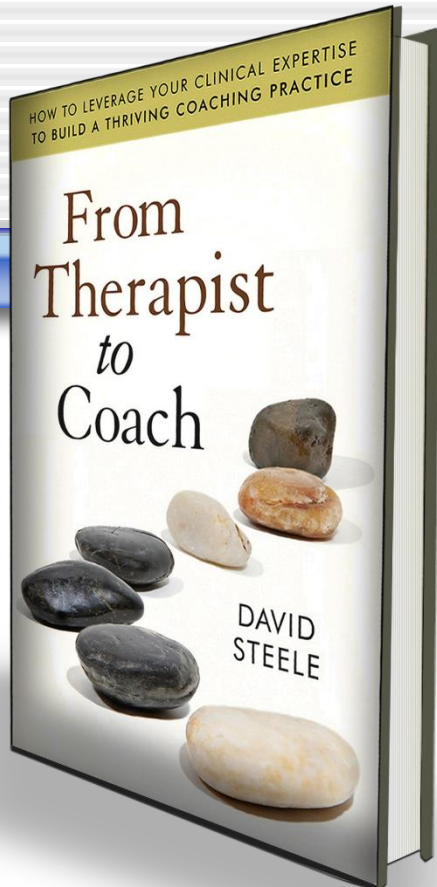


From Therapist to Coach:

Leveraging Your Clinical Expertise to Build a Thriving Coaching Practice



*The definitive resource for therapists
curious about coaching*

– Sharon O’Farrell, MIHA

*By David Steele, MA, LMFT,
Founder, Relationship Coaching Institute*

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Just released!

From Frustrated Therapist to Successful Coach

- I.* I was a frustrated therapist because...
- II.* Differences between coaching and therapy
- III.* Common myths therapists have about coaching
- IV.* Common questions therapists have about coaching
- V.* Building the million dollar coaching practice
- VI.* About Relationship Coaching Institute
- VII.* What's next?

Let me tell you a true story . . .

From Frustrated
Therapist to
Successful Coach



I. I was a frustrated therapist because...

Insurance

- ◆ Clients
- ◆ Income
- ◆ Clinical Requirements



I was a frustrated therapist because...

Private Pay??



I was a frustrated therapist because...

Stigma



I was a frustrated therapist because...

Desperation



II. Differences Between Coaching & Therapy

The Nutshell

(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.

Differences Between Coaching & Therapy

Definitions

Profession: *An occupation requiring specialized education and/or training.*

Therapy: *The treatment of physical, mental, or social disorders or disease.*

Psychotherapy: *The treatment of mental and emotional disorders through the use of psychological techniques.*

Coaching: *Partnering with clients to enhance the skills, resources, and creativity they already have to achieve their personal and professional goals.*

Differences Between Coaching & Therapy

ICF Definition of Coaching

The ICF defines coaching as 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 are trained to listen, to observe and to customize their approach to individual client needs. They seek to elicit solutions and strategies from the client; they believe the client is naturally creative and resourceful. The coach's job is to provide support to enhance the skills, resources, and creativity that the client already has.

<http://www.coachfederation.org/find-a-coach/what-is-coaching/>

Differences Between Coaching & Therapy

Orientation of Profession

Therapy

- ◆ Healing oriented
- ◆ Inside out
- ◆ Treatment

Coaching

- ◆ Action oriented
- ◆ Goals
- ◆ Results

Differences Between Coaching & Therapy

Five Types of Helping Professionals

- ◆ Therapists
- ◆ Counselors
- ◆ Consultants
- ◆ Educators
- ◆ Coaches

Differences Between Coaching & Therapy

Practice Differences

- ◆ Fees
- ◆ Billing
- ◆ Liability
- ◆ Service Delivery
- ◆ Getting Clients

Differences Between Coaching & Therapy

Professional Roles

- ◆ Expertise
- ◆ Setting Agenda
- ◆ Focus
- ◆ Responsibility for Outcome
- ◆ Direction, opinion, advice

Differences Between Coaching & Therapy

Clients

- ◆ Motivation
- ◆ Self Perception
- ◆ Desire
- ◆ Relationship

III Common Myths Therapists Have About Coaching

Opportunity misses those who view the world only through the eyes of their professions.

~Gerald Celente

Common Myths Therapists Have About Coaching

- Coaching isn't a real profession
- I already do coaching
- I don't need training to do coaching
- I have to give advice for my client to be successful
- I'll lose credibility if I market coaching
- People won't pay much for coaching because they don't need it
- People won't pay for coaching in a recession

