

benefit of the world of coaching and coaching clients. It is also a great way for coaches to get business as members of the public can search for registered coaches in their area. It brings coaching transparency at last.”

As members of the ECI Have you published your details on the International Coaching Register? To do so:

- Select the 'ICR Register Edits' menu option on the left hand side of this screen.
- Create your entry by selecting:
 - [Insurance](#) - enter your Professional Indemnity Insurance details here.
 - [Training](#) - enter the details of all the training courses you've completed here.
 - [Workshops](#) - enter the details of all the workshops you've attended here.
 - [Accreditation](#) - your ECI Accreditation details will automatically be included here. You also have the opportunity to enter the details of all the accreditations/credentials you've been awarded, as an independent verification of your coach training and experience.
 - [Business Details](#) - select or enter all types of coaching you include in your Coaching Business/Practice.
 - [Organisation Membership Details](#) - enter the details of all Business Organisations in which you hold a membership - these could be other Coaching Bodies, Chamber of Commerce, or any type of organisation that is appropriate to your business.
 - [Display](#) - don't forget to DISPLAY your details. Selecting 'yes' your details will be displayed on the International Coaching Register. For ECI Accredited Coaches, your details will also be displayed on the ECI's Coaching Referral programme.

We look forward to seeing you on the International Coaching Register.

To display your details on the ECI's Coach Referral Service, if you are not an accredited coach [email](#) Cherry Claus, Intl. Head of Accreditation for details on how to become accredited.

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The Future of Coaching – Repositioning Ourselves in the Market Noel Posus

The coaching landscape is changing, and changing fast. Change, however, can be very scary for most people at one time or another. As we know, one of the best strategies to overcome fear of change is to plan for the change itself and our role within it.

As the host and MC of the Inaugural ECI Australasian Coaching Conference, I had to consider what the best structure could be for this amazing event that could truly capture what's happening in the world of coaching. The outcome:

- Mastery of Self
- Mastery of Coaching
- Mastery of Business
- Mastery of Industry

Mastery of Self refers to how each of us needs to grow personally and professionally. Many coaches enter this profession with a compelling desire to assist others. Along the way however, we also need support. Some pursue it and some don't. Some get coached while others struggle. Individually, we need to step up. Our clients are going to demand more and more that we are "products of the product" and that we demonstrate credibility through our own experiences of achievement and success. This may sound obvious, but I can assure you that I've met many coaches recently who would describe their own lives as a bit of a mess and acknowledge that they're doing very little about it.

Mastery of Coaching is something we're typically fairly good at working on, as coaches often are exploring new approaches, techniques and tools. That said, our target markets are changing. The Baby Boomers are retiring and the Gen X, Gen Y and Next Gen clients are rapidly growing. This new type of client though comes with its own unique challenges. For example, they want results instantly, want someone else to do it for them, and often don't have the means to afford coaching, and yet they have a huge passion for a more fulfilling life. There's a huge opportunity to change how we coach so that we're more effective and matching the needs of our clients. This is just one of many examples where we need to be paying more attention to what our clients are asking for.

Mastery of Business is about getting out of our own way, and past our own fears, about running a business. Very few coaches are employed by organisations that attract the clients

Definition

Business

noun

- an occupation, profession, or trade;
- the purchase and sale of goods in an attempt to make a profit;
- a person, partnership, or corporation engaged in commerce, manufacturing, or a service; profit-seeking enterprise or concern;

adjective

- of, noting, or pertaining to business, its organization, or its procedures;
- containing, suitable for, or welcoming business or commerce.

<http://dictionary.reference.com/browse/business>

and do the admin for them. Most of us run our own businesses and to be really up front about it, many of us need to start acting like business owners. Part of this is researching our markets well and providing products and services they're asking for versus just selling what we want to talk about and do. Additionally, it's about getting all of the business foundation, administration and operational activities in order. This includes everything from a website through to invoicing. There are systems that could be improved, and possibly the most important is following up on potential customer enquiries. Some coaches are losing business because they're simply not organised or not returning phone or email messages.

Finally, Mastery of Industry is focused on playing our part in the development and promotion of coaching as a profession. After nearly 30 years of professionals calling themselves life coaches, the biggest question in the marketplace is still, "what is life coaching?" Many coaches are afraid of this conversation and struggle to answer the question. Others are afraid to "come out" as a coach and therefore no one knows about the assistance they could be providing.

Coaches around the world are quitting coaching and going back to full-time jobs. This doesn't have to be the trend for the rest of us if we do something, now, to support our colleagues, our industry and ourselves.

