching business
- IV. Why Relationship Coaching Institute?
- VI. What's next





RELATIONSHIP  
COACHING INSTITUTE

Training you need,  
support to succeed.



*Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Coaching honors the client as the expert in his/her life and work and believes that every client is creative, resourceful, and whole.*



## Coaches:

- ☑ Discover, clarify, and align with what the client wants to achieve
- ☑ Encourages client self-discovery
- ☑ Elicits client-generated solutions and strategies
- ☑ Hold the client responsible and accountable for actions and results





# Coaching Skills

1. Accountability
2. Accentuating the positive
3. Challenging
4. Clarifying
5. Designing the alliance
6. Forwarding the action





# Coaching Skills

7. Holding the client's agenda
8. Holding the focus
9. Maintaining attitude of inquiry
10. Powerful questions
11. Requesting
12. Reflective listening





# Coaching Guidelines

1. Coaching is not consulting or therapy
2. A coach helps the client focus on the bigger picture
3. A coach shares information without attachment
4. A coach assumes a goal is part of the journey, not the destination
5. A coach assumes your most important relationship is with yourself

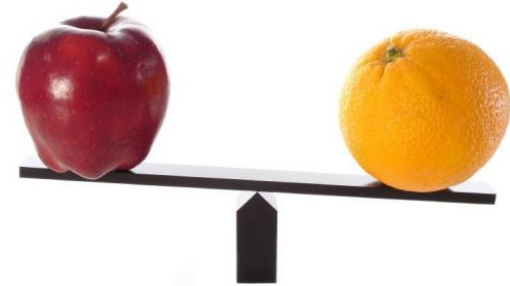


## Coaching Guidelines

6. A coach does not judge right or wrong
7. A coach doesn't seek to get personal needs met with clients
8. A coach addresses self-sabotage without making the client wrong
9. A coach is neutral about the outcome for the client
10. A coach walks their talk



# Comparing Coaching & Therapy



(Psycho)therapy requires a license because it is a healing profession that addresses mental, emotional, and social disorders and can bill medical insurance.

Coaching is a personal growth profession that is action and results-oriented and works with functional clients.

Confusion occurs because therapists (as distinct from the "profession") are personal growth oriented as well.



# Comparing 5 Types of Helpers

1. Therapists
2. Counselors
3. Consultants
4. Educators
5. Coaches





# And now for a story...





# How to Identify a Good Coach Training Program

1. A good training program teaches coaching
2. A good training program meets your learning needs
3. Provides practicum and mentoring
4. Provides certification
5. Prepares you to practice
6. Helps you get clients





# How to Build a Successful Coaching Business



Step One: Get coaching training

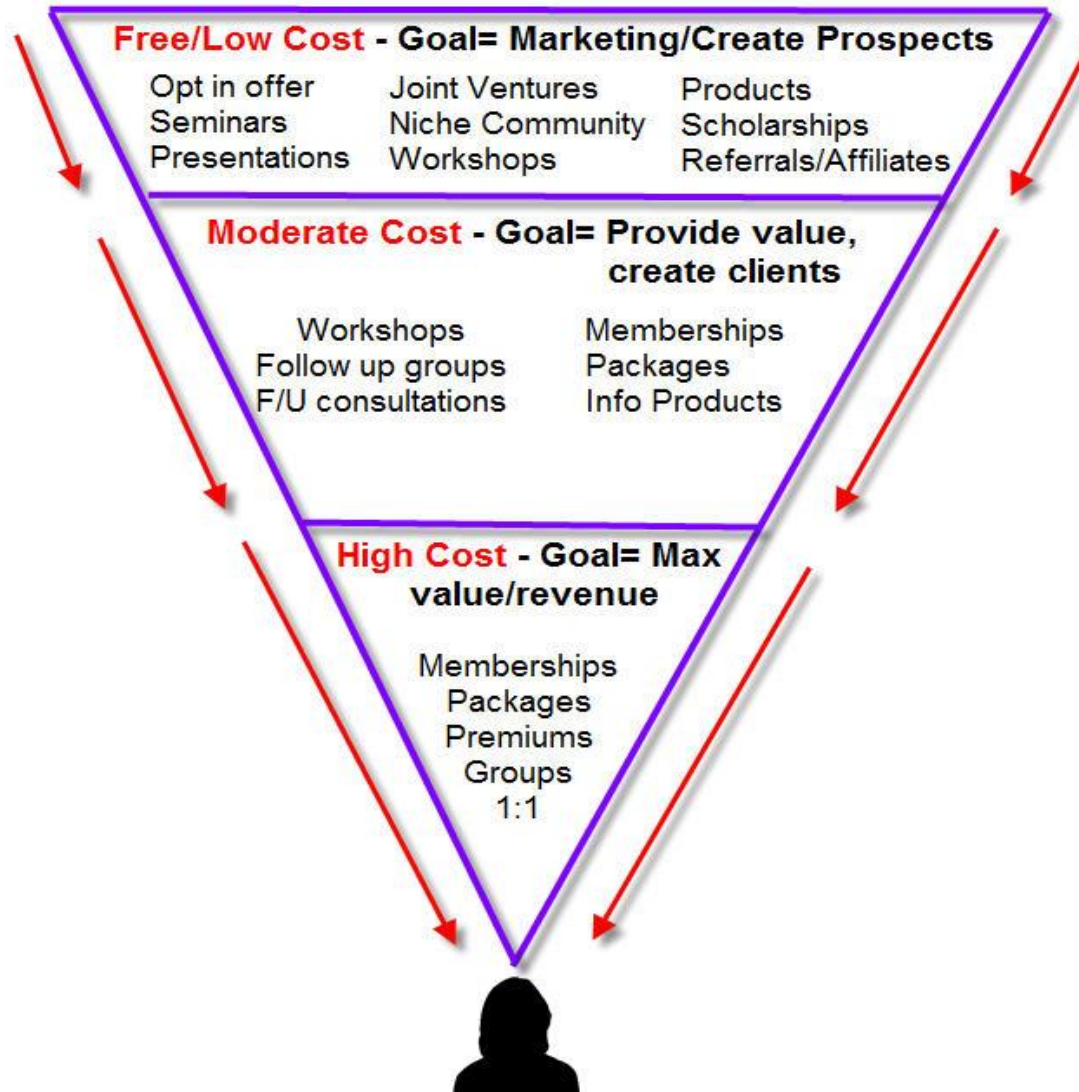
Step Two: Choose a specialty and niche

Step Three: Do Market research => Design program

Step Four: Practice the *Platinum Rule of Marketing*

Step Five: Learn Enrollment Skills

# Six Figure Coaching Business Model





# Why Train With RCI?

Training

Certification

Marketing Support

Practice Building Support





# RCI Marketing Support



- #1 Google ranked
- Find-a-Coach- [RelationshipCoach.org](http://RelationshipCoach.org)
- Fully customizable website
- Presentations, seminars, workshops, classes
- Branded programs for singles and couples
- Client workbooks, manuals, handouts, assessments
- Hosted webinars and teleseminars, and more!



# RCI Practice Building Support



- New Member Quickstart Program
- Get Clients FAST Program
- 13-Week Business Building Training
- All parts of Six Figure Coaching Business Model
- Complete client enrollment system



## What's Next?



Visit [www.RelationshipCoachingInstitute.com](http://www.RelationshipCoachingInstitute.com)

- ✓ Relationship Coach Starter Kit
- ✓ Free Coaching Career Consultation
- ✓ Join RCI today, start building your coaching business tomorrow!