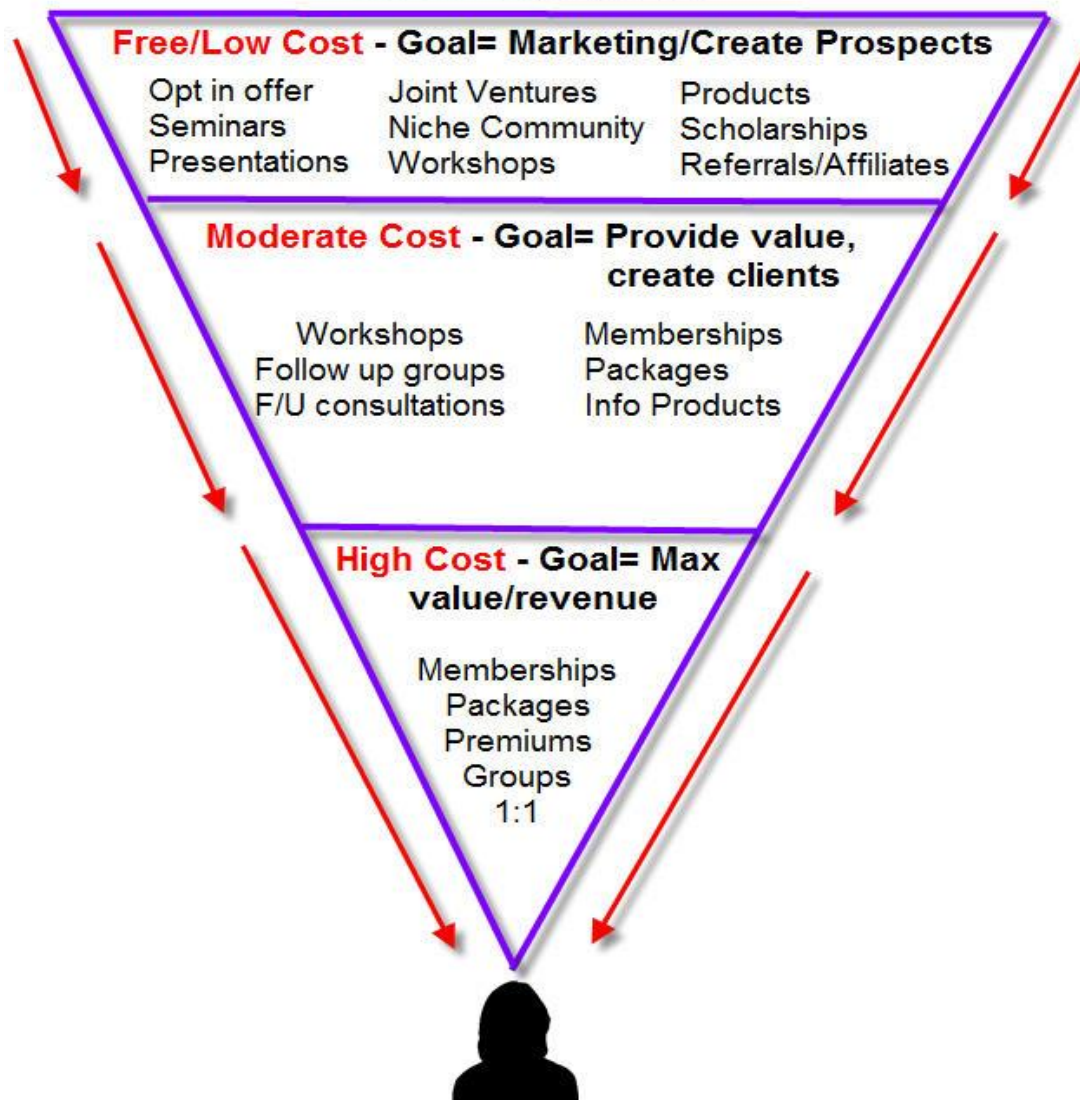
IV. Common Questions Therapists Have About Coaching

- Do I need certification?
- Can I bill medical insurance?
- Can do coaching and therapy at the same time?
- Do I have to stop doing therapy if I provide coaching?
- Do I need special liability insurance?

Common Questions Therapists Have About Coaching

- Is it hard to get coaching clients?
- How do I market and get clients?
- Would I make more money, or less, by providing coaching?
- How much should I charge for coaching?

V. Building the Million Dollar Coaching Practice



VI. Join Relationship Coaching Institute!

Training

Certification

Practice Building Support

- 13 Week Practice Building Program
- Mentoring
- Collaboration

Join Relationship Coaching Institute!

Marketing Support

- #1 Google ranked
- Find-a-Coach- RelationshipCoach.org
- Fully customizable website
- Presentations, seminars, workshops, classes
- Branded programs for singles and couples
- Conscious Dating Virtual Coaching Program

Join Relationship Coaching Institute!

Marketing Support (continued)

- Client workbooks, manuals, handouts, assessments
- Newsletters
- Conscious Relationship Seminar Series
- Inspirational Relationships Video Project
- Conscious Dating teleseminars and teleclinic
- Conscious Relationship Communities Project
- Together Forever Club for Couples

Join Relationship Coaching Institute!



"Joining RCI was the best decision I've ever made. Ever since becoming a Lifetime Member my relationship coaching and counseling practice has absolutely skyrocketed. And I just can't tell you how much fun I'm having! If you've been thinking about joining RCI so they can help you grow your practice I absolutely recommend it and know you won't be disappointed. Thank you so much RCI!"

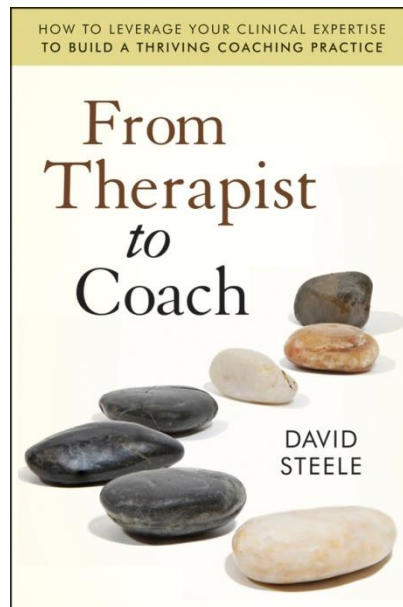
~ Colette Kenney, MA, CHT

**For more comments from RCI members visit:
www.relationshipcoachinginstitute.com**

VII

Your Next Steps

Buy This Book!



Join us at Relationship Coaching Institute