Noel Posus
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 ECI Head of Marketing for Asia Pacific

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Inspirational Quotation

"Failure is simply the opportunity to begin again, this time more intelligently."

Henry Ford

"Opportunity is missed by most people because it is dressed in overalls and looks like work."


Thomas A. Edison


Accredited Training Courses and Workshops


Full Coach Training Courses


- Diploma in Life & Business Coaching
 Mindstream
info@mindstream.ie



- Diploma in Management and Executive Coaching
 International Coaching and Training Institute
info@icti.ie


- Diploma in Personal and Executive Coaching
 Executive Coaching Solutions Limited
info@ecsl.eu


- LCH Diploma in Life Coaching (The)
 Achievement Specialists
enquiries@achievementspecialists.co.uk


- Life & Executive Practitioner Coach Diploma (DipNMC)
 Noble Manhattan Coaching
info@noble-manhattan.com


- Life & Executive Practitioner Senior Diploma (SNMC)
 Noble Manhattan Coaching
info@noble-manhattan.com


- Life & Executive Master Coach (MNMC)
 Noble Manhattan Coaching
info@noble-manhattan.com


- Professional Certified Power Coach® Program
 Coaching and Leadership Intl. Inc.
Betska@CoachingAndLeadership.com



Further details on all these courses and workshops can be found at
http://www.europecoachinginstitute.org/coach_training/programme.php?Level=CTECI

Short Course Training Courses

- Coaching Skills for Managers
Reed Learning plc
Eleanor.Maimane@reed.co.uk
- Putting Ageing into Perspective
Mowat Research Ltd
accreditation applied for
- Quantum Goal Achievement
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europeancoachinginstitute.org/coach_training/programme.php?Level=SCECI

Workshops

- Results Coaching
Noble Manhattan Coaching
info@noble-manhattan.com



Further details on all these courses and workshops can be found at
http://www.europeancoachinginstitute.org/coach_training/programme.php?Level=WSECI

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ECI Benefits for Members

Professional Indemnity Insurance – [Click here for more details](#)

TAXCafe® - [Click here for more details](#)

Coaching Hours Log – [Click here for access to the log](#)

C.P.D. (continuous professional development) Log – [Click here for access to the log](#)

What other member's offers would you like the ECI to source? Let us know by sending the ECI an [email!](#)

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Top Tips

1. Define your unique point of difference
2. Focus on the client – make the benefits easy to recognise & always add value
3. Know your business - track, evaluate & review your business on a regular basis
4. Be personal & build relationships
5. Get Referrals - word of mouth is the least expensive & most effective way to get clients
6. Learn from your experiences – research, analyse & talk to your clients
7. Create free publicity
8. Surround yourself with the right support
9. Continually add to your skills and knowledge
10. Product innovation. People's needs change & so must your products/services.

Anna Cairo
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Members Offers

[Build a Booming Business](#)

Betska K-Burr, MECI

[Get Known Fast](#)

Tessa Stowe, Assoc

Your 'Get Known Fast' programme was super value for money and I want to thank you so much for changing my life in many ways Tessa! – [click here](#) for the testimonial written by a member of the ECI

Readers Feedback

We would appreciate your feedback on any aspect on the newsletter.

Email the editor!
anna@the-eci.org

Please don't forget to promote the ECI to like-minded friends and clients by forwarding them a copy.

[The Science of Getting Rich](#)

Barbara J. Dalpra, FECI

How would you benefit if you were to promote your own business offers to the ECI's membership?
 Take this opportunity to promote your business offers to ECI members. Please [email](#) the following details:

- a. Offer title
- b. Organisation name
- c. Organisation location (country in which you are based)
- d. Short description of your offer (no more than 250 words) please note - where this description is longer than 250 words, the display posted onto the web-page will end at the 250th word.
- e. Price and currency (please explain whether this includes or excludes VAT, Sales Tax, or any additional costs)
- f. Offer contact details - i.e. web-link or email address
- g. If applicable, offer end date

[Click here](#) for more information.

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ECI Sponsored Workshops

The ECI offers their Members with the opportunity to promote their own workshops and short courses. It is important to note that these short courses and workshops are *not verified* by the ECI, and therefore they are not subject to the same scrutiny as the ECI Accredited Courses and Workshops.

[Click here](#) for more information.

Abundance Retreat "Being beyond Technique"	Resolution for Life - Margit Jones-Hochstrasser, Assoc
"Give Yourself the Gift of Health" Short Course	Rainbow Promise Health - Dawn Campbell, CECI
"Putting Ageing into Perspective" Workshop	Mowat Research Ltd. - Dr Harriet Mowat, Assoc
"The Positive Parenting Made Easy" Workshop	Positive Parents – Confident Kids Coaching Ltd. – Sue Atkins, Assoc
"Transition Retreat"	Resolution for Life - Margit Jones-Hochstrasser, Assoc

Take this opportunity to promote your short courses and workshops.
[Email](#) the details of your workshops or short courses.

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Understanding 'Sales Coaching' To Get Clients

Dr PaTrisha-Anne Todd

Research shows that 85% of time is needed to be successful in the skill of converting prospective Life Coaching enquiries into paying clients. This is known as understanding the technique of 'Sales Coaching'.

The Sales Coaching technique is divided into four parts:

1. Personal Motivation – which is the drive you have to achieve a goal.
2. Knowing the 'why' – is to be accountable for the amount of effort you put in towards achieving your goal.
3. You'll need consistent coaching from an experienced Life Coach and where possible on-going mentorship.
4. Delegation – of specific tasks that could detract from your focused application.

With the four parts in place then careful strategic planning and knowing who your ideal client is will allow you to filter enquiries and convert targeted enquiries into sales both easily and effectively. Through years of experience I don't make this statement lightly.

The best way forward in order to make that important transition from just thinking about having a full coaching appointment book to its actual attainment is to broaden your learning curve of existing skills and begin to understand that crucial element that: your requirement is to understand the needs of the client within your boundaries of your chosen coaching niche.

Acronym

- B – Believe in your product
- U – Understand your market
- S - Sales
- I - Internet
- N – Nurture your business
- E - Educate
- S - Specialise
- S - Service

Let's look at it step by step so we can understand more about strategic planning.

1. Prospective client contacts you in response to advertising or referral.
2. From the initial enquiry about your coaching service you will instigate an assessment of the clients needs. You'll do this quite naturally while conversing on the telephone. This pre-assessment will pinpoint to you the areas you'll need to focus upon for optimum results. You'll also find that by working with the pre-assessment technique you are helping yourself to gather the best information about the prospective client who is seeking your help.
3. Having gathered the relevant data from your prospective client you will be able to quickly assess the type of coaching that would benefit them. You'll know from that call if your niche coaching service will add value to their lifestyle.

Further more your initial telephone pre-assessment will help the prospective client to overcome any reluctance they may have to purchase your coaching services. The client will develop a trust with you and learn that their coaching sessions will be tailored to their individual goals and aspirations.

Are You An Effective Sales Person?

In order to become an effective sales person, and let's face it that as a Life Coach working for yourself it's important that you're selling activity is planned and all goals set are achievable. It's your 'sales' efforts that will find you further clients.

To achieve the results that you desire I would recommend the methodology of a simple tool that I use all the time – 7RESULTS ©. 7RESULTS as there are 7 steps.

R = the results you require, you need to know why you need to open your Life Coaching appointment book and take on new clients.

E = expectations, not yours but those of your prospective client, ask them what they would really like to achieve by engaging in a coaching programme with you and the benefits they will gain from doing so.

S = sessions, explain to them how long and how much it will cost them.

U = you understand what coaching is all about, but do they? Don't get too technical about the different coaching models you learned about when studying to become a Life Coach. Keep it simple and you can begin with asking them their understanding of coaching, you can take it up from there on.

L = the length factor comes into the L of 7RESULTS©. You'll need to answer the FAQs (frequently asked questions) about length of each session and how many sessions you are offering as part of the route to reach the goal. Again, your Life Coach training would have offered you a 'sales pitch' lesson covering this topic.

T = testimonials, oh yes! Prospects will ask you about your training, your experience and can they speak with your clients. Basically, this is a very sensitive area and I would recommend that apart from the public testimonials you will be collecting as you work with clients the divulgence of private data information is not recommended.

S = keep your sales approach simple. Applying the techniques I have spoken about in this article will help you to succeed in closing the enquiry positively.

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Author 'LifeCoaching A-Z' series

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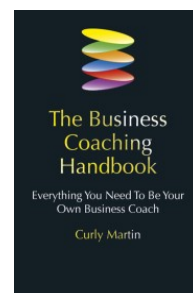
Recommended Reading

The Business Coaching Handbook

By: Curly Martin

This book reveals what business coaching is, how to assess the shape of your business and what steps you need to put in place to grow it successfully.

Although this book is set up for business entrepreneurs who have achieved the first goal of getting their enterprise up or have been operating their own business for a few years it is set in a user-friendly format. Because of this, the reader has a step-by-step



Thought of the month

To open a shop is easy, to keep it open is an art

Chinese Proverb

process to business improvement and so can be used by just about anyone.

www.thebusinesscoachinghandbook.com

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Creating Your Coaching Business

Julie Regan

Creating your own coaching business often means working for yourself. It is rewarding and stimulating, difficult and challenging – all at once and over and over again. It will deliver inspiration, learning, joy, frustration and engagement – all the things we ask for in meaningful employment whatever our field. Here are a few things to keep in mind – whether you are new at it or refreshing what you do.

Create and clarify:

- **A vision for your business**
Develop a clear vision for your business. Know what you want your coaching practice and clientele to look like. Define how many hours a week you will be coaching and how many clients that will involve; who your clients are and how you will reach them; what additional services you will be offering and how they will be delivered; what distinguishes you; how many hours a week you will be working on your business. Know what you want your business to be. Refine it regularly as you and your business change.
- **A vision for yourself as coach**
Develop a clear picture of who you are as a coach and define the wonderful qualities you bring to the coaching relationship. Get to know yourself. Are you a great listener, an inventive questioner, a compassionate supporter of your clients? Do you have a “full practice” mentality? What “baggage” do you need to clear out of your mental and emotional wardrobes to be fully present for your clients? The more you know about yourself, the easier it will be to remain with integrity, and move forward with confidence to enhance your practice.
- **A plan**
Create a business plan, an overview, or a roadmap – whatever works for you. A planning exercise requires you to ask the hard questions and clarify what it is you do – is there a market for what you want to sell, what will the business look like from all angles, how much money will you need to generate, where will you advertise and what will you say, what range of services will you offer. Once you have clarified the answers (and remember that they won’t all arrive at the same time) create the mega “to do” list and get started. Like the vision, review and refine the plan constantly.
- **Your points of difference**
Clarify the type of coaching you offer and develop your niche. Mark out your points of difference. Clearly describe what you do and how you do it, what you offer at what price and how you pitch yourself to your clients. Remember the benefit of calling upon skills you have from previous occupations in defining your niche.
- **Your own measure of success**
As your business develops how do you measure your progress? Know what success looks like and means for you – is it about the money, the number of clients you have, your coaching lifestyle, who you coach, where you coach? Whatever your measure is, it needs to be yours and no one else’s. Create a vision of you standing in the winning circle for yourself and yourself alone.

Converse

Getting a business up and running requires a lot of talking. Getting a successful coaching business up and running requires double the amount. To know if there is a market for the type of services you offer will require conversations with people working in the industries or areas you will be targeting. You will be talking to your potential clients, not just talking to other coaches, to sell your services. You will be analysing your conversations to gain clarity about what clients are looking for, and how best to market yourself in response. Remember not everyone knows what coaching is, how it works and what benefits it can bring to their lives. If they do they’ll want to know how you differ from other coaches. Never underestimate the power of conversation, with anyone and everyone you meet – it brings you business and helps you clarify what it is you have to offer to your clients. **So talk, talk lots.**

Future Features

August

- Self-esteem and Confidence

September

- Passive Income

October

- Effective Communication

November

- Relaxation

December

- Volunteering

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Collaborate and connect

Working on your own doesn't mean that you can't be working with a team. Think of yourself as a company and put a supportive board of directors in place. Engage the skills of a marketing person to provide feedback on your promotional materials; ask your friend in IT to give you advice on how best to use this wonderful world of communication technology to your advantage; bring in your accountant or your big picture thinking friends and coaching buddies to brainstorm with you over coffee; enrol your gym buddy to take charge of your health and wellbeing. You get the picture. Take a role in being part of your own team and engage a coach to keep you on track, or a mentor to help you gain business clarity – invest in yourself. Don't be afraid to call upon those around you – people enjoy being part of a successful team.

Celebrate

We all need nurturing and support to keep going and focused on our goals, and on our business. The best way to do so is to support and nurture you. Don't forget to celebrate those wonderful moments that make it all worthwhile - your first or your 10,000th client, clinching the deal for your first big workshop or a contract with that dream company for a presentation, a new website, an "aha" moment with a client – the list is endless. Take the time to reflect on your progress, your successes, your unique coaching qualities – **congratulate** yourself for what you have achieved.

And remember - **ENJOY WHAT YOU DO.**

Julie Regan

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[Kirsty O'Callaghan](#)

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The ECI A force for good in coaching!

This is your industry related e-newsletter so have your say here.

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Answer - Share your quotes, positive daily actions and coaching tips for the benefit of others in this newsletter. In addition, seize this free opportunity to raise your profile and increase your chances of being networked with by contributing an article. Don't worry if you're not an experienced writer, we'll help you edit it. Our publication guidelines are found by [clicking here](#).

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